

Colart Benelux and Nordics Professional Water Colour Campaign

Last week, team Benelux & Nordics kicked off its Winsor & Newton Professional Water Colour campaign with a shop staff training at our Norwegian distributor's office and a full week take-over of CODA Museum in the Netherlands.



professional water colour

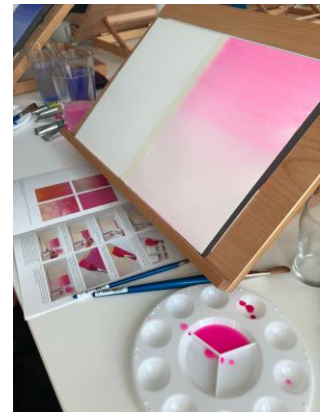
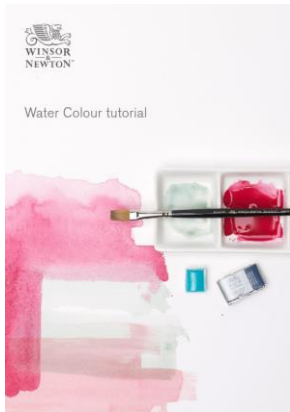


Some numbers for the campaign...

- 215 stores participating
- 10 shop staff trainings
- 106 workshops in-store
- 14 demos in-store
- 18 workshops/consumer events
- 94 retailers trained
- 8 Facebook/Instagram posts (to date)
- 170k consumers reached (to date)

The campaign is built on a 360 approach where we invite every artist through all channels in Benelux and Nordics to celebrate Water Colour with us. We set up a Water Colour Tour with over 125 guided workshops and demos in local fine art stores and museums.

All workshops will be delivered by a member of shop staff or a trained and seasoned free-lancer. The first shop staff trainings delivered a lot of enthusiasm for the special Water Colour tutorial we created which inspires, educates and informs about techniques and our amazing portfolio.



The tutorial (print and video), can be downloaded from the bank using this hashtag: [#wn water colour tutorial](https://www.instagram.com/explore/tags/#wn_water_colour_tutorial)

On the first week of April, we organised a hugely successful Water Colour week with several sessions in CODA Museum including shop staff trainings, guided tours through the museum & workshops for the regular audience and a clinic for fine art students.

On top of this, we organised an amazing special Water Colour event where we invited retailers, influencers and professionals from a broad field of arts and design to collaborate with us. Together we dove into the history of almost 200 years of colour innovation, had a lab chat with our expert chemist Marc Cann, introduced our new Water Colours and met professional artist Bettina van Haaren who talked about her exhibition at CODA.

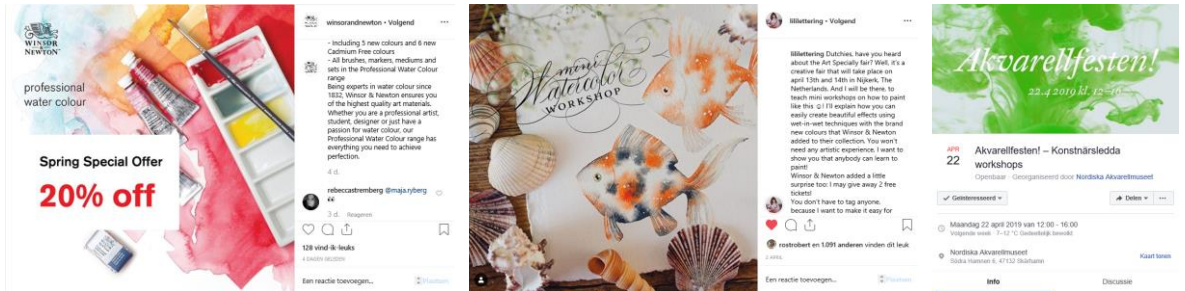


Last week we had a very inspirational training for our key account in Belgium, a retail chain of 14 stores. This training, attended by 20 staff members, included a presentation, Q&A and demonstration of materials in order to understand the qualities and possibilities that our ranges offer.



This campaign gave us the possibility to start a partnership with Bornholms Kunstmuseum in Denmark and the Nordics Watercolour museum in Göteborg, Sweden. On both locations, we will have several workshops, guided by professional artists. One of them is renowned water colour artist Björn Bernström. All artists will show our new colours, teach the audience different techniques and show their unique way of using the paints and materials.

To reach out to our audience in Benelux and Nordics, we set up a digital campaign. Through several adds on Facebook and Instagram (Winsor & Newton and via partners), we invite people to try the Winsor & Newton Professional Water Colour range and discover its endless possibilities!



We would like to thank team Benelux & Nordics to make this campaign happen. We are convinced that thanks to our great team effort, we're able to inspire a lot of artists in our local markets!