

Liquitex Basics The Digital Campaign

Liquitex launched their digital campaign for the Basics range on 20th August, which will last until November.

Basics Acrylic, “the everyday acrylic” has just seen its range increase from 48 to 72 colours! The image below shows them all and is one of the key visuals of this new campaign:



This campaign has two objectives: to educate, and to inspire, targeting different audiences: Students, Teachers, Leisure Artists and Professionals.



With a budget of £6,000, the campaign is utilising a number of platforms to reach out to its intended audience:

- 9 Facebook posts (also used on Instagram)
- 5 Instagram posts

On top of this, there are 5 emails planned to be sent during this campaign with different timings, targets and goals: one is Basics Launch, another one is Basics Inspiration (leading to released videos and mediums content) as well as Preference emails and reminders. We also have an option to send a User Generated Content email where possible where we will ask consumers to use #lqxbasics.

When creating the email content plan, tests were carried out by the digital team. These gave us good insights to choose the best days, times and types of content and maximise interaction with our consumers.

Using the information gained through our Preference Centre push, we determined some of the reasons why certain audiences would be interested in choosing Liquitex Basics: students are happy to use Basics for a while before upgrading to Liquitex Professional, Leisure artists wanted more economical quantities of paint. Professional were interested in it for sketching, experiments and underpainting.



[The Liquitex website](#) has been updated accordingly to the needs of the campaign with a new video, new banner and home page carousel as well as tips and techniques.



The Basics campaign is the result of a great amount of collaboration between the Liquitex Brand Team in the US and the Head Office Digital Team in the UK. The full Liquitex team were able to give their input in order to create the most comprehensive toolkit possible in terms of assets and strategy. Brand held discussions in the various regional markets in order to ensure that the Everyday Acrylic had the most universal appeal possible. Then the Digital team were able to link the new Basics assets with the existing content on the new Liquitex website in order to create a valuable and educational experience for followers.