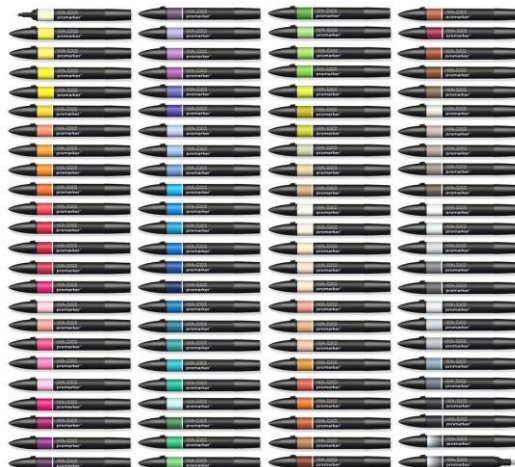


Winsor & Newton relauches the Promarker ranges

On 3rd September the Promarker range was re-launched. Winsor & Newton re-introduced the graphic marker range under the Promarker brand with 4 new variants: Promarker, Promarker Brush, Promarker Neon, and Promarker Metallic.

This came with an entire range re-design. Individual marker labels were changed to improve colour stand out, colour accuracy and differentiation. The packaging of all sets was also reduced and improved with cleaner and sleeker design, that uses 60% less plastic than the previous sets.

We also released 12 new single colours and 2 themed sets inspired by nature, 3 black sets, 3 duo sets, and a 96 piece set



Furthermore, the Promarker comms campaign launched this week. The objectives of the campaign are to build relevancy amongst hobbyists and creative professionals.

The campaign has 3 phases: Tease, Launch and Excite and is running during September and October on all global digital channels.



What does the digital campaign involve?

Our campaigns seem very simple and direct to our consumers, but here are some of the impressive numbers behind the scenes:

- **3 comprehensive targeted audiences:** in order to make the copy and assets more relevant, the audiences were separated into three categories: Hobbyists, Art/Design students and Creative professionals
- **26 product pages** have been created or updated on the Winsor & Newton website to include the new sets and the improved designs. Given that there are different launch dates for different SKUs and markets
- **120+ social media ads** are published across a multitude of platforms: Facebook, Instagram, Youtube – targeted at the different audiences. £30k are being spent on the campaign
- **55 emails** were built in order to specifically target each market and audience. We created several email automations for each audience segment (for example, if you did or did not open the launch email you will receive different emails afterwards)

We are also working with Graphic Art Influencers, who have been creating and posting new content on their channels throughout the summer, whilst using a big variety of our products. This is the first step into bringing the Graphic Art ranges together so we can begin to push cross selling opportunities across the category

The above campaign strategy will allow Winsor & Newton to better understand the Graphic Art audience and how we can better communicate with them moving forward.

