

WINSOR & NEWTON LAUNCHES 2021 OIL CAMPAIGN

The long-awaited Winsor & Newton Oil Campaign 2021

After a great start to the 2020 Oil campaign, we unfortunately had to postpone the remainder of this campaign due to the unknowns of Covid-19 on our retailers and production. Fast forward 12 months, and we are about to re-launch the campaign, starting 9th March 2021. The objectives of this campaign are to:

- Build awareness of our quality, innovation, and expertise
- Demystify the complexity of the Oil category
- Attract new customers to the brand
- Create a 360-brand experience across our digital channels which engages with artists and the creative community

You can discover, Brooklyn-based artist Jenny Morgan in Winsor & Newton's London studio when she was here on her residency or see the first in the series of materials matters articles, which give an honest appraisal of the different oil ranges and how they are used by a variety of different artists.

There will be a focus on launching our new colours in both the Artists' Oil & Winton ranges as well as content that aims to demystify the oil category by introducing our entire range of Winsor & Newton oil paints and how they are made for every artist.

For a sneak peak, check out:

- Cadmium Free Artists' Oil Colour (<https://youtu.be/2w6l-pRnlhk>)
- Jenny Morgan Cadmium Free (<https://youtu.be/GDDYyMhN4nw>)
- Winton New Colours (<https://youtu.be/3Kg00Cbn7tl>)
- Discover the range (<https://youtu.be/tAllLUMX8PY>)
- Jenny Morgan residency (<https://youtu.be/pfqfuuiPQn8>)

Also, if you haven't already, please check out Masterclass, learning tools for artists with 100+ educational videos all available on the website ([Masterclass | Winsor & Newton](#))

Make sure you're following us on our social channels or sign up to our emails for the latest updates.

<https://www.instagram.com/winsorandnewton/>

<https://www.facebook.com/WinsorNewton/>

<https://www.pinterest.co.uk/winsornewton/>

<https://www.youtube.com/user/WinsorandNewton>