

Stay creative with Lefranc Bourgeois

Lefranc Bourgeois has revised its Brand Communication Plan for the second quarter (April, May, June) to adapt the different initiatives to the current situation of confinement.

[#StayCreative](#)

In this period where creativity is more important than ever, and Lefranc Bourgeois is offering a new program to their Passionate Painters community staying true to the Brands's strategic platform also called internally the 3 Boxes.

Anyone joining them on social media will discover new tips and techniques videos to answer the most common questions, studio visits with artists, creative challenges, activities and contests with prizes to be won for the little artists. Lefranc Bourgeois invites you to visit and register onto their various social media platform to find all the work and activities that the community is creating.

See the #StayCreative consumer emailer communication in EN [here](#)

See the #StayCreative consumer emailer communication in FR [here](#)

New Etailer Locator

Lefranc Bourgeois is also providing a new Etailer Locator page on its website so Passionate Painters can continue to buy online and get delivered directly to their doors by the Etailers that continue to operate.

See the EN online retailers [here](#)

See the FR online retailers [here](#)

The brand team would like to invite all Colart's employees and collaborators to register on to Lefranc Bourgeois' communication Platforms. Follow all the fabulous content that the brand will be sharing on [Facebook](#), [Instagram](#), [Pinterest](#), [YouTube](#) and of course, register on [Lefranc Bourgeois website](#) and receive LB's newsletters in English or French.

Stay Creative and don't hesitate to like, post and share with us on our platforms,

The Lefranc Bourgeois Brand team.