

# International Commercial Team January to March end 2019

The International Commercial Team has been busy since the beginning of the year, implementing different projects on all continents... See some highlights below!

## E-learning platform

Over 22 countries have signed up to our e-learning platform and 400 people have already started the training. Our objective of 500 people completing it should be reach by the end of the year as over 200 people have already done so.



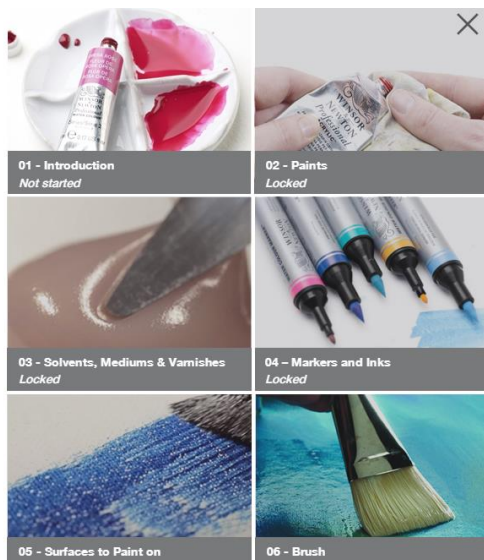
### Paint: The Basics

Hello and welcome to your Winsor & Newton *Paint: The Basics* training suite.

This training course provides you with general information about materials and tools that art lovers use, about paints, pigments and other exciting topics.

You will learn about Winsor & Newton products and will be confident to help out the customers with their right choice.

[Select a topic panel to begin.](#)



## Social Media of our retailers and distributors

Jarir (Saudi Arabia)

Jarir posted 4 instagram posts, generating 50K likes from their 1.1m base of followers.



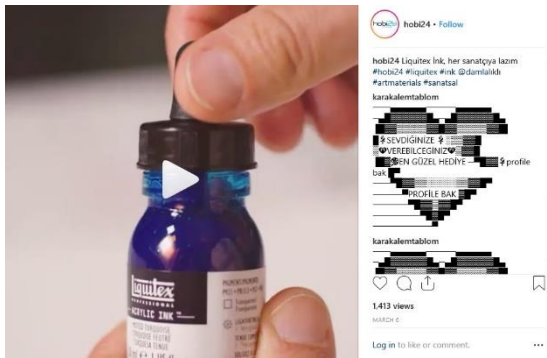
Russia



Krasniy Karandach (100K followers)



Peredvichnik (34K followers)



Turkey  
Hobby 24 (34K followers)



Mexico  
Lumen (32K followers)





**Dominican Republic**  
Papelaria (10K followers)



**Columbia**  
Distributor page (4K followers)

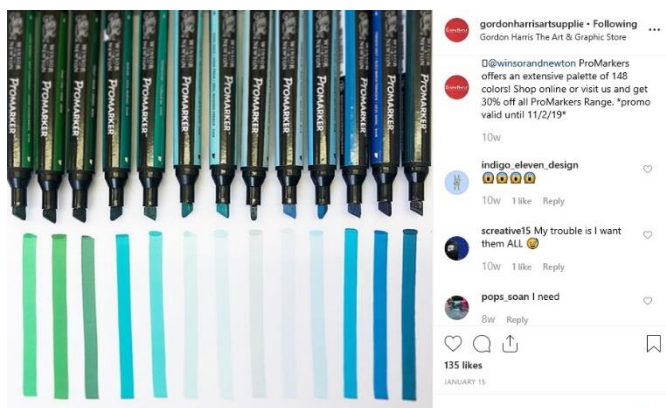


- Aifa – WN Argentina
- Refined linseed oil video
- Liquin fine details video
- Promoting Jochi Camara's workshops
- Promoting Ricardo Celma's workshops

**Argentina**  
Distributor's page (5K followers)



**Costa Rica**  
Distributor's Page (4K followers)



**New Zealand**  
Gordon Harris (2K followers)

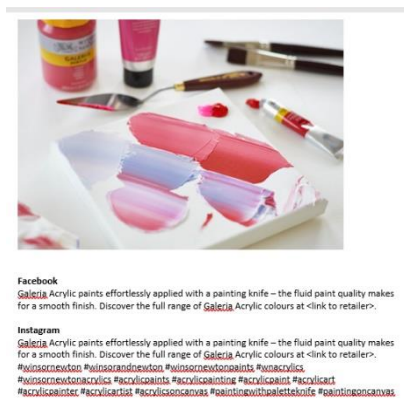
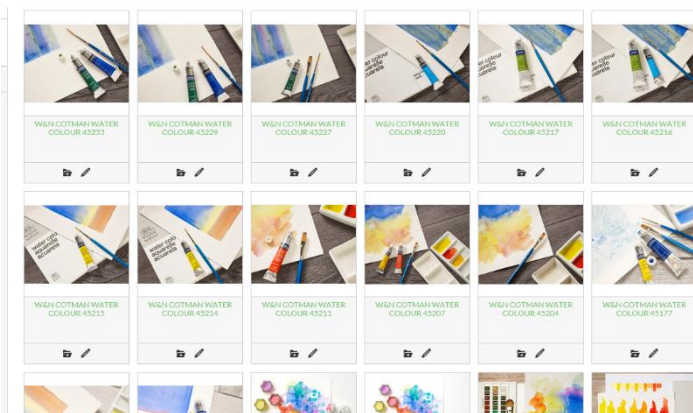
**In Greece : Digital Kit BASICS**

- New initiative to send every month a digital kit to customers on a different range including ready to be used imagery/ caption for both Instagram/ Facebook
- The first test started with Greece and Basics
- 2 posts/ week already since we started



**Lifestyle Imagery**

- Creation of 70 lifestyle imagery covering the Cotman, Galeria and Winton ranges
- We also provided captions for both Facebook and Instagram



## In use examples



In Costa Rica



In Columbia

## New Influencers



Argentina

Jochicamara (9K followers)

<https://www.instagram.com/jochicamara/?hl=en>



Mexico

Sara10\_art (30K followers)



Mexico

Amarillopastel (27K followers)



Mexico

Ricardo\_torres (24K followers)



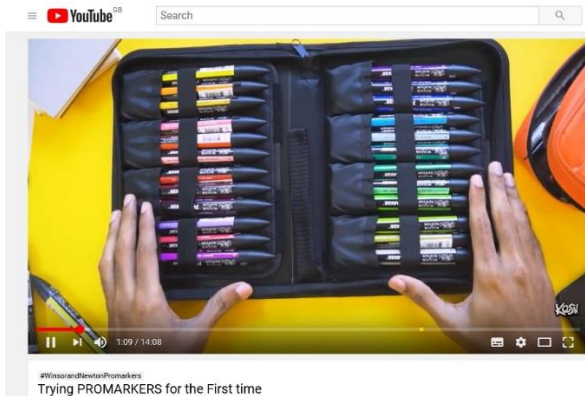
Mexico

Anahi\_echeverria (4K followers)



Hong Kong

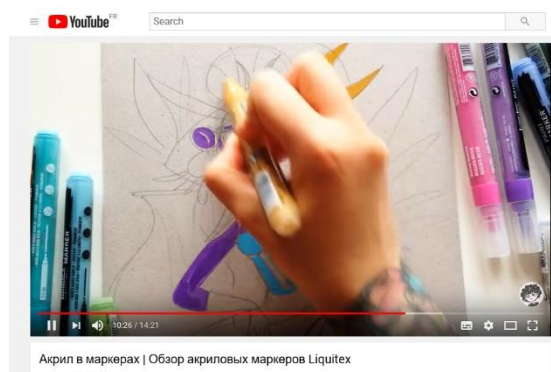
Littlethunder (468K followers)



**India**  
Kesh (194K Youtube followers)



**Philippines**  
Valeriechuaart (94K followers)



**Russia**  
Itiotstile (45K followers)



**New Zealand**  
Phoebeganderart (38K followers)



**Malta**  
Alfiealpha\_art (22K followers)

## Events and Cooperations



### **Argentina**

#### Porter Art Show

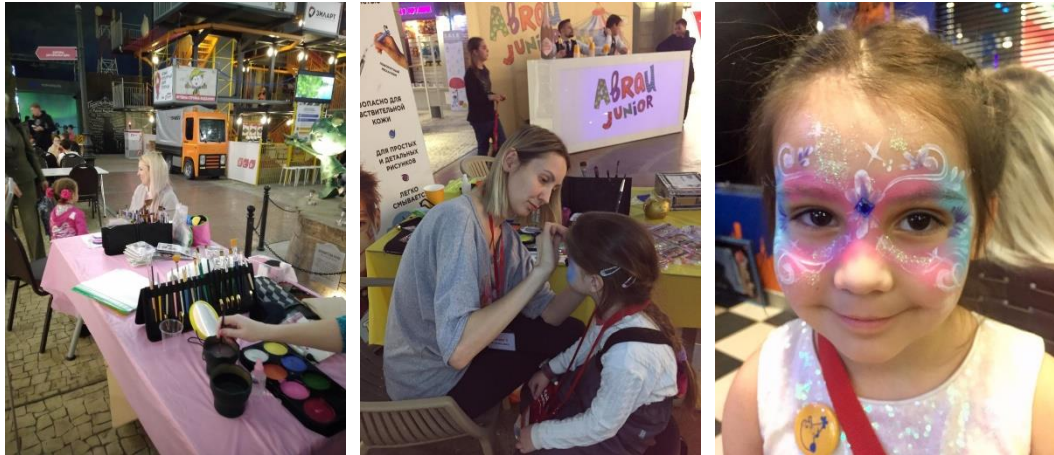
- National show sponsored by Winsor & Newton (only paint manufacturer!)
- Carried out a number of workshops in oil and water colours by very well known Argentinian artists Goyo and Ricardo Celma.



### **Russia**

#### SKREPKA Trade Show (in March)

- 3 days Event
- 300 + guests on stand
- 60-70 contacts on WN
- 20-30 contacts on Snazaroo with product Q's
- Facepainter was organised closer to main stand



## Russia

### Kidzania Cooperation

- 3rd cooperation with Kidzania
- 8 days facepainters work
- Around 6000 faces with Snazaroo
- 4000 coupons distributed (-20% in Veselay Zateya)



## Russia

### International Union Teachers-Artists Cooperation

- International Forum of Teachers-artists in Moscow
- 500 participants (members of Union)
- Gift bag with catalogue and sachet-samples (oil, acrylic, watercolor)
- Retail partner - Peredvizhnik

Подписаться и получить полный доступ к сайту → [Получить доступ](#)

Материалы на интенсив  
предоставлены компанией  
«Winsor&Newton»



## Russia

### Kalacheva School Cooperation

- First experience on Kalacheva School cooperation
- <https://kalachevaschool.ru/programs/interior-sketch-intensive>
- Support with materials on-line courses “interior sketch intensive”



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Fantasy Room Moscow

fantasy\_room\_moscow Весна пришла, давай путешествовать! 🌞  
👉 курс посвящен спиртовым маркерам и путешествиям: как собрать палитру? Что рисовать в путешествиях? Зачем нужны тревелбуки? Об этом мы и поговорим!

👉 А самое, конечно, главное познакомимся со спиртовыми маркерами: какие у них особенности, как с ними работать, какие дополнительные инструменты нужны.

👉 На каждом уроке будем разбирать определенные моменты: свет и тени; текстуры; перспектива; тоонд иллюстрация; композиция.

2,109 likes

MARCH 2

Log in to like or comment.



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fantasy\_room\_moscow Эй красота, поспеши! 🌞

👉 Ты же помнишь, что только в марте при покупке Fashion базовой и Fashion PRO ты получаешь курс по Fashion аксессуару совершенно бесплатно! 🌞

Правда здорово? Отличное предложение этой весной! 🌞

Поспеши стать частью нашей #fantasyfamily 🌞

2,140 likes

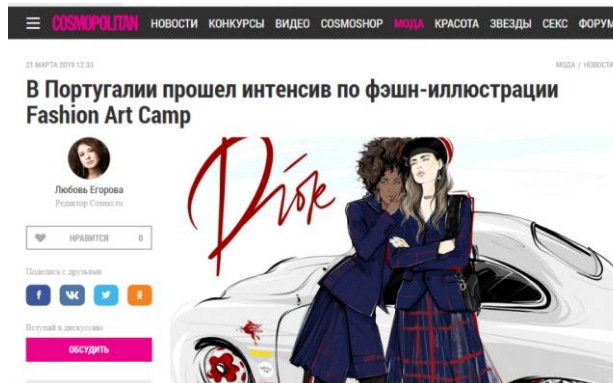
MARCH 4

Log in to like or comment.

## Russia

### Fantasy Room Cooperation

- One of the leading school in Russia – 31,8K followers
- [https://www.instagram.com/fantasy\\_room\\_moscow/](https://www.instagram.com/fantasy_room_moscow/)
- Support with materials
- WN will support big marathon in April
- Posts about markers agreed on Q2



## Russia

### Alyona Lavdovskaya Fashion Camp Portugal

- PR post in Cosmo.ru with luxury video inside: <https://www.cosmo.ru/fashion/news/21-03-2019/v-portugalii-proshel-intensiv-po-feshn-illyustracii-fashion-art-camp/>



## Japan

### JAWA Show

- 3,300 visitors to the events
- Over 70% of visitors visited our booth (Top 2 at event)
- Social media buzz both pre-event and at event led to over 100 people lined up to purchase Winsor & Newton Water Colour dot card
- £2,000 in sales (although this was not the main objective)
- 80% highly satisfied with new NPD trials