

International Team Snapshot. A Pivot-to-Digital plus LQX Push.

Embracing digital democratisation and new ways of working are certainly reaping the rewards for the International team. Success is also evident through a targeted “Liquitex push”.

The International team’s “pivot-to-digital” has also been supported by new Colart family members, Damien Tergella managing digital activation, Amélie Guerin interning within trade marketing and a freelance resource, James Azzouzi responsible for Paid Social. There is increased focus on specialisation, ensuring the team’s combined contributions make a significant impact.

Adding structure and utilising new platforms to gain meaningful insight is already starting to show their benefits. The results? Dedicated and focused digital time with our customers plus access to more informed data through platforms that measure true success.

Click [here](#) to watch the video to see just how successful...



Utilising digital channels is also pivotal to the team’s second strategic focus, the “Liquitex push”. Sales have grown globally. So far (end of August), International has £2m in sales for Liquitex, which is +54% Vs last year. The leaders, in particular, are Australia and New Zealand, within the APAC region with new listings and continued growth in key retailer, [Spotlight](#).



LATAM has experienced continued growth through listings in DIY chain [Homecenter](#) based in Columbia, plus increased online sales of LQX Basics in Brazil and the Dominican Republic.

The Nordics have seen a substantial increase in the sale of LQX Basics in Denmark.

Campaign activations are, of course, always a crucial part of increasing sales and here are some examples:

Middle East

[Jarir](#) loyalty programme with Liquitex Basics including banner advertising, email marketing, shopping guides and social media posts

360 campaigns : Saudi example

Shopping guide

Insta: Reach 25K, 6k views

Facebook

Twitter

+ 40 % volume during the campaign in June

Emailing

Landing page

Web Banner

LATAM

- Social media activation in Chile
- Liquitex sponsored of an event for illustrators, the [Colombia Bacanika Festival](#).
- Sales staff trained at Homecenter
- Amazon brand page optimisation in Mexico

360 campaigns : Chile example

PLAN DE DIFUSIÓN

MAILING

EMBAJADORES

PAID MEDIA

ACCIONES EN REDES SOCIALES

PÁGINA WEB

PARTICIPACIÓN ART STGO digital '21

PRESENCIA LIQUITEX

OTOÑO/INVIERNO

PRIMA VERNA/VERANO

APAC

- Focus on online stores [Shopee](#) and [Lazada](#) in the Philippines.
- Activations through Huabang (an Amazon type marketplace) in Korea

What's next?

Our local partners digital teams will be further trained in paid advertising and optimisation over a six-month training programme.

Interested in knowing more about the International team activities?

Click [here](#) to view a more detailed presentation of campaigns and activations.

OR

Connect with anyone in the International team, including Mathilde Monnerie, Mark Coulson, Juan Prada, Andy Glinos, Stephane Lafontan, Tommy Dahl, Amélie Guerin and Damien Tergella.