

Joyeux anniversaire Lefranc Bourgeois The brand is 300 years old



This year, Colart's most historical brand Lefranc Bourgeois is celebrating 300 years of existence. 300 years during which the brand has influenced the practice of artists through co-creations, innovations, colour stories and product developments. 300 years during which the brand helped enable artists to free their emotions.

The brand team has developed and planned a fantastic activation and is now implementing a continuous 360 communications plan throughout the year with 4 different highlights with unprecedented media support, promotions, new products, goodies, competitions and relay in stores to drive sales.

Lots of celebrations throughout the year

An identity celebrating the anniversary: logo, colours and heritage mark



A Chapter per quarter

Every 3 months a new chapter reveals 300 years of rich history - cross category and universal.

There are four chapters for the year with different themes:

- Quarter 1: 300 years of collaborations
- Quarter 2: 300 years of innovations
- Quarter 3: 300 years of colours
- Quarter 4: 300 years of creative chemistry

Each theme has its own identity, and will be marked by different events:

- A contemporary hero artist partnership
- A hero product category
- An emotional engagement film
- A technique and tutorial developed with artists
- A Free-Standing Display Unit for secondary placement in-stores, with Hero products and matching step by step tutorial.
- A POS retailer kit including: Tutorial step by step Hot Spots, Tutorial step by step brochures, Kakemonos with leaflet holders
- A generic POS Kit also available throughout the year to bring the celebrations to life in-store: 300 years logo removable Headers and Windows Vinyl and Cubes.
- A full digital activation across social channels, the website and on email

Partnership with our retailers

The anniversary will also be celebrated with our retailers: POS kits, in-store units as well as goodies for customers, VIPs, prescribers, gift with purchase promotions and in- store events.

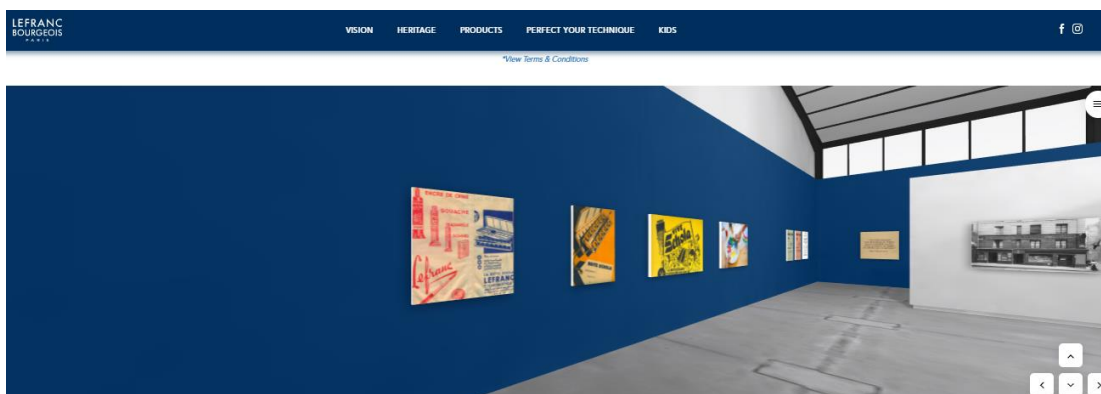


On the digital side...

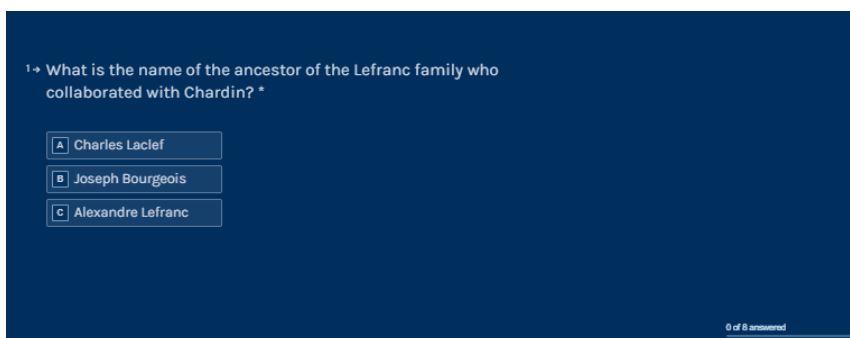
The Lefranc Bourgeois website has been launched in English! [Click here](#) to access.

The first chapter has been brought to life on the website through a landing page hosting a virtual gallery – a new immersive experience, 32 beautiful unique archive assets and the many artists' collaborations that are key in LB's history

Have a look and scroll down the [300 years webpage](#) and enter into the gallery to explore and learn about LB's amazing history.



In addition there is a quiz in both languages on the 300 years landing page capturing new subscribers to our email database who will receive the newly created rich welcome program (in English or French) to drive further brand engagement

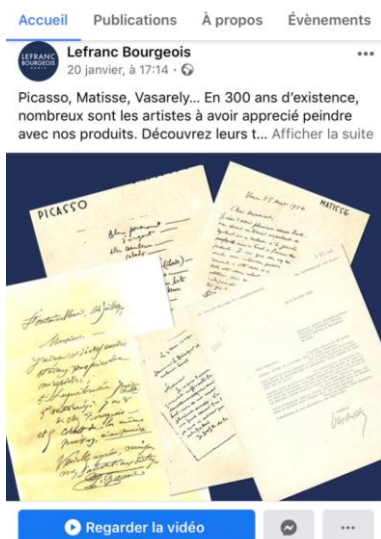


Emails

Regarding emails, the brand's objective is to recruit new users on an international level. For that, 8 campaign emails will be sent in both languages (French and English), and the welcome programs have been created in both languages for new subscribers.

Social Media

112 social media posts in French and in English will be activated during Q1 2020 on [Instagram](#), [Facebook](#) and [YouTube](#), including dark posts to the English audience with beautiful brand content from the archives, artist video, tutorial video and a competition and supported with £10k in paid media support, driving traffic back to the French and English website



So far, we have already received 509 answers to the quiz in French and in English, and over 948,518 people have been reached through our digital campaign. The English website has already had 6,122 unique page views and 241 people have signed up to the newsletter through the EN website!

US Launch

At the same time, Lefranc Bourgeois is also being launched in the US. Overall, everyone that has tried the product says they like it, the reviews online speak highly of it with high star ratings. Retailers such as Blick and Artist and Craftman (Los Angeles) have already placed big orders with us.

Thank you!

A big thank you to all the people that are making a success of this anniversary!

Do not hesitate to [visit the website](#) and follow Lefranc Bourgeois on social media!

