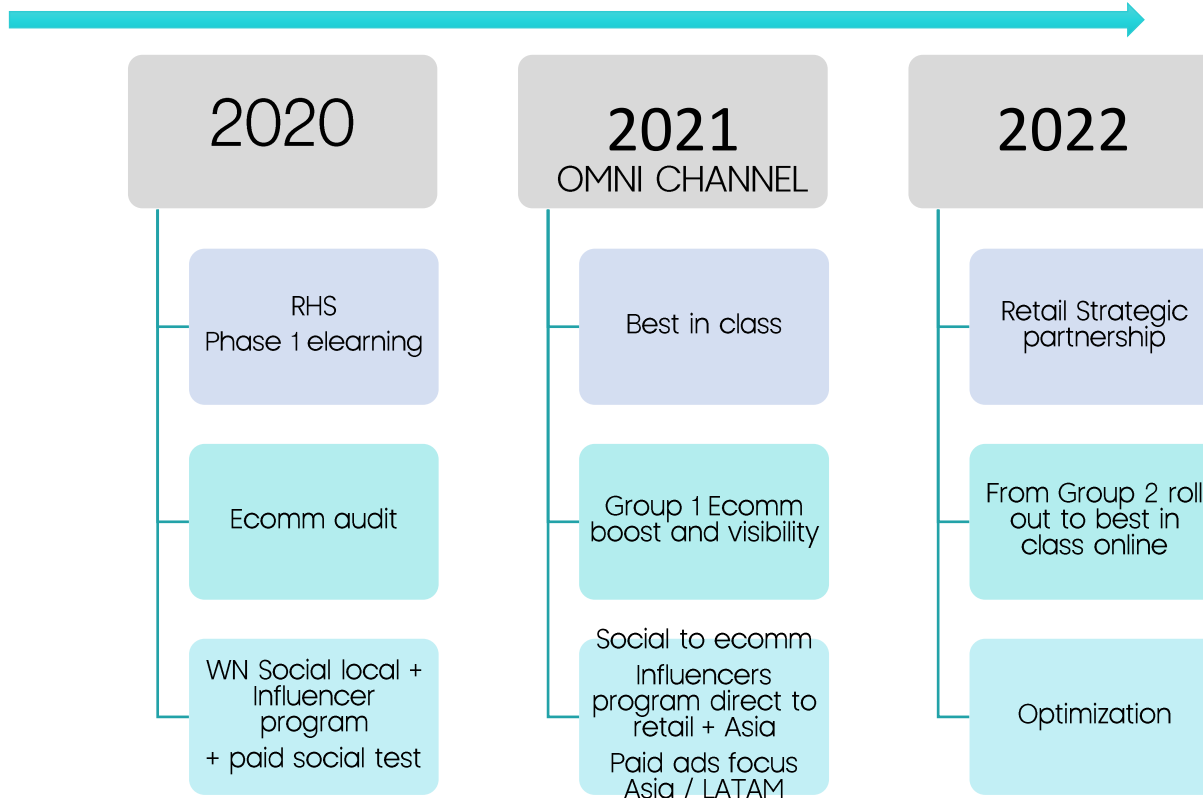


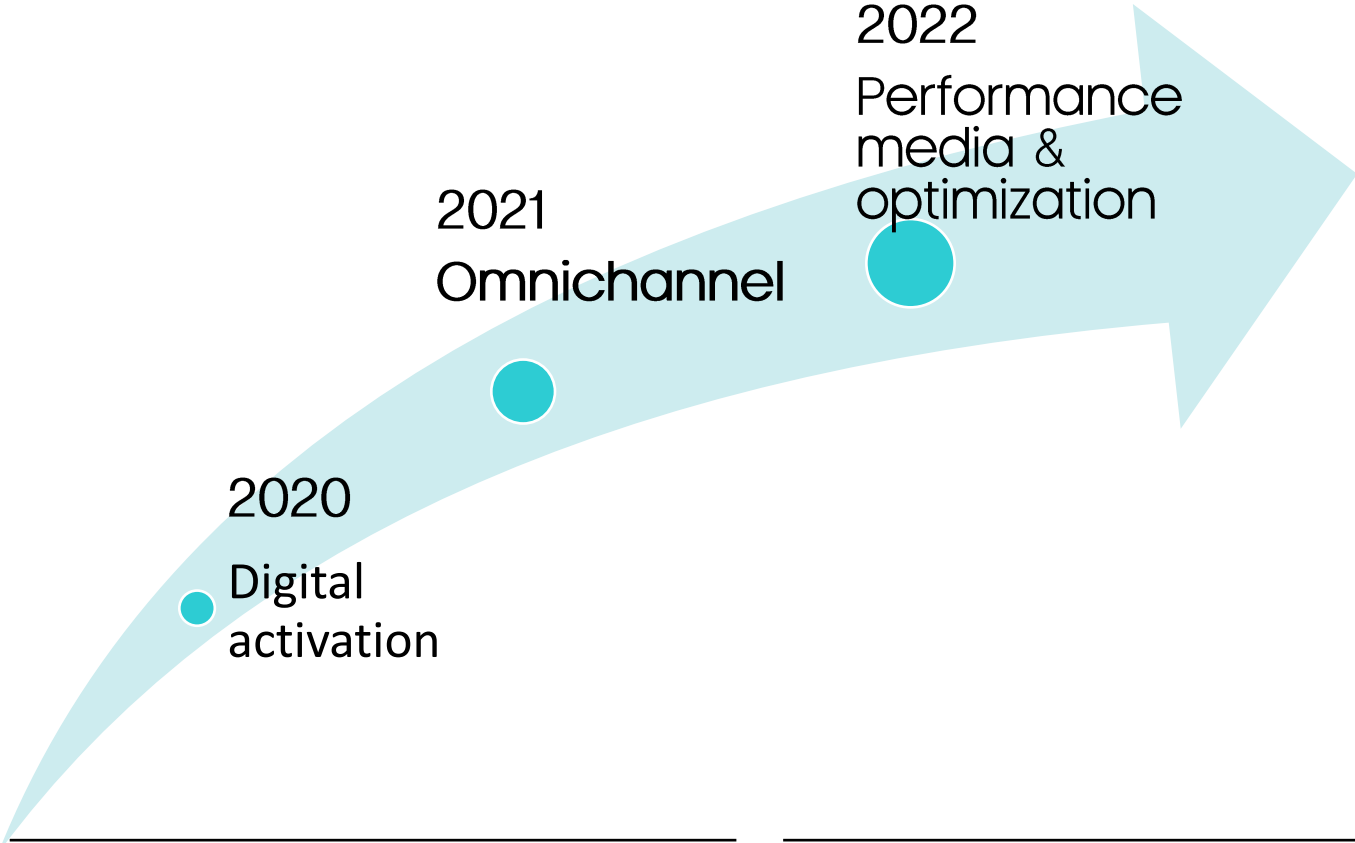
colart

# International Digital

# International Journey



# Customers capabilities in 3Y



# Digital focus

# 360 campaigns : NZ example

Winsor & Newton Winton Oil New Colours Launch

JANUARY – MAY 2021

Launch of pouring medium + winton new colours with full 360 campaigns :

- NZ Artist ambassador trial packs
- NZ Sampling
- Artists' Newsletter EDM
- Social Media focus
- NZ Artists' Magazine Advert with sample

Presentation Sales Pack



NZ Artist Magazine Advert



Customer EDM



Social Media Giveaway



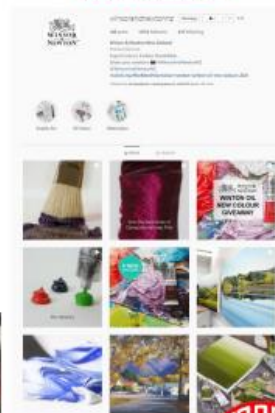
Artists' Newsletter EDM



NZ Artist Magazine New Products



Social Media Focus



# 360 campaigns : NZ example

Liquitex Pouring Medium Extension

MARCH - JULY 2021

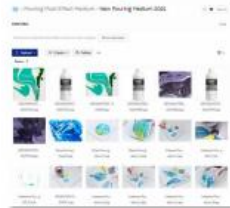
Customer EDM



Artists' Newsletter EDM



Dropbox Digital Assets



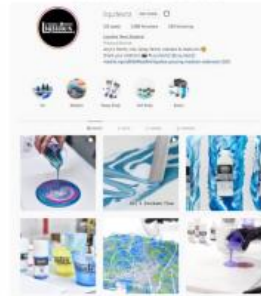
NZ Artist Magazine New Products



NZ Artist Magazine Advert



Social Media Focus



Social Media Giveaway



Launch Plan 2021

- NZ Artist ambassador trial packs (June)
- Social Media focus (June)
- Social Media Giveaway with paid ad (June)



Launch of pouring medium + winton new colours with full 360 campaigns :

- NZ Artist ambassador trial packs
- NZ Sampling
- Artists' Newsletter EDM
- Social Media focus
- NZ Artists' Magazine Advert with sample

# 360 campaigns : IRELAND example

## ART MATERIALS WINTON OIL COLOUR PROMOTION



- 20% Off 37ml Oil Colour ranges during 2 weeks in June
  - Emailed database of 13,616 recipients
  - Featured on Home page of Art Materials Website
  - Promoted on Facebook and Instagram
- Email campaign results



the ART Materials COMPANY

SHOP NOW

Save 20% on Winton Oil Colour 37ml, 200ml and Sets.

WINTON OIL COLOUR 20% OFF SALE

SALE Save on all Winton Oil Colour 20% Off

artmaterials.ie

Delivering consistent beautiful colour every 37ml, Winton Oil Colour from Winsor & Newton is made from high-quality pigments that are durable, light and permanent.

Offers includes two NEW Winton Oil Colour Discovery Sets - 12 x 47ml and 20 x 120ml, a great way to discover Winton Oil Colour.

SHOP NOW

Winton Oil Colour 37ml SHOP NOW

Winton Oil Colour 200ml SHOP NOW

Winton Oil Colour Sets SHOP NOW

Value €1,228



# 360 campaigns : Saudi example



Shopping guide



2



Insta: Reach 25K. 6k views



Facebook

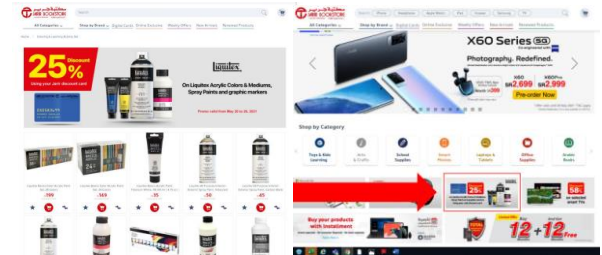


Twitter

+ 40 % volume during the campaign in June



Emailing

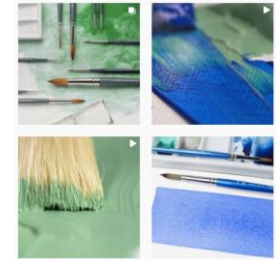
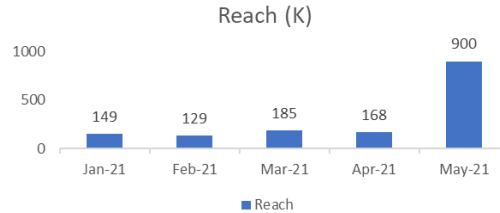
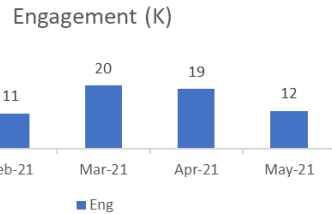
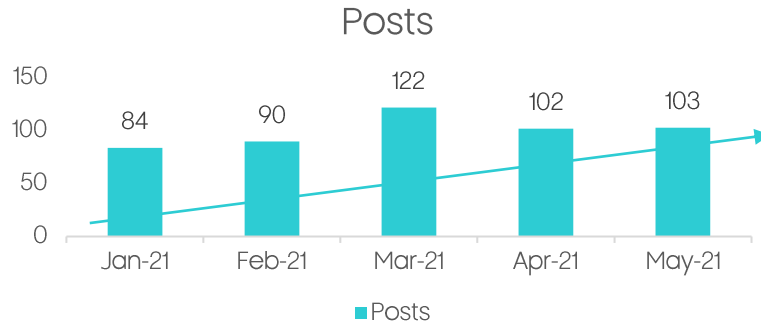


Landing page



Web Banner

# Local social - retail










Source Meltwater  
Tracker only includes a few retailers for the moment, we are building and adding regularly

# WC Influencer campaign May -June

- 88 posts
- 33K engagement
- 292K reach

Overview **Performance** Demographics

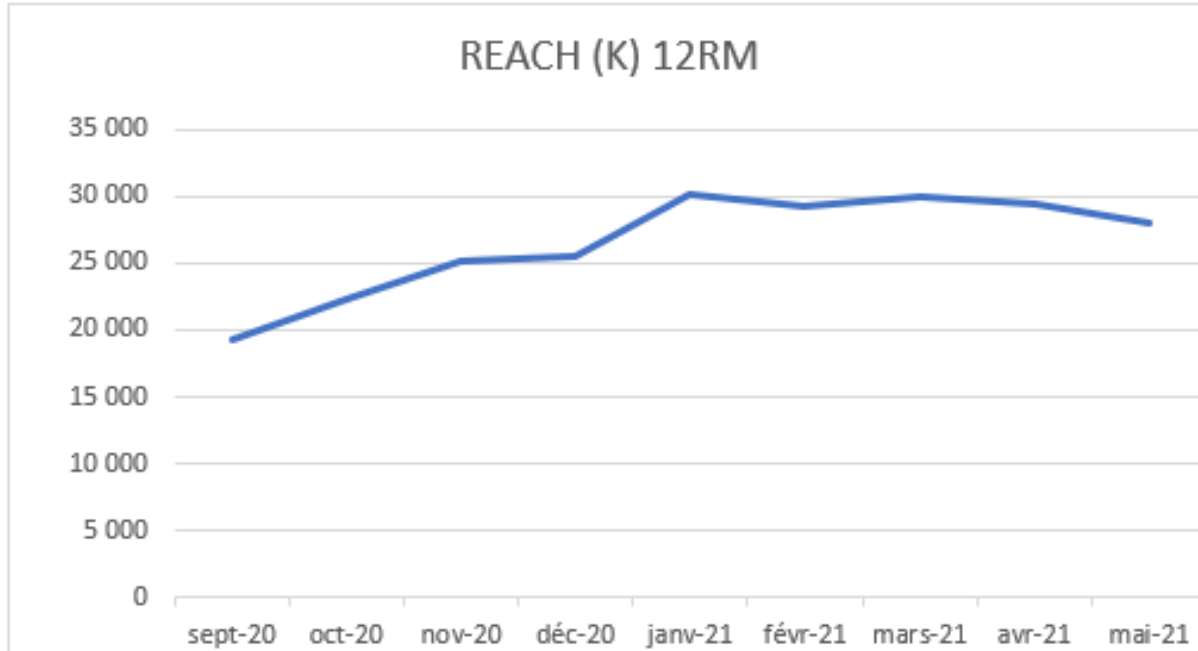
Influencers	Budget	Posts	Eng.	Eng. Rate	CPE	Reach	CPM	EMV	Social ROI
28	-	88	32.8K	2.06%	-	291.6K	-	\$173.9K	-
 Maria Paula Pérez	+	2	413	8.79%	-	1.7K	-	\$4.5K	-
 Alinaiilustra	+	1	1.8K	6.93%	-	4.6K	-	\$2.8K	-
 Iván Cruz   artista	+	2	1.2K	5.24%	-	5.6K	-	\$8K	-
 macky	+	2	2.2K	5.14%	-	24.4K	-	\$9.8K	-
 Mika Törönen	+	5	661	5.05%	-	3.6K	-	\$1.1K	-
 Иллюстратор Саша ...	+	1	1.1K	4.79%	-	6.8K	-	\$2K	-
 Roundabout Bunny	+	2	525	3.6%	-	4.4K	-	\$4.3K	-



In progress:

- LX program
- Asia / Direct to retail
- UGC (UAE/ Australia example) + UGC local insta
- Engagement rate (Russia)
- Content posted
- Competitors landscape
- BUT use of Brands monitors in Meltwater
- Sharing reports with countries and challenging them

# Influencers campaign



Source Meltwater, tracker only includes 15 campaigns/ countries



# International B2B portal

**colart**

ALL DOCUMENTS GENERAL WOODS'S SOLUTIONS SOLUTIONS ONLINE RESOURCES CONTACTS CONTACT US


## WELCOME TO THE COLART INTERNATIONAL PORTAL

With the platform our objective is to share with you, our valued customers, the Colart Brand and Corporate news, marketing support & tools, innovative international best practice and through sharing our collective experience & knowledge, inspire us all to build a better business partnership together!


You will hear our latest news that we will update on a regular basis.

### HOW TO GUIDE


**WINSOR & NEWTON HUBS**



NAVIGATION AND TIPS




Winsor & Newton Inspiration Hub




Winsor & Newton Community Hub

### NEWS




**Colart Sustainability Report 2019-2020**

Colart takes sustainability very seriously as our mission to provide sustainable design tools and services. We have entered a phase of stability which gives Colart the confidence to set more ambitious targets for our sustainability agenda. We are working towards our 2025 targets and need the report's please. [Click here](#)




**Elephant Online Art classes**

Did you know that Elephant Academy is providing online art education classes? Join our art classes from 6-8. Enhance your creativity in a warm and supportive environment without leaving home. Elephant classes are suitable for a broad range of ages and beginners are very welcome. To learn more and discover the classes available, please [click here](#).




**Colart Group Leadership Team Webinar**

Discover the workings of the Group Leadership Team and how we are reinforcing our commitment to our customers through our new management strategy. Colart Group Performance, as well as updates on our Commercial, Sustainability and Digital Strategies. To watch the recording please [click here](#) to meet the new working team. [Click here](#)



**What do people want post covid?**

As businesses start to open, we've been looking at what can be learnt from the experience and how to be the 'normal' state of working. The short point will be to be the people to need the product. [Click here](#)

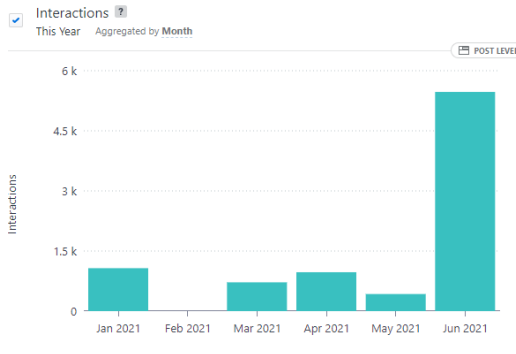
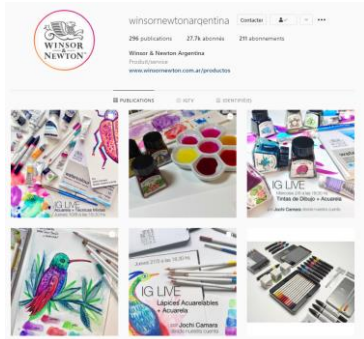
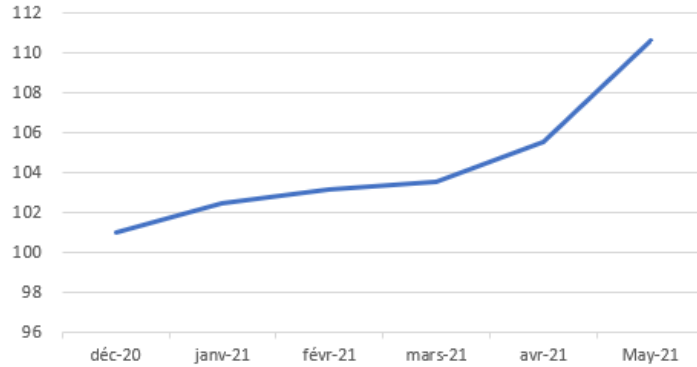


**On a mission to cut single use plastic**

An independent journal interviewed 38 manufacturers and Commercial Support General Manager, Richard Clendinning. The article explores what we are doing to be a catalyst for a more sustainable and resilient industry and how we will find more sustainable alternatives. To read the article, please [click here](#).

# Local insta pages

Local WN instagram pages



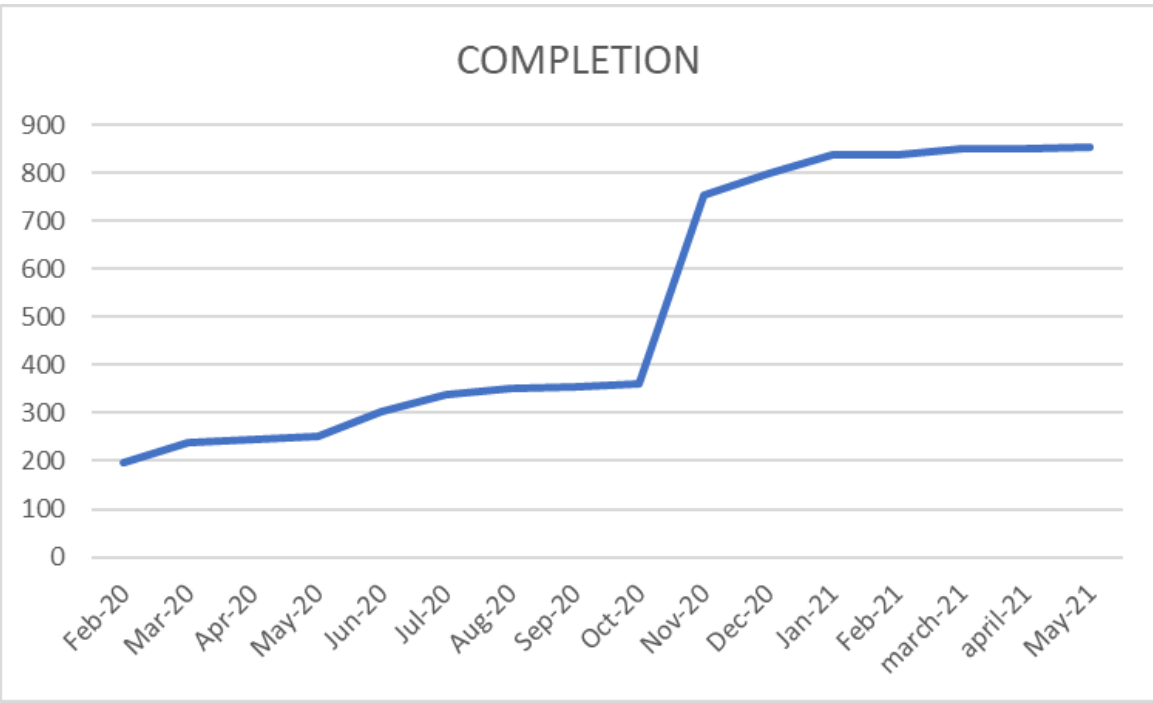
## SHARE OF VOICE MAY 2021 (SOV)

WN INSTAGRAM	NBER FOLLOWERS	SOV
GLOBAL	483	81%
INTERNATIONAL	111	19%
TOTAL	594	100%

COUNTRY	May-21	TARGET
AUSTRALIA	30	30
NZ	2	2
RUSSIA	21	30
ARGENTINA	27	27
TURKEY	9	10
COLOMBIA	16	20
PERU	7	10
<b>TOTAL</b>	<b>111</b>	<b>129</b>



# eLearning



# Liquitex focus

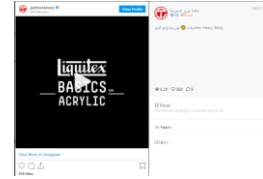
# 360 campaigns : Saudi example



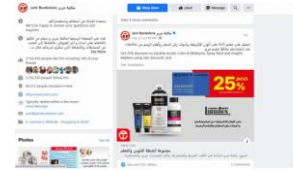
Shopping guide



2



Insta: Reach 25K. 6k views



Facebook

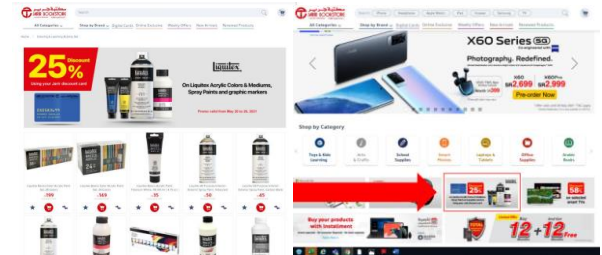


Twitter

+ 40 % volume during the campaign in June



Emailing



Landing page



Web Banner

# 360 campaigns : Chile example

## PLAN DE DIFUSIÓN



### MAILING



Se potenciará durante las campañas de artes y manualidades a través de una caluga especial con link al sitio

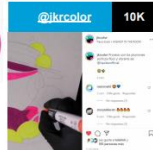
### EMBAJADORES



Acrílicos y complementos



Marcadores Acrílicos



### PAID MEDIA



Se realizará una inversión digital en Google y Facebook Ads con objetivo de conversión y tráfico al sitio web para lograr tener un mayor alcance y transacciones de los productos (Sep - Oct)

## ACCIONES EN REDES SOCIALES



1 vez al mes se potenciará la marca en la comunicación de **MartesArte**



Durante los meses de junio a octubre se realizarán diferentes **talleres en vivo** (Live) con nuestros embajadores.



**Demostraciones de productos**, su aplicación, técnica y características a destacar por nuestros embajadores.



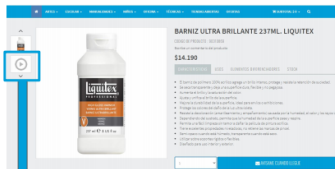
**Contenido audiovisual**, ya sea del banco de imágenes de Liquitex como creaciones de nuestros embajadores.

## PÁGINA WEB



**SLIDER:** Banner principal rotativo alusivo a la marca durante el mes del arte (Sep-Oct)

**MEGABANNER:** banner alusivo a las novedades de Liquitex, acciones de la marca y activaciones con link directo a los productos.  
Ej: "Esta semana Taller Liquitex"



**PRODUCTOS:** se agrega video audiovisual explicando el uso de los productos.

En promedio se reciben **más de 2.012 clics mensuales** en los banner web de los cuales el **2.21% compra** algunos de los productos asociados.

## PARTICIPACIÓN ART STGO digital '21



Art Stgo, es una feria de artes que lleva más de 8 años invitando a más de 200 artistas chilenos a exponer sus obras para el público asistente. Su objetivo principal es democratizar el arte a través de apoyo de la venta de obras y en su versión digital, acercar la tecnología al mundo del arte.

En su versión digital 2020 se recibieron más de **50 mil visitantes** en el sitio y el alcance por redes sociales fue de más de **25 mil personas** durante el evento.

### PRESENCIA LIQUITEX

ART STGO  
OTOÑO/INVIERNO



banner y logo en toda la plataforma del sitio



**Demostración de productos** Liquitex (talleres y concursos)




**Lanzamiento de inscripción** para **Arte en vivo** by Liquitex.

ART STGO  
PRIMAVERA/VERANO




**Desarrollo del evento** **Arte en Vivo** by Liquitex. Galería NAC el 2 y 3 de diciembre. -transmisión en vivo vía streaming

# Homecentre, Colombia



**HOMECENTER**  
Part of the SODIMAC Group



CON FOCO EN LA OMCANALIDAD

**38** tiendas

**8.448** empleados directos

**368.383** m<sup>2</sup> superficie de ventas

**718.000** horas destinadas a capacitación en 2017

Cifras al 31 de diciembre de 2017

**STORES in Colombia**

38 STORES  
368.383 M2

**STAFF**

8.448 EMPLOYEES  
718.000 HOURS OF TRAINING



**Arts, Crafts and Hobbies**



**34 Stores**

- Barranquilla
- Buenaventura
- Cali
- Cúcuta
- Medellín
- Montería
- Risarcoba
- Santafé de Bogotá
- Sonoltepec
- Tuluá
- Valledupar
- Yopal
- Palma





