

Winsor & Newton at Coal Drops Yard 4 days to Explore, Play, Create

The Shopper Marketing team hosted [an experiential Pop Up](#) this December in Coal Drops Yard, Kings Cross, focussing on Promarkers and Watercolours. A full case study will follow but for now, we would like to share a few highlights:

What was the objective?

To engage new audiences, create a 360 campaign with a consistent message across the brand's touch points and deliver a true in-store activation plan and memorable shopper experience.

Activation in store

Three artists have worked throughout the Winsor & Newton pop up in Coal Drops yard with Promarkers to create this piece. It's been a joy watching it unfurl.

Thanks to:

- Sam Gare check [her website](#) and [her instagram](#)
- Jake Steel check [his website](#) and [his instagram](#)
- Alex Evans check [his website](#) and [his instagram](#)



Winsor & Newton Promarker bespoke wrapping paper by artist Andrew Carter went down a storm in the Coal Drops Yard pop up today.



What did shoppers think?

Resounding positive feedback from shoppers, here are a handful of comments we captured:

"Super concept and amazing products."

"Absolutely amazing experience, new fan!"

"What a cool way to connect with the community from a brand we all love."

500 postcards completed

2,000 shoppers through the door

What's next?

A case study will follow with a complete evaluation report of the Pop up, shaping learnings to future proof, foster and grow more experiences like this across our brands and markets. Ensuring we develop scalable solutions for local market POP UP's. Ultimately, our goal is to raise the brand profile, engage new and existing audiences in a more meaningful way and to drive growth.

Until we share our case study, take a look at our time-lapse video [by clicking here](#).

Have some questions?

Don't hesitate to get in touch!

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