



colart



**W&N WATERCOLOUR & GRAHPIC ART CAMPAIGN**

*NORTHERN EUROPE 2022*



# Winsor & Newton activation

360 Watercolour & Graphic Art campaign

## The Journey – welcome aboard

Traveling has always been a great source of inspiration. Taking notes and sketching plein air, watercolouring - leaving the immediate impression on paper has been a great way to not only preserve memories but also communicate adventures and discoveries with friends and family.

During the past months and years, we have found ourselves confined to a limited radius. Our hearts and souls longed to reach out to new adventures and places to discover.

## Where do you want to go

Retailers were invited to join us on a **digital and sustainable campaign**, allowing them to invite their **hobby audience**, travelling along with us together with a local influencer, the host of the trip!

We joined forces and strengthened communication by leveraging, own, influencer and retail media to attract new consumers, raise awareness and engagement and grow sales of Winsor & Newton Watercolour & Graphic Art materials to new and existing consumers.

## 360 campaign

A 360 campaign with marketing funnel approach was set up with our key partners in NE, aiming for constant branded visibility for a long period of time.

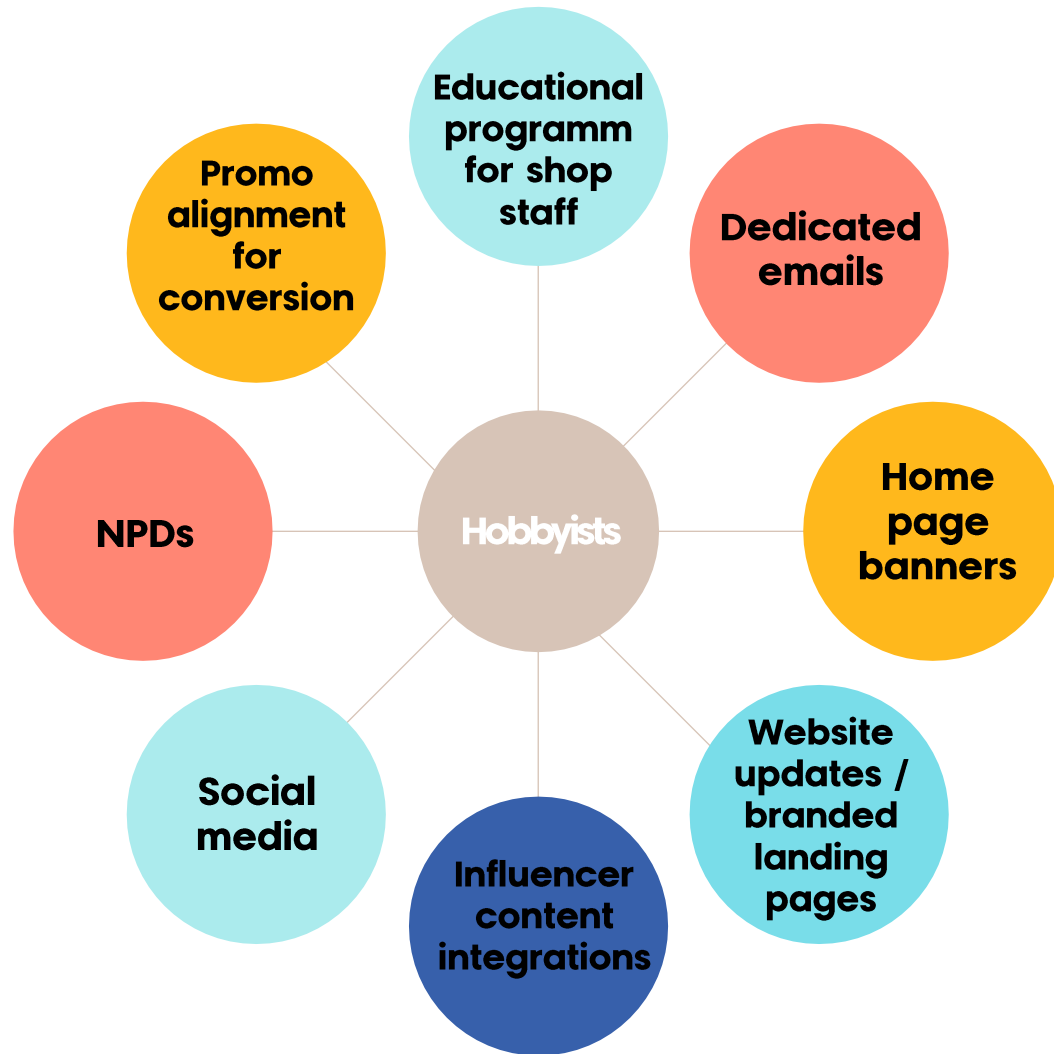
A tailored approach for each market and retailer was made taken in mind the portfolio offering, promo planning and available channels.

Timing of the campaign:

May /June – Sept / Oct  
2022



# Retail



## RETAIL LINKED TO DEDICATED INFLUENCERS

### Poland

- **Empik & Samanta Lesiak**
  - Theme: Flora, Sunset, Childhood, Colours of the city
  - Timing: 27.05 - 30.09
- **Paper Concept & Katarzyna Kmiecik**
  - Theme: Google Maps locations
  - Timing: 01.06 - 30.09
- **Papiernik by Empik & Zenja**
  - Theme: Postcards from Kraków, Wrocław, Warsaw and Gdańsk
  - Timing: 01.06 - 30.09

### Sweden

- **Panduro/kreatima & Kajsa Wallin**
  - Theme: A journey through Nordic celebrations and traditions
  - Timing: 16.06-03.11
- **Pen Store & Lise Hellström**
  - Theme: Sweden staycation
  - Timing: 25.05-31.08

### The Netherlands

*4 parties linked to an aligned agenda of publications, promos and activations*

- **Gerstaecker NL, Julia Henze, Urban Sketchers NL, Art Inspirations NL**
  - Theme: Winsor & Newton The Journey
  - Timing: 27.05 - 15.10

### Germany

- launch of curated Rabi Alieva x Winsor & Newton PWC Set together with retailer Gustavson webshop.

# Retail

Clear objectives and metrics to get the best out of the campaign

Objectives	Poland			Sweden		Netherlands	Germany	
	Results	Empik	Papiernik by Empik	Paper Concept	Pen Store	Panduro	Gerstaecker	Gustavson
<b>Acquisition &amp; Awareness</b>	Total Newsletters sent	-	3 dedicated	6 dedicated	2	12	5 dedicated + 1 mention	1 dedicated + 3 mentions
<ul style="list-style-type: none"> <li>Attract new customers to the brand</li> <li>Raise awareness and encourage trial of NPD</li> </ul>	Total amount recipients	-	3588	87,528	69,602	7213	210.000	-
	Average Open rate %	-	35%	24,9%	40%	44%	13,78%	-
	Click rate	-	N.A.	0,5%	N.A.	5,17%	22,87%	-
<b>Engagement &amp; Education</b>	Product page / landing page	1 productpage	1 productpage	1 productpage	4 landing pages	1 landingpage	1   campaign page, 1 NPD article page	1 landing page
<ul style="list-style-type: none"> <li>Branded and local content for storytelling and engagement</li> <li>Use USP's as point of differentiation for educational purposes</li> </ul>	Campaign banners on website	4 (1 per month)	4 (1 per month)	-	-	-	1	1
	Total number of views	-NA	495	545	298	3,608	3052	N.A.
<b>Sales &amp; Conversion</b>	Social media posts	7 IG	9 IG	8 IG + 11 FB	2 IG	4 IG	19 IG / 16 FB	3 IG 2 IG Livestreams
<ul style="list-style-type: none"> <li>Grow sales to new and existing consumers</li> </ul>	Average reach per post	16,7K	3,6 K	17,6 K	3,8 K	14k	691	4,3 K
	Average Engagement	N.A.	N.A.	N.A.	N.A.	N.A.	4,45 %	N.A.
	Instagram stories	20	115	45	27	44	43	N.A.
	Average nr of views	5,6 K	N.A.	1,5 K	N.A.	N.A.	N.A.	N.A.

An objective of the intricate collaboration with Gerstaecker NL was to get more involved with Gerstaecker Germany.

\*N.A. - metrics not provided by the retailer

# Influencers

Alignment across all NE markets on Campaign Theme and approach

407 Total posts, stories & reels

14 Live sessions

7 Influencers involved

2% Total average engagement posts

1.49M Reach

110 stories including CTA links



## #WINSORJOURNEY

- 633 posts,
- 43,4K likes
- 1,8K comments
- 162 Instagram mentions

## Poland

[Samanta Lesiak](#) (92,83K)  
Average Reach - 48K  
Average Engagement - 5,6K per post

[Zenja](#) (9,6 K)  
Average Reach - 2K  
Average Engagement - 288 per post

[Katarzyna Kmiecik](#) (15,1 K)  
Average Reach - 14,7K  
Average Engagement - 14K per post

## Sweden

[Lise Hellström](#) (216k)  
Total posts - 9  
Average Reach - 1k  
Average Engagement - 0,47%

[Kajsa Wallin](#) (51.6k)  
Total posts - 8  
Average Reach - 7k  
Average Engagement - 0,72%

## The Netherlands

[Julia Henze](#) (13K)  
Total posts - 22  
Average Reach - 7,25 K  
Average Engagement - 4,05%

## Germany

[Rabi Alieva](#) (234K)  
Total Posts - 1 (2 mentions)  
Average Reach - 108,5 K  
Average Engagement - 5,6 K (per post)

# Results W&N Watercolour & Graphic Art

April – October, Gross sales in Eur

Sales	Total CFG sales - all brands, all ranges				Total CFG growth		Campaign partner	CFG Sales W&N campaign				W&N Campaign CFG growth	
	2019	2020	2021	2022	2022 vs 2021	2022 vs 2019		2019	2020	2021	2022	2022 vs 2021	2022 vs 2019
Kolomlabe													
Rijlabels													
NEU0001 - NEU_ONLINE AMAZON	544,756	1,377,427	1,510,867	1,142,424	-24%	110%	N	127,529	387,937	469,158	344,000	-27%	170%
NEU0002 - NEU_FINE ART BOESNER NE	703,122	513,814	564,496	601,480	7%	-14%	N	155,490	127,459	129,216	152,650	18%	-2%
NEU0003 - NEU_FINE ART GERSTAECKER	1,153,095	967,346	1,066,652	975,211	-9%	-15%	Gerstacker NL (off + online)	55,353	67,864	76,324	69,116	-9%	25%
NEU0004 - NEU_MASS BAUHAUS NE	1,453,164	1,913,722	1,728,529	1,642,111	-5%	13%	N	49,563	131,457	109,642	101,751	-7%	105%
NEU0005 - NEU_MASS CLAS OHLSON	576,182	575,898	579,336	348,664	-40%	-39%	N	168,513	198,241	171,482	96,958	-43%	-42%
NEU0006 - NEU_ART & CRAFT PANDURO	636,919	845,516	660,223	566,892	-14%	-11%	Panduro excl. Promarker	181,599	245,493	203,624	188,660	-7%	4%
NEU0007 - NEU_DISTRIBUTOR PALEDA	509,518	649,698	810,181	530,857	-34%	4%	Penstore, no details						
NEU0008 - NEU_LIFESTYLE EMPIK	536,721	304,688	357,371	207,037	-42%	-61%	Empik excl. Promarker	59,325	43,709	64,720	57,748	-11%	-3%
NEU0009 - NEU_OTHER CEU	1,090,859	951,319	850,554	763,059	-10%	-30%	Gustavson, customer dec '21	growth pre vs post campaign				19%	
NEU0010 - NEU_OTHER NLD	1,554,708	1,341,986	1,432,727	1,121,218	-22%	-28%	N	386,329	422,814	428,818	378,309	-12%	-2%
NEU0011 - NEU_OTHER NOR	590,211	519,064	307,481	304,988	-1%	-48%	N	164,246	164,646	69,352	69,806	1%	-57%
NEU0012 - NEU_OTHER POLAND	499,518	457,744	499,018	555,704	11%	11%	Paperconcept	26,439	39,141	37,722	51,031	35%	93%
NEU0013 - NEU_OTHER EE	466,826	445,937	441,449	462,190	5%	-1%	N	86,599	93,944	100,063	80,649	-19%	-7%

# Key takeouts sales numbers

with 2019 as reference as both '21 and '22 were impacted by Covid

- Results show significant positive development in the categories included in the W&N activation @campaign partners
- Non campaign partners Amazon and Bauhaus benefited the engaging content by local influencers and show a positive development due to the total W&N Watercolour and Graphic Art assortment offered and online opportunities
- The decision to peak the campaign in the slow summer months resulted in maximum visibility (less to no competition as competitors did not invest in campaigns during these months)
- Promarker demand cannot be controlled and driven with current budget and resources: forces out of our control
- Due to current political situation, all brands are facing challenges. Less is spent on consumption resulting in weakened marketing activity by our competitors, strengthening the effective degree of our campaign.
- Digital competence and efforts delivered, resulted in acquisition of new agile online retailer (Gustavson), others others were inclined to add more products and branded landing pages (Penstore)

# Learnings

Standing out is the added value for the consumer through high quality content provided by influencers using exclusively Winsor & Newton materials for increased brand trust with hobbyists.

Due to cuts in budget, we were not able to carry out paid advertising. As a result, we missed out on addressing and gaining new consumers, the main source for growth.

## Newsletters:

- Large subscription audience
- Poor page views due to links at the end of the feed
- Opportunity: better positioned links in the header, or as high up as possible
- Using only retail channels, we're limited to rely fully on the commitment and agenda from the retailer

## Social media:

- Huge reach achieved through campaign postings
- Unfortunately, trackable links distributed via the influencers did not perform as well as projected
- Resulting in missing 360 customer journey
- Influencers that were hired for the first time to collab with our brand lost followers
- Credibility suffers for both, brand and influencers when only teaming up with influencer for one campaign.
- Opportunity: ongoing branded collaborations

## Landing page:

- Engaging branded landing/product pages were created for all retailers taking part in the campaign
- Brand experience was strengthened with potential to grow further
- Opportunity for strong call to action
- Without local language micro-sites, we rely fully on the commitment, agenda and analysis from the retailer.

## Influencers:

- Seven influencers were linked to seven individual retailers
- Beautiful content was generated and posted on influencer and retail channels: livestreams, step-by-step guides, reels, tutorials and interviews
- Some influencers did not perform as well as projected over time
- Opportunity for better scheduling of posts and funnels

# Key takeouts

Positive feedback received from participating retailers, especially Gerstaecker NL, that due to this long campaign Winsor & Newton gained market share vs other brands that have put little or no effort into brand activation in recent months.

Due to the campaign, several retailers expanded their product line by taking in more W&N products as well as NPD's. *Pen Store in Sweden: 'we took in a large number of new products in preparation of the campaign, which sold out within the first two weeks'*

Exclusive content created by influencers was very much appreciated by retail. It is valuable in addition to branded content and offers them opportunity to differentiate from their competitors.

# Recommendations

## 360 Campaign channel strategy

For future activations, a 50 / 50 channel strategy is required:

- campaign landing pages via the retailers
- and one on our local microsites allowing us far more control over the adjustments.

By setting up activations this way, we're not doing the promotion for the retailers that might potentially lead to sales for other brands but lead the traffic to our own campaign landing page and gradually optimize based on the data that is gathered on a regular basis.

**Important here is that we will gather and own all the data and insights that can benefit future activations.**

As an alternative to local e-comm, links to retailers websites need to be included!

For 2023, we're aiming for 12 month branded visibility, by setting up small 360 retail activations that support monthly / quarterly promos. Ideally using following channels:

### Acquisition & Awareness

- Online banners via the Google Display Network targeting relevant topics, interests / affinity, custom-intent and in-market audiences. News feed and stories ads on Facebook and Instagram targeting relevant users.

### Engagement and Education

- Branded & influencer content through retail channels, by offering tailor-made toolkits, aligned with promos and category focus
- Continued collab with influencers through a material order subscription (part of compensation)
- (better) Use of shop staff training programs

### Sales & Conversion objectives

- Google (Ads) Search campaigns targeting highly relevant purchase intent keywords and Retargeting campaigns via Google Display Network, Facebook and Instagram Ads.

## SUMMARY

- For future campaigns there's need to integrate a 360 campaign channel strategy so all objectives are covered with different types of campaigns. This will benefit the (top of mind) awareness (outer circle), engagement and conversion.
- Standard reporting templates are needed per activity so there is a single source of truth and everyone is looking at the same data to make conclusions and extract learnings for future campaigns / activations.
- Look into the Youtube possibilities by creating a synergy effect between Social content such as Instagram livestreams teasers and the actual Livestreams on Youtube. This synergy effect can also be achieved between social and landing page pageviews.
- Well optimised landing pages for future activations with above the fold the most important information including call to actions.
- Need to make more use of owned channels side by side with the retailers' channels. This will allow us more control over content and gather more data for insights. Besides that, paid promotion for owned channels is a lot easier.

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**APPENDIX**

# SWEDEN



# Sweden Pen Store / Lise Hellström

1 June – 31 August

Influencer [Lise Hellström](#)

231 K followers

SoMe

3 IG posts

60 IG stories

6 IG reels

Retailer [Pen Store](#)

15.9k followers

Website

4 landing pages:

[IG challenge](#) (no longer active)

[Lise Interview](#)

[Step by step guide postcard](#)

[Lises favourite products](#)

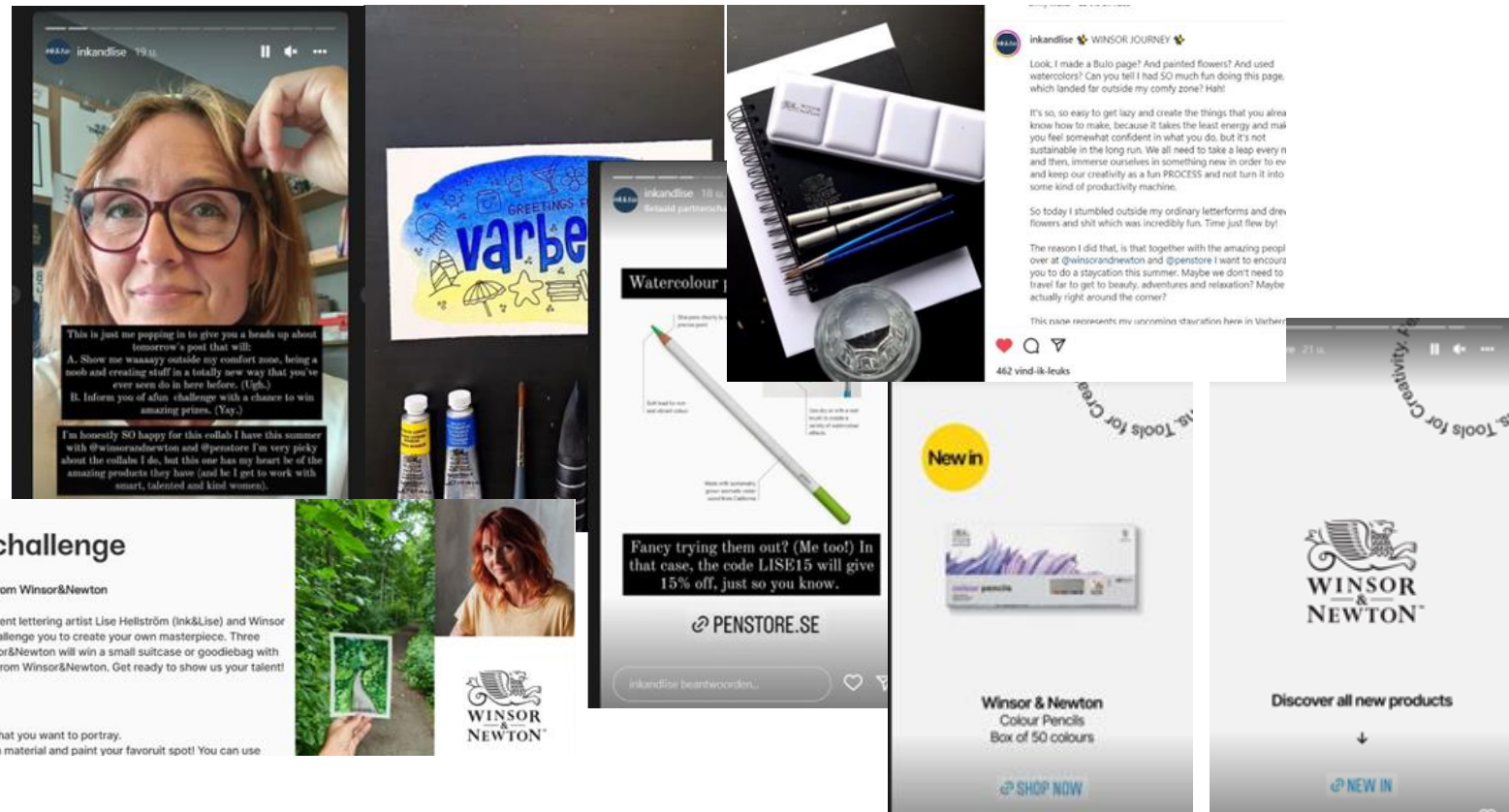
SoMe

2 IG posts

27 IG stories (campaign stories + new product intake)

Newsletter

2 newsletter mentioning the campaign



## Feedback from Pen Store

- We started the campaign together with Penstore with an uncomplete portfolio in the GA/WC category. A few weeks into the campaign we managed for Pen store to take in a large amount of missing products, in which they promoted on their IG. These products sold out within a few days/weeks. So much that we had to stop promoting them in stories.
- Lise was very easy to work with but unfortunately, she did not convert very well, especially not via her discount code.
- The period was not optimal for Pen store as they had to work during the holidays.
- Too many activities for too long over a short period for Pen Store.

# Sweden Panduro/Kreatima / Kajsa Wallin

Influencer [Kajsa Wallin](#)

52.1k followers

Social channels

8 IG posts

63 IG stories

Retailer [Panduro/Kreatima](#)

95.1k followers + 3.6k followers

Social channels

4 IG posts

46 IG stories

Website

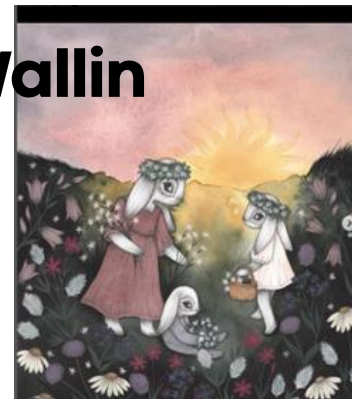
[1 landingpage](#)

Newsletter

12

## Feedback from Panduro&Kreatima

Panduro really enjoyed the collaboration together with Kajsa. She created great content that was very much aligned with what Panduro and Kreatima is currently offering on their SoMe. However, her SoMe reach and engagement did not fully meet the expectations that they had hoped for during the campaign. Nevertheless she created great content that Panduro and Colart will be able to use in the future.



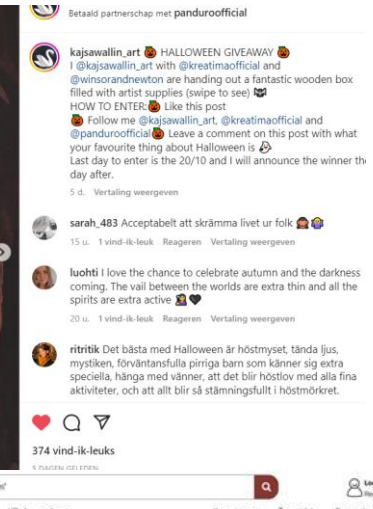
hier om het in een webbrowser te bekijken.

### Vår digitala resa har startat!



Har du sett att vi ger oss ut på en **konstresa tillsammans med Winsor & Newton**? Det är en spännande digital färd genom svenska traditioner och årstider. Reseledare är **Kajsa Wallin**, känd för sina underbara magiska sagofigurer, och du hänger med på resan genom att följa oss på Instagram.

@kajsawallin\_art i samarbete med @winsorandnewton @kreatimaofficial och @panduroofficial.



### En digital konstresa



# Sales results Panduro 16.06-03.11.2022





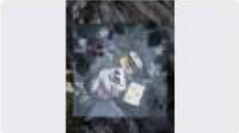
## Sales in

Sales	Kolomlabels	2020	2021	2022
Rijlabels	2019			
BLEEDPROOF PAPER		4,968	8,825	6,841
CALLIGRAPHY INK		2,188	2,500	2,141
COLOUR PENCIL			8,702	3,979
COTMAN SYNTHETIC BRUSH		16,022	17,065	21,107
COTMAN WATERCOLOUR		98,401	114,658	51,934
DESIGNERS GOUACHE		4,846	11,259	15,977
DRAWING INK				869
DRAWING/PASTEL PAPER				725
DRAWING/SKETCHING PAPER		364	802	725
GOUACHE COLOUR				665
GRAPHITE PENCIL			2,940	1,799
NEON MARKER		75	784	218
PREMIUM WATERCOLOUR COLD PRESSED		11,141	10,357	118
PROFESSIONAL WATERCOLOUR		23,648	40,280	53,360
PROFESSIONAL WATERCOLOUR RGH PRESSED				48,138
PROFESSIONAL WATERCOLOUR ADDITIVES		3,261	4,178	3,957
PROFESSIONAL WATERCOLOUR COLD PRESSED				3,233
PROFESSIONAL WATERCOLOUR HOT PRESSED				2,193
PROFESSIONAL WATERCOLOUR SABLE BRUSH		102	596	2,101
PROFESSIONAL WATERCOLOUR SYNTHETIC BRUSH				1,111
PROMARKER		92,411	183,932	70,846
PROMARKER BRUSH		4,656	8,144	7,430
PROMARKER WATER		110	173	550
SCEPTRE GOLD II SYNTHETIC BRUSH		1,513	2,389	6,001
SERIES 7 KOLINSKY SABLE BRUSH		1,123	2,208	3,519
SKETCHING PENCIL			4,011	3,391
SUPER PREMIUM WATERCOLOUR COLD PRESSED		2,495	1,689	3,668
SUPER PREMIUM WATERCOLOUR HOT PRESSED		506	74	147
SUPER PREMIUM WATERCOLOUR ROUGH		506	111	
TEAR OFF PALETT				1,141
WATERCOLOUR COLD PRESSED				456
WATERCOLOUR PENCIL			3,749	658
<b>Eindtotaal</b>		<b>268,334</b>	<b>429,424</b>	<b>274,470</b>
				<b>247,081</b>

A top-down view of various craft supplies arranged on a white and blue background. In the top left is a can of 'Chalky Spray Paint' in 'MATT (4) 250ml e'. Next to it are three bundles of thread in shades of blue and green. To the right are three blue pencils and a bundle of blue pipe cleaners. Below these are two bowls: one with white wooden beads and another with white ceramic beads. In the bottom left is a blue hot glue gun. In the bottom center are three paintbrushes and a small pile of blue beads. In the bottom right are two large balls of blue yarn. A semi-transparent white banner with black text is overlaid in the center.

**Samarbete med Colart & Kajsa Wallin – 2022 juni-nov**  
**Jimi Rasmussen**

# Instagram

Publicera	Inläggsstatus	Datum	Gilla-markeringar	Kommentarer	
 🕒	<b>The journey has come to an end. Thank you @kajsawallin_art @wi...</b> Kreatima	○ Arkiverade	2022-11-03 18:27	--	--
 🕒	<b>@thomasbjornberg @kajsawallin_art</b> Kreatima	○ Arkiverade	2022-09-08 08:53	--	--
 🌐	<b>COMPETITION! Today's the start of our August Art Journey ...</b> ... Kreatima	● Publicerat	2022-08-18 20:00	80	2
 🌐	<b>Make sure to follow @kajsawallin_art and her art journey this sum...</b> Kreatima	● Publicerat	2022-06-17 09:35	44	1
Publicera	Inläggsstatus	Datum	Gilla-markeringar	Kommentarer	
 🌐	<b>COMPETITION! Today's the start of our August Art Journey Comp...</b> Panduro	● Publicerat	2022-08-18 19:01	212	3

# Instagram

## Information om fotoinlägg

Publicerat 2022-06-17 09:35

 kreatimaofficial



**kreatimaofficial** Make sure to follow @kajsawallin\_art and her art journey this summer, in collaboration with us at @kreatimaofficial @panduroofficial and @winsorandnewton

Starting this Midsummer, all the way through October, Kajsa Wallin will take you on a journey through Sweden, all translated into art with the use of Winsor & Newton products.

Tag along at Kajsas profile - there will be several GIVEAWAYS and a CHALLENGE!

#kreatimaofficial #kreatima #winsorandnewton #winsorjourney #winsorkajsa #panduroomyway

17 jun 2022

### Inläggets resultat

♡ 44 💬 1 ➦ 0 📌 8

#### Interaktioner

8

Åtgärder som utförts från det här inlägget

Profilbesök 8

#### Upptäckt

1 485

Konton som nåtts  
58% följde inte dig

Följer	--
Räckvidd	1 485
Intryck	1 646
Från profilen	1 101
Från startsidan	353
Från hashtaggar	166
Från annat ställe	26

## Information om fotoinlägg

Publicerat 2022-08-18 20:00

 kreatimaofficial



**kreatimaofficial** COMPETITION!  
Today's the start of our August Art Journey Competition together with brilliant artist @kajsawallin\_art @winsorandnewton and @kreatimaofficial

We're challenging you to paint your best holiday memory for a chance to win a beautiful wooden painters box filled with wonderful watercolor products and materials from Winsor & Newton! ❤️

**HOW TO ENTER:**  
Post a picture of your watercolour painting on your Instagram account and tag it with  
@kajsawallin\_art  
@kreatimaofficial  
@panduroofficial... Mer

18 aug 2022

### Inläggets resultat

♡ 80 💬 2 ➦ 0 📌 7

#### Interaktioner

7

Åtgärder som utförts från det här inlägget

Profilbesök 7

#### Upptäckt

1 702


Konton som nåtts  
44% följde inte dig

Följer	8
Räckvidd	1 702
Intryck	1 902
Från profilen	1 124
Från startsidan	681
Från hashtaggar	82
Från annat ställe	15

# Instagram

## Information om händelseinlägg

Publicerades 2022-09-08 08:53



**kreatimaofficial**

**kreatimaofficial** @thomasbjornberg @kajsawallin\_art

8 sep 2022

### Inläggets resultat

#### Interaktioner ①

7

Åtgärder som utförts från den här händelsen

Profilbesök	0
Tryck på dekal	7
@thomasbjornberg	7

#### Upptäckt ①


242

Konton som den här händelsen har nått

Intryck	246
Följer	0
Navigering	226
Tillbaka	13
Framåt	156
Nästa händelse	18
Har lämnat	39

## Information om händelseinlägg

Publicerades 2022-11-03 18:27



**kreatimaofficial**

**kreatimaofficial** The journey has come to an end. Thank you @kajsawallin\_art @winsorandnewton for all the beautiful drawings and materials 🌸

3 nov 2022

### Inläggets resultat

#### Interaktioner ①

3

Åtgärder som utförts från den här händelsen

Profilbesök	1
Tryck på dekal	2
@kajsawallin_art	2

#### Upptäckt ①

279

Konton som den här händelsen har nått

Intryck	279
Följer	0
Navigering	258
Tillbaka	3
Framåt	188
Nästa händelse	40
Har lämnat	27

# Instagram

## Information om fotoinlägg

Publicerat 2022-08-18 19:01



### **panduroofficial** COMPETITION!

Today's the start of our August Art Journey Competition together with brilliant artist @kajsawallin\_art @winsorandnewton and @kreatimaofficial

We're challenging you to paint your best holiday memory for a chance to win a beautiful wooden painters box filled with wonderful watercolor products and materials from Winsor & Newton! ❤️

### HOW TO ENTER:

Post a picture of your watercolour painting on your Instagram account and tag it with

@kajsawallin\_art  
@kreatimaofficial  
@pandu... Mer

18 aug 2022

### Inläggets resultat

👍 212 💬 3 ➦ 4 📌 17

### Interaktioner

19

Åtgärder som utförts från det här inlägget

Profilbesök 19

### Upptäckt

11 205

Konton som nåtts

6% följde inte dig

Följer	--
Räckvidd	11 205
Intryck	11 784
Från startsidan	10 284
Från profilen	1 054
Från hashtaggar	219
Från annat ställe	227

### **panduroofficial** COMPETITION!

Today's the start of our August Art Journey Competition together with brilliant artist @kajsawallin\_art @winsorandnewton and @kreatimaofficial

We're challenging you to paint your best holiday memory for a chance to win a beautiful wooden painters box filled with wonderful watercolor products and materials from Winsor & Newton! ❤️

### HOW TO ENTER:

Post a picture of your watercolour painting on your Instagram account and tag it with

@kajsawallin\_art  
@kreatimaofficial  
@panduroofficial

as well as #winsorandnewton #winsorkajsa

Last day to enter is August 31, 2022.

### ALSO:

The winner will be chosen and announced by @kajsawallin\_art So make sure to follow her profile for more details and also tons of inspiration and incredible artwork! She is such a talent! 🌟

#panduromyway

Mindre

# Instagram

## Information om fotoinlägg

Publicerat 2022-08-18 19:01



### panduroofficial COMPETITION!

Today's the start of our August Art Journey Competition together with brilliant artist @kajsawallin\_art @winsorandnewton and @kreatimaofficial

We're challenging you to paint your best holiday memory for a chance to win a beautiful wooden painters box filled with wonderful watercolor products and materials from Winsor & Newton! ❤️

### HOW TO ENTER:

Post a picture of your watercolour painting on your Instagram account and tag it with

@kajsawallin\_art  
@kreatimaofficial  
@pandu... Mer

18 aug 2022

### Inläggets resultat

👍 212 💬 3 ➦ 4 📄 17

### Interaktioner

19

Åtgärder som utförts från det här inlägget

Profilbesök 19

### Upptäckt

11 205

Konton som nåtts

6% följde inte dig

Följer	--
Räckvidd	11 205
Intryck	11 784
Från startsidan	10 284
Från profilen	1 054
Från hashtaggar	219
Från annat ställe	227

### panduroofficial COMPETITION!

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### HOW TO ENTER:

Post a picture of your watercolour painting on your Instagram account and tag it with

@kajsawallin\_art  
@kreatimaofficial  
@panduroofficial

as well as #winsorandnewton #winsorkajsa

Last day to enter is August 31, 2022.

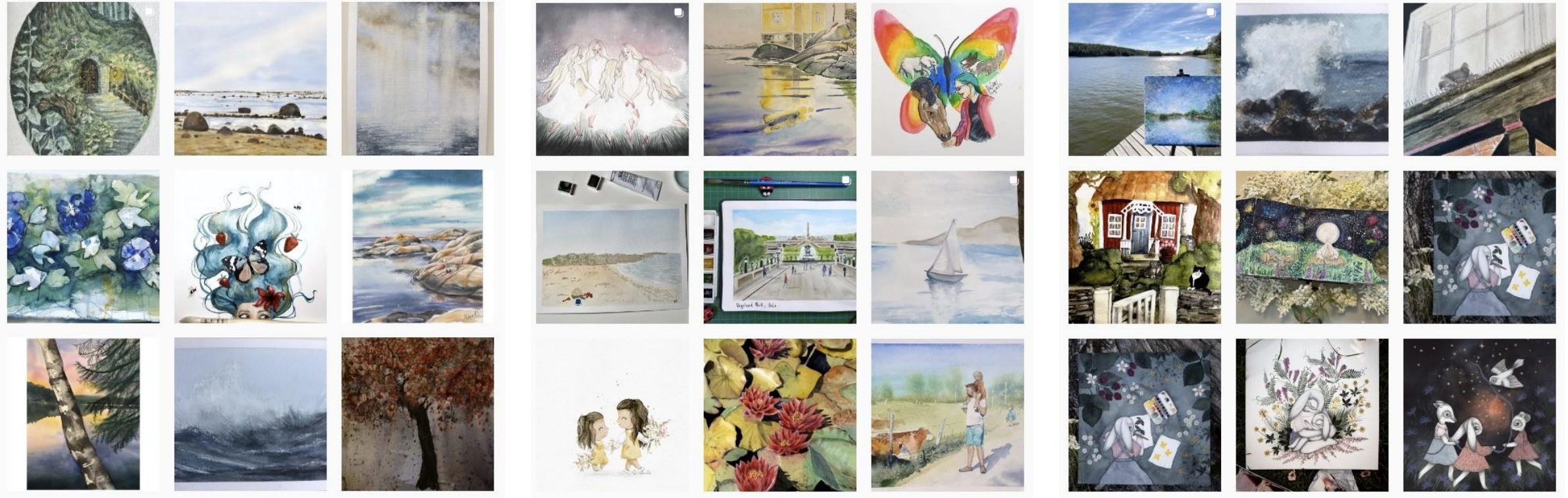
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#panduromyway

Mindre

# Instagram #winsorkajsa – 32 inlägg



# Kreatima.com

**panduro** Kreatima

Kreatima by panduro

Testa sök "canson"

Våra produkter ▾ Nyheter Varumärken Erbjudanden Magazine Lilla konstnären Kontakta oss Öppettider Presentkort Inspiration

Logga in Registrera



## Följ med oss på en färgstark och inspirerande resa!

En sommar med efterlängtat ledighet ligger framför oss. Tillbringa sommaren i sällskap av din favorithobby och platserna du älskar. Vi beger oss ut på en digital konstresa tillsammans med Winsor & Newton. Reseledare är Kajsa Wallin, en svensk konstnär känd för sina magiska sagofigurer.

Under resan blir det flera giveaways i form av välfyllda målarväskor från Winsor & Newton. Dessutom kommer vi att hålla en tävling där du kan vinna fina priser. Vi ger oss i väg under midsommarveckan när ljuset är som härligast och avrundar i november när höstmörkret sänker sig.

Häng med på resan och få den senaste informationen genom att följa oss på Instagram: @kajsawallin\_art @windsorandnewton @kreatimaofficial och @panduroofficial.

Har hittar du tävlingsvillkoren >>



## Vem är Kajsa Wallin?

Kajsa Wallin heter jag och är en svensk konstnär med ursprung i Skåne. Numera är jag bosatt i Malmö, arbetar på heltid med min konst och driver samtidigt min Instagramkonto tillsammans med min värdskap. Inspirationen kommer från min barndom och jag växte upp där havet möter skogen. Stora delar av min tid tillbringade jag med att undersöka de små tingar som bara gör att se om du tittar lite närmare. I konsterna från barndomen finner jag den största inspirationen till min konst: behåvet av trygghet, kärlek, nyfikenhet och magi tillsammans med kärlek och hur stort älskad vetar när man är ihop.



**Detaljer får ta plats**

"I stilheten från barndomen får tiden och detaljerna lov att ta plats."



**Flera lager av färg**

"Jag låter min konst växa fram"



Min favoritfärg är Winsor & Newton Professional Tink. Jag trycker ut lite färg som får torka och sedan bländar jag upp den tillsammans med vatten för att få rätt nyans. Alla fär är vårt eget sätt att måla på och detta fungerar bra för mig.

 <p><b>Endast 7 kvar!</b> ★★★★★ 15 WGN Ink Tint Rose Red Ink</p> <p>12990kr <a href="#">Lägg i varukorgen</a></p>	 <p>★★★★★ 13 WGN Ink 7 Acrylic Paint 7-3</p> <p>Öppettider Någon 279,20kr <a href="#">Lägg i varukorgen</a></p>	 <p>★★★★★ 13 WGN Ink 6 Acrylic Paint 6-2</p> <p>Öppettider Någon 119,92kr <a href="#">Lägg i varukorgen</a></p>	 <p>★★★★★ 13 WGN Ink 5 Ink Tint Yellow</p> <p>5990kr <a href="#">Lägg i varukorgen</a></p>
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## Kalender för konstresan

September: Färdig & magiska väsen-tema, våra första giveaways.

Oktober & november: Halloween-tema, vi har ännu en giveaway.

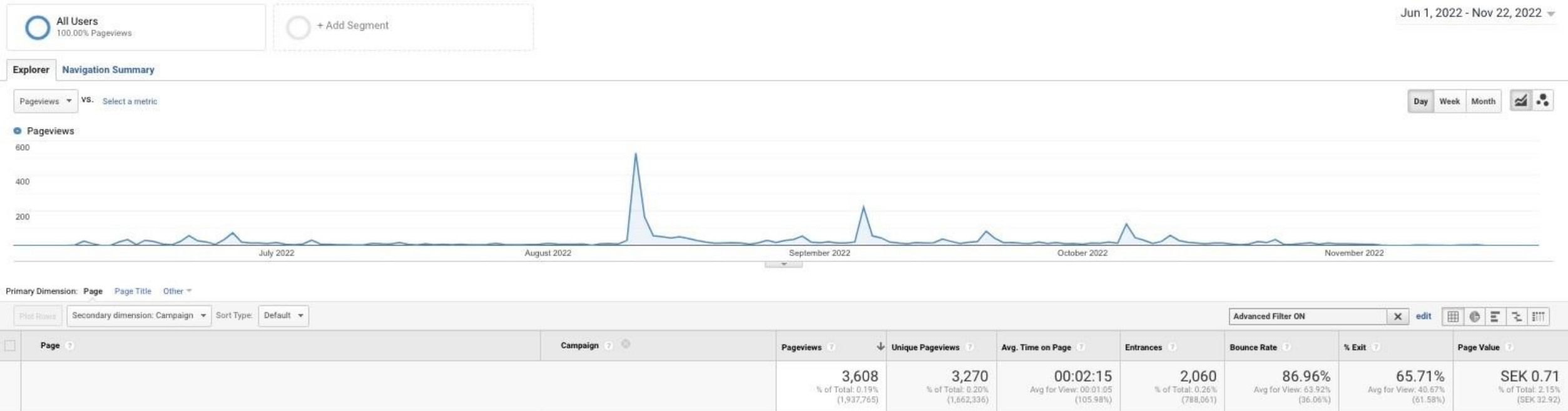
## Så här deltar du i våra giveaways

Följaren ska kommentera och gilla inlägget som kommer ut den första tävlingsdagen i respektive giveaway och följa dessa konton: @kajsawallin\_art @kreatimaofficial @panduroofficial.

[Se tävlingsvillkoren](#)

# Kreatima.com

- 3270 besök på sidor relaterat till "wn-konstresa"
- Varav 1972 besökare som kommit från nyhetsbrev



# Kreatima.com – ”W&N akv”

- Winsor & Newton Akvarell
- 152' i försäljning under Jun-Nov

Jun 1, 2022 - Nov 22, 2022

All Users 100.00% Product Revenue

+ Add Segment

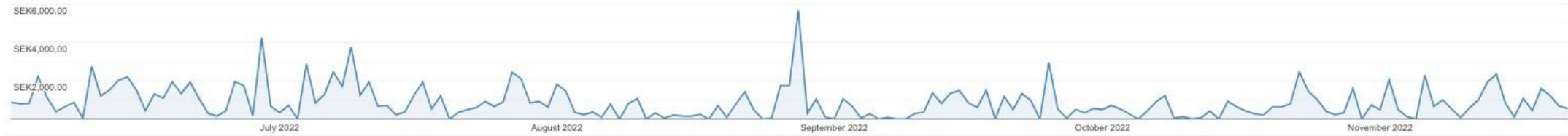
## Explorer

Summary Shopping Behavior

Product Revenue VS. Select a metric

Day Week Month

### Product Revenue



Primary Dimension: Product Product SKU Product Category (Enhanced Ecommerce) Product Brand

Secondary dimension: Product Brand

Advanced Filter ON

Product	Product Brand	Sales Performance					Shopping Behavior		
		Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate
		SEK 152,373.55 <small>% of Total: 3.21% (SEK 4,743,659.23)</small>	2,042 <small>% of Total: 5.41% (37,752)</small>	2,137 <small>% of Total: 4.27% (50,004)</small>	SEK 71.30 <small>Avg for View: SEK 94.87 (-24.84%)</small>	1.05 <small>Avg for View: 1.32 (-20.99%)</small>	SEK 0.00 <small>% of Total: 0.00% (SEK 0.00)</small>	65.25% <small>Avg for View: 22.34% (192.11%)</small>	15.90% <small>Avg for View: 5.22% (204.80%)</small>
1. W&N akvarell Cot.Blue Box 12hp	(not set)	SEK 6,589.15 (4.32%)	20 (0.98%)	20 (0.94%)	SEK 329.46	1.00	SEK 0.00 (0.00%)	12.29%	1.88%
2. W&N akvarellblock 300g A3	(not set)	SEK 4,424.40 (2.90%)	25 (1.22%)	26 (1.22%)	SEK 170.17	1.04	SEK 0.00 (0.00%)	8.54%	7.62%
3. W&N akvarellblock 300g 23x31cm	(not set)	SEK 2,086.53 (1.37%)	18 (0.88%)	19 (0.89%)	SEK 109.82	1.06	SEK 0.00 (0.00%)	8.26%	8.26%
4. W&N akv 14ml French Ultram.	(not set)	SEK 2,027.18 (1.33%)	23 (1.13%)	23 (1.08%)	SEK 88.14	1.00	SEK 0.00 (0.00%)	13.89%	21.30%
5. W&N akv 5ml Cobalt Blue	(not set)	SEK 1,736.31 (1.14%)	24 (1.18%)	27 (1.26%)	SEK 64.31	1.12	SEK 0.00 (0.00%)	18.57%	34.29%
6. W&N akv 37ml Quinacridone Gold	(not set)	SEK 1,559.39 (1.02%)	6 (0.29%)	9 (0.42%)	SEK 173.27	1.50	SEK 0.00 (0.00%)	8.06%	9.68%
7. W&N akv 5ml Neutral Tint	(not set)	SEK 1,515.64 (0.99%)	32 (1.57%)	34 (1.59%)	SEK 44.58	1.06	SEK 0.00 (0.00%)	19.59%	32.99%
8. W&N Akvarellblock R 300g B5	(not set)	SEK 1,441.44 (0.95%)	5 (0.24%)	5 (0.23%)	SEK 288.29	1.00	SEK 0.00 (0.00%)	26.17%	3.36%
9. W&N akv 14ml Aureolin	(not set)	SEK 1,404.22 (0.92%)	10 (0.49%)	11 (0.51%)	SEK 127.66	1.10	SEK 0.00 (0.00%)	143.33%	33.33%
10. W&N akv 37ml Burnt Sienna	(not set)	SEK 1,398.80 (0.92%)	9 (0.44%)	10 (0.47%)	SEK 139.88	1.11	SEK 0.00 (0.00%)	14.71%	13.24%

**Branded newsletter during the Art Journey  
featuring Kajsa Wallin**

**w.32 - Kreatima**



## Overview

### [2022-v32-WN-tävling-Kreatima](#)

Äntligen är det tävlingsdags!

🕒 2022-08-11 14:00 📅 Panduro 2018 👤 Sofia Wernant

Status

🟢 Skickat

Mottagare

7 213

Levererade

99%

Öppnade

44%

Klick

4%

**SE**

Mottagare

4.422

Levererade

99%

Öppnade

42%

Klick

2%

**DK**

Mottagare

9 565

Levererade

99%

Öppnade

39%

Klick

2%

**NO**

## Normal newsletter

### [2021-v31-skissa-teckna-Kreatimamedlemmar](#)

Konstnärsfavoriterna för att skissa och teckna

🕒 2021-08-03 14:30 📅 Panduro 2018 👤 Sofia Wernant

Status

🟢 Skickat

Mottagare

3 694

Levererade

99%

Öppnade

35%

Klick

3%

## Levererat



SE

## Levererat



DK

## Levererat



NO



  
**WINSOR  
&  
NEWTON**

## Layout

### Kajasas favoritfärger från Winsor & Newton

Kajsa Wallin använder främst **Winsor & Newtons Professional**, en akvarellfärg av högsta konstnärskvalitet.

Färgen är lämplig för etablerade konstnärer med krav på eständighet och ljusfasthet. Kajsa använder främst **färgen i tub**, men den finns även i **hel- och halvskopp**. Var med i vår tävling så har du chansen att vinna en målarväska fylld av de färger och produkter Kajsa använder från Winsor & Newton.



**Till alla färgerna**

### Tävlingsdags!

Nu är det dags för Kajsa Wallin att presentera tävlingen på Instagram och **den 18 augusti** kommer det första inlägget på [@kajsawallin\\_art](https://www.instagram.com/kajsawallin_art).

Ta dina färger och bege dig ut på ett härligt målaräventyr. I prisporten finns bland annat en välfylld målarväska i trä till **ett värde av över 2000 SEK (!)** men även fina akvarellset från Winsor & Newton.

Vi vill utmana dig att måla ute i naturen, så låt augusti bli månaden där du hittar skönheten som finns i omgivningen nära dig genom att delta i akvarelltävlingen "Måla ditt sommarminne".

Vi ser fram emot att få ta del av ditt bidrag!

**Mer om tävlingen**

### Utvalda favoritfärger



W&N akv 5ml Neutral Tint  
59,90 kr



W&N akv 5ml Transp. Yellow  
59,90 kr



W&N akv 14ml Indigo  
109,90 kr



W&N akv 37ml Alizarin Crimson  
209,90 kr



### Gör oss sällskap på vår digitala konstresa

Följer du vår digitala konstresa?

Vi startade lagom till midsommar när ljuset var som härligast. På Instagram [@kajsawallin\\_art](https://www.instagram.com/kajsawallin_art) kan du se äldre inlägg. Du kan även följa resan på [@kreatimaofficial](https://www.instagram.com/kreatimaofficial) och [@panduroofficial](https://www.instagram.com/panduroofficial). Det är en spännande och inspirerande tur genom svenska traditioner och årstider. Kajsa är en svensk konstnär med ursprung i Skåne som arbetar på heltid med sin konst. Inspirationen hittar hon i känslorna från barndomen där behovet av trygghet, kärlek, nyfikenhet tillsammans skapar en förtrollande magi.

**Följ med på resan**



**Always in kreatimas newsletters.**

**During the journey, I choose all of kajsas pictures with matching products. Same function as flowbox on site.**

Only pictures from TheBank and Kajsa W

# Top 5 clicked linkes

SE

Uri	Klick	Unika
<a href="https://kreatima.com/sv-se/wn-konstresa/tavlingsvillkor">kreatima.com/sv-se/wn-konstresa/tavlingsvillkor</a>	270	193
<a href="https://kreatima.com/sv-se/wn-konstresa">kreatima.com/sv-se/wn-konstresa</a>	26	24
<a href="https://kreatima.com/sv-se/varumarken/winsor-newton?page=1&amp;sort=7&amp;Serie=234,238">kreatima.com/sv-se/varumarken/winsor-newton?page=1&amp;sort=7&amp;Serie=234,238</a>	22	20
<a href="https://www.instagram.com/kajsawallin_art/">www.instagram.com/kajsawallin_art/</a>	10	10
<a href="https://kreatima.com/sv-se/we-are-panduro">kreatima.com/sv-se/we-are-panduro</a>	9	8

DK

<a href="https://kreatima.com/da-dk/wn-kunstrejse/konkurrencevilkar">kreatima.com/da-dk/wn-kunstrejse/konkurrencevilkar</a>	82	68
<a href="https://kreatima.com/da-dk/we-are-panduro">kreatima.com/da-dk/we-are-panduro</a>	6	6
<a href="https://kreatima.com/da-dk/wn-kunstrejse">kreatima.com/da-dk/wn-kunstrejse</a>	6	5
<a href="https://kreatima.com/da-dk/maerker/winsor-newton?page=1&amp;sort=7&amp;Serie=234,238">kreatima.com/da-dk/maerker/winsor-newton?page=1&amp;sort=7&amp;Serie=234,238</a>	5	5
<a href="#">[[contact.external.module9_flow_id(3).ctaUrl]]</a>	4	3

NO

<a href="https://kreatima.com/nb-no/wn-kunstreise/konkurransvilkar">kreatima.com/nb-no/wn-kunstreise/konkurransvilkar</a>	122	109
<a href="https://kreatima.com/nb-no/wn-kunstreise">kreatima.com/nb-no/wn-kunstreise</a>	16	15
<a href="https://www.instagram.com/kajsawallin_art/">www.instagram.com/kajsawallin_art/</a>	12	11
<a href="https://kreatima.com/nb-no/merker/winsor-newton?page=1&amp;sort=7&amp;Serie=234,238">kreatima.com/nb-no/merker/winsor-newton?page=1&amp;sort=7&amp;Serie=234,238</a>	7	7
<a href="https://kreatima.com/nb-no/we-are-panduro">kreatima.com/nb-no/we-are-panduro</a>	5	5

# THE NETHERLANDS



# Influencer activations

Alignment across WN Watercolour & Graphic Art campaign

For a period of 4,5 months 4 parties shared an aligned agenda on publishing content, activities and promos.

1. Retailer **Gerstaecker**,
2. Influencer Artist **Julia Henze**,
3. Organisation **Urban Sketchers NL**
4. Local SoMe channel Art inspirations NL

collaborated in taking the targeted audience on a WN Journey.

## Acquisition & Awareness

all parties published promotional content announcing the campaign via f.e. dedicated banners, webpages, newsletters, posts e.g.

## Engagement and Education

Publication of branded, inspirational, challenging and educational content as well as an offline workshop and USK event.

## Sales & Conversion objectives

Aligned promos online and in print, trackable links in stories funneling into webstore,



[Watch Julia's recap of the campaign here!](#)

THE NETHERLANDS

27th of May – 15th of October

## 1 Influencer Julia Henze

### Website

- content related to campaign on website, newsletters, blogposts e.g.

### Social Channels

- 22 posts and 128 stories on Instagram and FB account
- Many Insta stories with trackable links to Gerstaecker Webstore
- 3 articles for the USK website for which the content is usable for other markets as well
- 6 challenges on the theme of WN The Journey for which we delivered prizes
- 3 livestreams on Gerstaecker Insta,
- 1 demo on USK event, 1 instore workshop



@Julia\_Henze  
12, 9 k Followers  
Engagement Rate  
4%

## Learnings

- Working together with Julia was a good choice! Though her total following is relatively low, the engagement rate is high. Julia managed to keep on creating beautiful content driving the campaign all the time.
- Added value by high quality, in-depth resources and tutorials benefits Engagement and Education
- Julia's content is extremely suitable here to share across all markets as well and so part of the content collected and made available on The Bank and useable with other markets.
- Beside all Julia's created content, the 6 challenges generated a lot of User Generated Content (UGC) Showcasing W&N materials on social media, using dedicated hashtags, which were a big help. UGC contributed to our Brand's Visibility as well in creating shareable content by all parties into which the audience could relate.
- Julia was the perfect influencer to help align all other tiers within this campaign.
- It took some time before Julia got the flow of publishing trackable links and products leading into the

# Influencer activations

THE NETHERLANDS

27th of May – 15th of October

Alignment across WN Watercolour & Graphic Art campaign

## 2 Urban Sketchers Netherlands

### Website

- dedicated campaign page + banner on homepage,
- 3 article pages by Julia Henze
- 5 interview pages on urban Sketchers. nl and upload of weekly WN USK 'video' to a total of 25

### Social channels

- posts and stories + shared stories, + FB posts

### Events

- 3 USK events: 1 event with instore and online campaign presence,



25 USK videos on USK website. Each week 1 video is published



Post on USK NL Instagram account

## 3 Local Instagram Channel: Art inspirations NL

- Posts and shared stories on all published USK videos, Julia's Challenges, upcoming livestreams
- Posts with branded content with links to W&N website



leaves and petals  
WATERCOLOUR TIP



Julia Henze

HOW TO COMPOSE A STARTER SET  
VIDEO



Julia Henze

DRAWING A FRONT DOOR  
LIVESTREAM

Posts on Art Inspirations NL

# Retail activations

THE NETHERLANDS

27th of May – 15th of October

Alignment across WN Watercolour & Graphic Art campaign

In this campaign in NL there 4 parties aligned to a publication calendar on sharing online content.

## 4 Gerstaecker NL

### Website

- dedicated campaign page + interview influencer
- Banner on Homepage
- Dedicated newsletters
- Article page on Cotman Metallics

### Social Channels

- posts, stories, shared stories,
- 3 livestreams

### Instore

- instore workshop + livestream
- Hosting USK event participants instore with WN demos, sampling, extra promos

### Sales

- promotions with WN materials online and in brochure



Banner on homepage webstore Gerstaecker

## Learnings

1. This was the first time we created a campaign of this length with including the summer months July and August as well first time to create a campaign with 4 parties. Many learnings here about organisation, aligning, managing expectations and planning.
  - Attraction and engagement went well, but due to missing advertising thereach of outer circle audience was smaller which has impact on conversion as well.
  - All parties created great content on websites though on social mediamostly the content by the influencer was shared too much 1: 1 which led to too little differentiation and diversity to hold on to the public. Retailer should have posted more related branded content
  - Colart is very dependent on the retailer regarding the publication and ownership of content on website, banners e.g, as well the available publication period. Would be good to have a branded webpage on retailer; s website which can be controlled better,
  - The aligning of multiple parties in 1 campaign works well in generating larger followships.
  - Focussing on 1 influencer for a longer period delivered much artist's content on our materials and NPD which can be shared with all markets.
  - Retailer let us know the sales of W&N are one of the best in comparison to competitors (who didn't set-up such intricate campaigns) and is convinced it helped a lot regarding sales and engagement. Many competitors had a much bigger drop in sales.

# Campaign Metrics

THE NETHERLANDS

27th of May – 15th of October

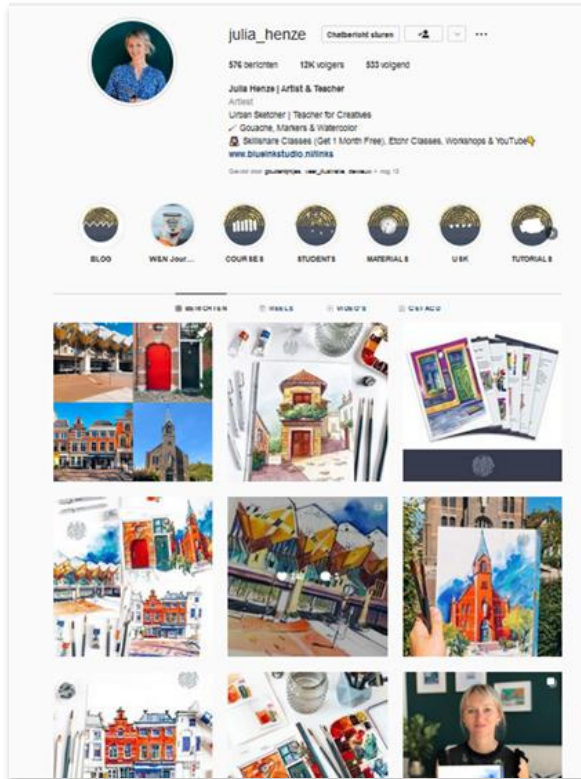
Alignment across WN Watercolour & Graphic Art campaign

		Julia Henze	Gerstaecker	USK NL	Art Inspirations	TOTAL
<b>IG</b>	Instagram Posts amount	22	19	12	28	81
	Total Reach	159.503	13.130	7.903	70.440	250.976
	Total Views	174.961	3.171	8.713	131.625	318.470
	Total likes	10.461	576	309	1.614	12.960
	Engagement rate	4,05	4,46	0,80	0,55	9,86
<b>IG</b>	Instagram Stories amount	181	43	81	236	541
	Total reach	47.685	11.465	16.612	119.733	195.495
	Total Views	46.311		17.437	131.625	195.373
	Trackable Link clicks	2.251			0	2.251
<b>IG</b>	Growth of followers	1.576	1.078	425	-128	2.951
<b>FB</b>	FB Posts amount	17	16		0	33
	Total Reach	2.102	10.891		0	12.993
	Total Views	2.849			0	2.849
<b>Web</b>	Visits Webpages		3.052	7.933	0	10.985
	Views USK Videos			1.937	0	1.937

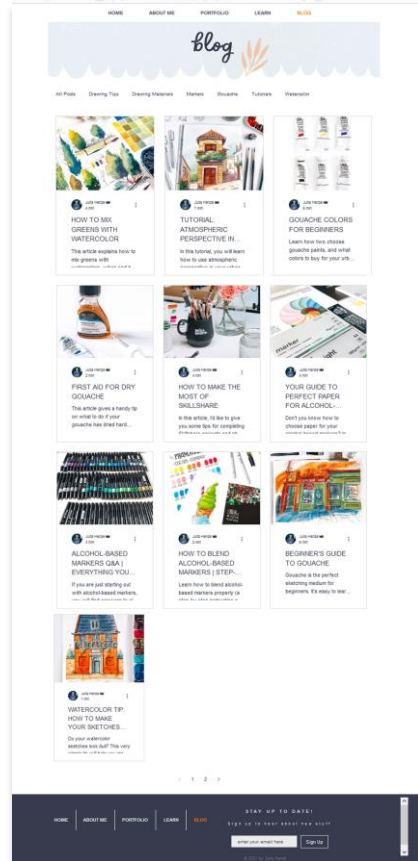
Campaign Hastags		
#winsorjourney		629
#winsorandjulia		177
#winsorandjulia_challenge		361
#winsorandjulia_challenge_1		79
#winsorandjulia_challenge_2		89
#winsorandjulia_challenge_3		78
#winsorandjulia_challenge_4		71
#winsorandjulia_challenge_5		80
#Winsorandjulia_win		30
		1594

# Retail activation – The Journey Netherlands

Julia Henze

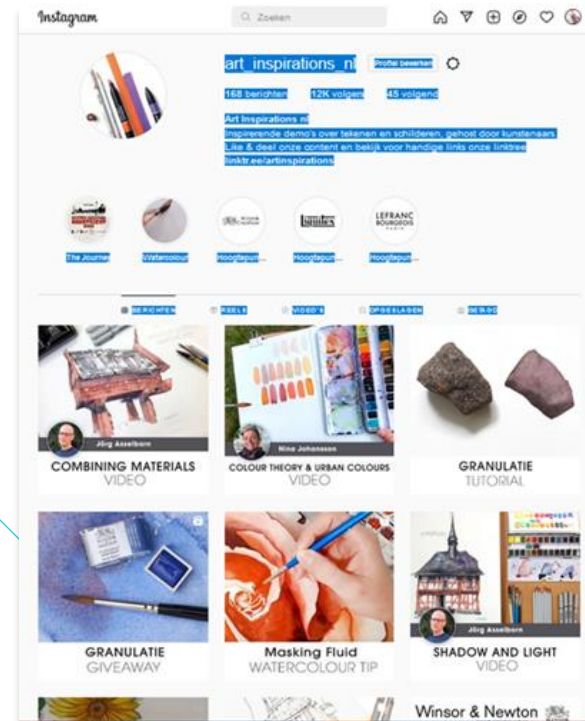


**Beautiful engaging posts, Stories and reels on Instagram**

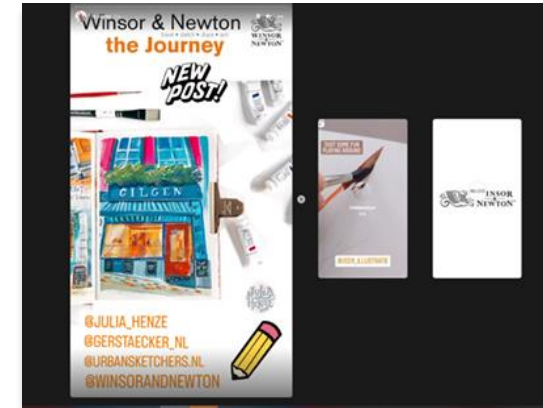


**Blog on USK content with W&N Materials**

## Art inspirations



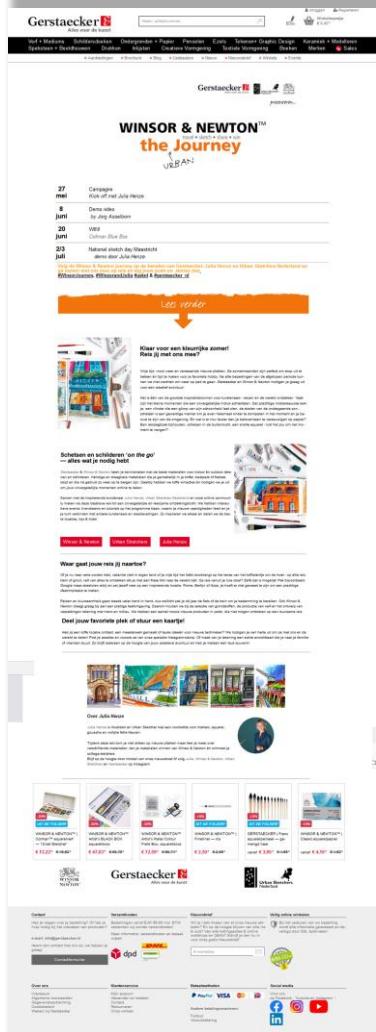
**Sharing Branded and inspirational Journey Content on Timeline**



**Sharing approx 236 stories by all parties in Highlights reaching another 12K Audience**

# Retail activation – The Journey Netherlands

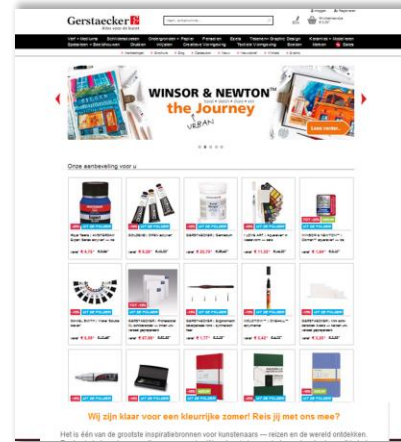
## Gerstaecker



Landingpage The Journey



Dedicated Newsletter The Journey



Campaign Banner on Homepage Gerstaecker

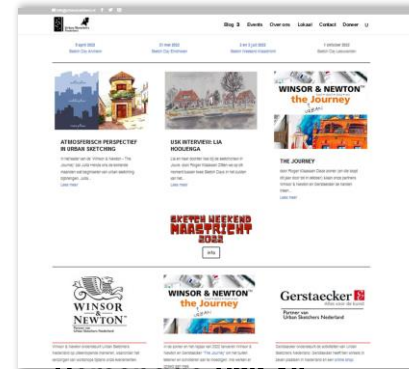


Instore Demo sessions at Gerstaecker by Julia and Robert on National USK Day Maastricht, showcasing GA and NPDP Cotman Metallics

## Urban Sketchers NL



Landingpage The Journey on USK NL Find here



Homepage USK NL Find here



Published Articles On USK Website on W&N materials Find here



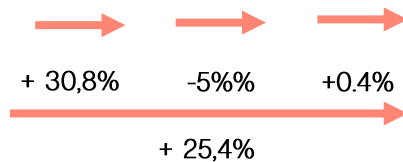
Gouache undercoats and a limited palette

Interviews with 5 USK artists, 5 dedicated pages and 25 USK videos on W&N Find here

# SALES RESULTS– GERSTAECKER NL 01/05 - 01/11

## Gerstaecker online sales in

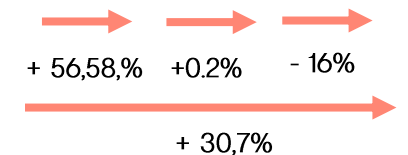
Sales Rijlabels	2019	2020	2021	2022
BLEEDPROOF PAPER	72	75	33	53
CALLIGRAPHY INK	321	284	319	232
COLOUR PENCIL	211	256	216	185
COTMAN SYNTHETIC BRUSH	245	362	355	553
COTMAN WATERCOLOUR	3.543	4.632	3.725	4.712
DESIGNERS GOUACHE	768	827	908	1.048
DRAWING INK	402	403	414	222
DRAWING MARKERS	106	111	61	48
DRAWING/SKETCHING PAPER	114	135	68	0
GOUACHE COLOUR	0	0	0	62
METALLIC MARKER	14	64	65	31
MIXED MEDIA	602	890	0	74
NEON MARKER	15	64	56	18
PREMIUM WATERCOLOUR COLD PRESSED	241	281	0	0
PROFESSIONAL WATERCOLOUR	5.575	8.216	8.082	8.894
PROFESSIONAL WATERCOLOUR RGH PRESSED	0	0	201	282
PROFESSIONAL WATERCOLOUR ADDITIVES	234	247	237	257
PROFESSIONAL WATERCOLOUR COLD PRESSED	0	0	701	924
PROFESSIONAL WATERCOLOUR HOT PRESSED	0	0	195	331
PROFESSIONAL WATERCOLOUR SABLE BRUSH	566	535	410	326
PROFESSIONAL WATERCOLOUR SYNTHETIC BRUSH	0	0	501	676
PROMARKER	5.728	7.519	7.657	5.305
PROMARKER BRUSH	439	627	526	338
PROMARKER WATER	486	626	452	572
SERIES 7 KOLINSKY SABLE BRUSH	1.023	913	991	959
STUDIO COLOUR PENCIL	0	0	0	124
SUPER PREMIUM WATERCOLOUR COLD PRESSED	412	565	0	0
SUPER PREMIUM WATERCOLOUR HOT PRESSED	97	207	50	0
SUPER PREMIUM WATERCOLOUR ROUGH	121	134	47	0
WATERCOLOUR COLD PRESSED	0	0	426	451
WATERCOLOUR PENCIL	214	218	219	366
<b>Eindtotaal</b>	<b>21.550</b>	<b>28.190</b>	<b>26.915</b>	<b>27.041</b>



Regarding sales at Gerstaecker during the last month of July, we measured a 15% growth of instore sales in comparison to 2021 regarding the single colours of PWC and Cotman, the whole Cotman range as well as the Gouache range. Regarding online sales, we noticed during the last month of July the figures in comparison to 2021 stayed the same for the single colour of PWC and Cotman (while competitor's sales declined), a growth of 30% in the sales of Gouache and a 50% growth of the whole Cotman Range, mainly driven by the Cotman Themed Sets!

## Gerstaecker instore sales in

Sales Rijlabels	Kolomlabels	2019	2020	2021	2022
BLEEDPROOF PAPER		80	273	33	52
CALLIGRAPHY INK		321	451	825	571
COLOUR PENCIL		251	55	174	16
COTMAN SYNTHETIC BRUSH		166	58		88
COTMAN WATERCOLOUR		5.817	9.893	9.319	9.984
DESIGNERS GOUACHE		2.477	5.021	4.598	4.088
DRAWING INK		543	1.002	1.415	925
DRAWING MARKERS		625	181	188	334
DRAWING/SKETCHING PAPER		598	392		
DRY COLOUR ADDITIVE		49	110		
GRAPHITE PENCIL		79	24		
METALLIC MARKER		25	70	124	68
MIXED MEDIA		243	65	109	147
MOP AND WASH SQUIRREL BRUSH		-160			
NEON MARKER		85	92	114	38
PREMIUM WATERCOLOUR COLD PRESSED		196	384		
PROFESSIONAL WATERCOLOUR		7.280	11.926	11.115	8.256
PROFESSIONAL WATERCOLOUR RGH PRESSED				109	39
PROFESSIONAL WATERCOLOUR ADDITIVES		270	456	471	292
PROFESSIONAL WATERCOLOUR COLD PRESSED				342	286
PROFESSIONAL WATERCOLOUR HOT PRESSED				187	96
PROFESSIONAL WATERCOLOUR SABLE BRUSH		201	80	57	
PROFESSIONAL WATERCOLOUR SYNTHETIC BRUSH					94
PROMARKER		3.154	3.434	4.997	3.817
PROMARKER BRUSH		1.239	1.804	1.779	1.148
PROMARKER WATER		681	1.479	1.079	457
SERIES 7 KOLINSKY SABLE BRUSH		432	1.026	1.167	1.743
SKETCHING PENCIL		205	32		
SUPER PREMIUM WATERCOLOUR COLD PRESSED		83	401		
SUPER PREMIUM WATERCOLOUR HOT PRESSED			295	164	
SUPER PREMIUM WATERCOLOUR ROUGH			169	152	
WATERCOLOUR COLD PRESSED				631	196
WATERCOLOUR PENCIL		95	25	148	
<b>Eindtotaal</b>		<b>25.033</b>	<b>39.199</b>	<b>39.298</b>	<b>32.735</b>



Note: part of the sales in was the installation of a new store as well with an extended offering due to the campaign

# POLAND



# Poland Empik & Samanta Lesiak

27th of May – 30th of September

Influencer [Samanta Lesiak](#) (93,1 K):

## Social Channels

- 2 posts, 20 stories and 1 reel on Instagram
- 1 [video on Youtube](#) dedicated to the campaign (11,3 k views)
- Insta stories with trackable links to Empik Webstore
- 4 challenges on the theme of WN The Journey for which we delivered prizes
- 4 tutorials that were published as reels on Empik IG page

## Empik

### Website

- 4 banners on Art & Craft category, that redirects to list of W&N products from Watercolour & Graphic Art categories
- Each banner redirected to the [list of W&N products from Watercolour & Graphic Art categories](#)
- Created a discount code for influencer's followers (for 1 week)

### Social channels

- posts and stories + shared stories, + 4 reels

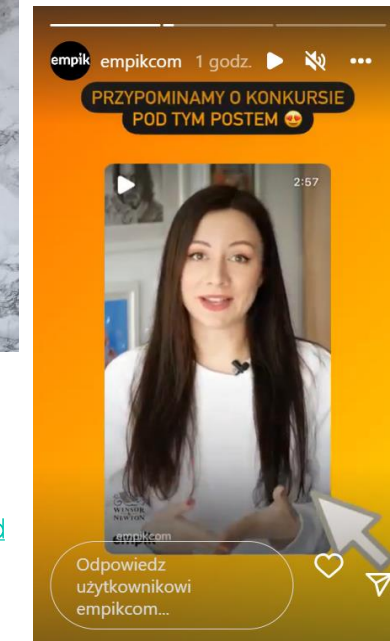
### Learnings:

- Conversion to the products page comes from CTA links that influencer included on Stories and from banners on the website.
- The retailer didn't send newsletters as promised and their database is huge so we could achieve much more if you could get more support from the retailer's side.
- It was the first-time retailer published several posts and stories about the campaign and W&N products on their IG so it's a huge step forward.



### Reels:

- <https://tinyurl.com/SamiReelSunset>
- <https://tinyurl.com/SamiReelCities>
- <https://tinyurl.com/SamiReelFlora>
- <https://tinyurl.com/SamiReelChildhood>



# Poland Paper Concept & Katarzyna Kmieciak

1st of June – 30th of September

Influencer [Katarzyna Kmieciak](#) (14,2 K):

## Social Channels

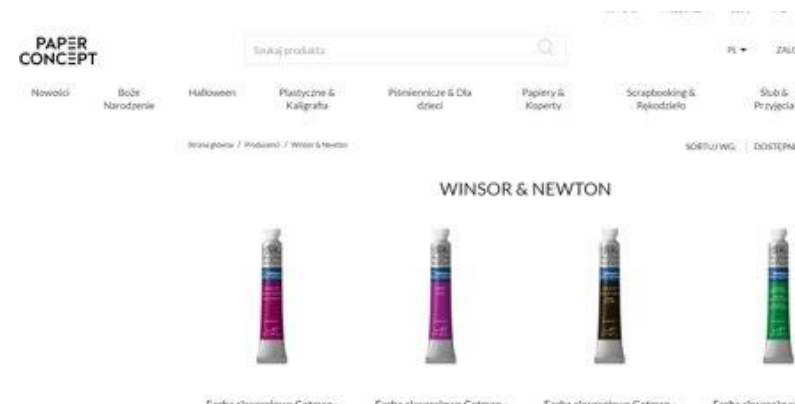
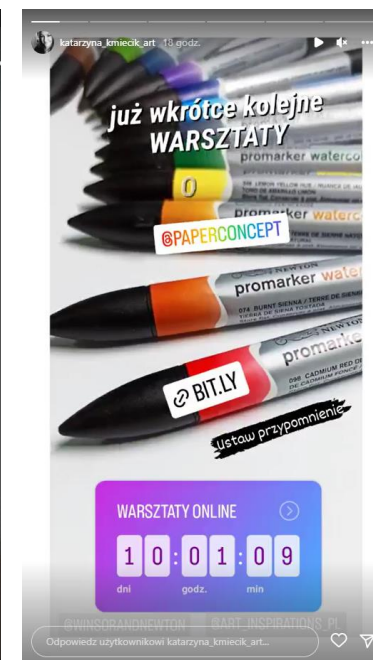
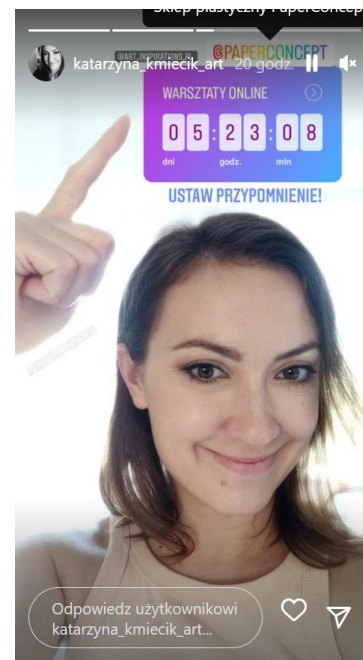
- 5 posts, 33 stories and 3 reels on Instagram
- Insta stories with trackable links to Paper Concept [Webstore](#) (WC&GA categories)
- 4 challenges on the theme of WN The Journey for which we delivered prizes
- 4 live sessions on Paper Concept IG page

## Paper Concept

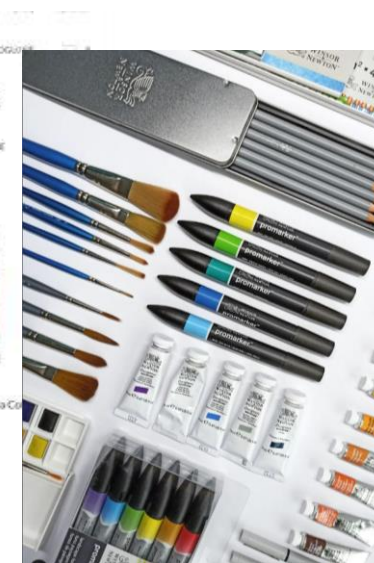
- posts and stories + shared stories, + reels
- Monthly live sessions with influencer on IG
- Created [a link](#) to showcase WC & GA categories only
- 5 newsletters
- Mentioned W&N products
- 4 articles on their blog: new article about [links](#) + old articles that are still visible on a website since last year: [1](#) [2](#) [3](#) [4](#)

## Learnings:

- Conversion mainly comes from their newsletter, secondarily – from influencer.
- Next time, we should pay more attention to holidays in Poland and don't schedule a live at this time because the number of attendees is lower.
- Overall, there was a good attendee rate, around 45 per live



- Live sessions
- <https://tinyurl.com/KmieciakLiveDolphins>
  - <https://tinyurl.com/KmieciakLiveIsland>
  - <https://tinyurl.com/KmieciakLiveMadrid>
  - <https://tinyurl.com/KmieciakLiveProduct>



# Poland Papiernik & Zenja

## Live sessions

- <https://tinyurl.com/ZenjaLiveKrkow>
- <https://tinyurl.com/ZenjaLiveGdansk>
- <https://tinyurl.com/ZenjaLiveWroclaw>
- <https://tinyurl.com/ZenjaLiveWarsaw>

## Influencer [Zenja](#) (9,6 K):

### Social Channels

- 5 posts, 33 stories and 3 reels on Instagram
- Insta stories with trackable links to Paper Concept Webstore
- 4 challenges on the theme of WN The Journey for which we delivered prizes
- 4 live sessions on Paper Concept IG page

## [Papiernik by Empik](#)

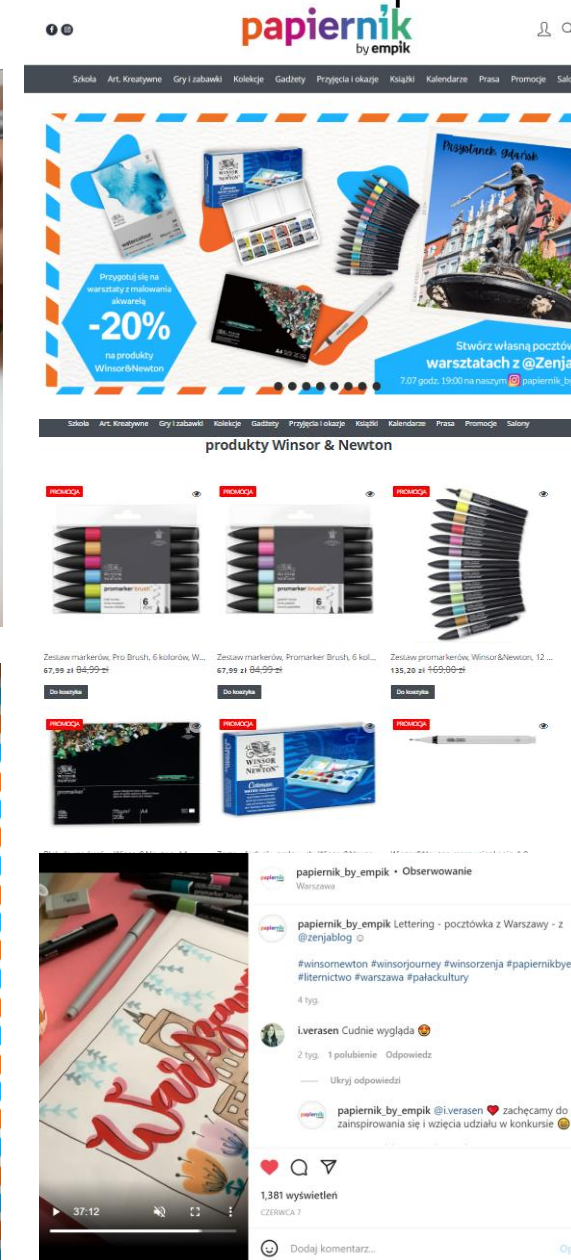
- posts and stories + shared stories, + reels
- Monthly live sessions with influencer on IG
- Published an [article](#)
- Created a link to showcase WC & GA categories only (after campaign it's not active anymore)
- Had 4 live sessions with an influencer on retailer's IG channel
- Created and added 4 banners on a main page (1 per month)
- Each banner redirected to the list of W&N products from Watercolour & Graphic Art categories that influencer used during live sessions

## Learnings:

- Conversion comes from influencer's stories, also on Papiernik's main website page there were different banners that redirected to a products page.
- On a main website page there was a preview of an article related to campaign. It got a good number of views, and this article could also drive some conversion.



1st of June – 30th of September



# SALES RESULTS– POLAND 01/05 - 30/09

## Empik + Papiernik by Empik Sales In

Rijlabels	2019	2020	2021	2022
BLEEDPROOF PAPER	2.118	600	2.175	982
BRISTOL				709
CALLIGRAPHY INK	476	175	812	113
COLOUR PENCIL	4.705	42	2.420	1.096
COTMAN WATERCOLOUR	10.350	11.836	15.980	12.506
DRAWING MARKERS	216	5.755	18.165	4.235
DRAWING/SKETCHING PAPER	14.382	5.270	4.432	5.603
GOUACHE COLOUR			71	14
GRAPHITE PENCIL	2.030	1.145		
METALLIC MARKER	31	411	3.644	810
MIXED MEDIA	2.995	1.531	4.017	1.458
NEON MARKER	1.247	823	663	547
PREMIUM WATERCOLOUR COLD PRESSED	2.190	1.964		
PROFESSIONAL WATERCOLOUR ADDITIVES	374	334	1.060	319
PROMARKER	179.154	74.735	72.905	41.354
PROMARKER BRUSH	58.559	25.065	26.820	18.589
PROMARKER WATER	3.321			
SKETCHING PENCIL	4.313	1.382	2.598	1.146
SOFT PASTEL				784
WATERCOLOUR COLD PRESSED			1.256	362
WATERCOLOUR PENCIL	4.691	14	1.750	1.406
<b>Eindtotaal</b>	<b>291.152</b>	<b>131.081</b>	<b>158.769</b>	<b>92.032</b>

## Paper Concept Sales In

Rijlabels	2019	2020	2021	2022
BLEEDPROOF PAPER	223	393	63	93
BRISTOL			306	
CALLIGRAPHY INK	672	875	954	796
CHARCOAL			57	111
COLOUR PENCIL	233	275	123	323
COTMAN SYNTHETIC BRUSH	676	2.657	2.071	2.383
COTMAN WATERCOLOUR	1.446	2.785	3.933	7.839
DESIGNERS GOUACHE		1.053	783	4.656
DRAWING INK	692	1.424	1.565	2.174
DRAWING MARKERS	271	1.096	1.125	786
DRAWING/PASTEL PAPER			148	
DRAWING/SKETCHING PAPER	171		2.102	2.401
DRY COLOUR ADDITIVE		19	41	100
FOUNDATION SYNTHETIC BRUSH		532	566	402
GOUACHE COLOUR			62	64
GRAPHITE PENCIL	82	208	402	596
METALLIC MARKER		315	413	159
MIXED MEDIA		589	219	392
MOP AND WASH SYNTHETIC BRUSH			154	15
NEON MARKER	118	285	454	116
PREMIUM WATERCOLOUR COLD PRESSED	369	1.251		
PROFESSIONAL WATERCOLOUR		854	1.124	747
PROFESSIONAL WATERCOLOUR RGH PRESSED			158	
PROFESSIONAL WATERCOLOUR ADDITIVES	66	144	269	343
PROFESSIONAL WATERCOLOUR COLD PRESSED			158	149
PROFESSIONAL WATERCOLOUR HOT PRESSED			131	189
PROFESSIONAL WATERCOLOUR SYNTHETIC BRUSH			512	300
PROMARKER	3.433	10.721	7.680	12.114
PROMARKER BRUSH	1.760	4.921	3.825	3.332
PROMARKER WATER		409	535	117
SCEPTRE GOLD II SYNTHETIC BRUSH		71		
SERIES 7 KOLINSKY SABLE BRUSH			362	749
SKETCHING PENCIL	131	235	319	293
SOFT PASTEL			136	234
STUDIO COLOUR PENCIL				792
TEAR OFF PALETT			49	
TRACING				128
WATERCOLOUR COLD PRESSED			2.399	2.712
WATERCOLOUR PENCIL	142	81	171	387
<b>Eindtotaal</b>	<b>10.486</b>	<b>31.191</b>	<b>33.371</b>	<b>45.991</b>

# GERMANY



# Germany Gustavson & Rabi Alieva

Influencer [Rabi Alieva](#) (234K Followers):

## Social Channels and website

- .Stories and [reel](#) on date of launch
- Posting in feed (5.7K likes)
- Since launch, the set has been used for every Rabi Alieva livestream hosted on Instagram and her [website](#)
- Link into retailer on every social post and on every website mention

## Gustavson

### Website

- Landing page on curated Set

## Social channels

- Instagram livestream together with creator [Cubie](#) - 14K followers (4. July 22)
- Instagram livestream together with Rabi Alieva (6. July 22)
- Reels and postings during launch period

## @winsorandnewtonde

- Livestream together with Rabi Alieva (+3K views)

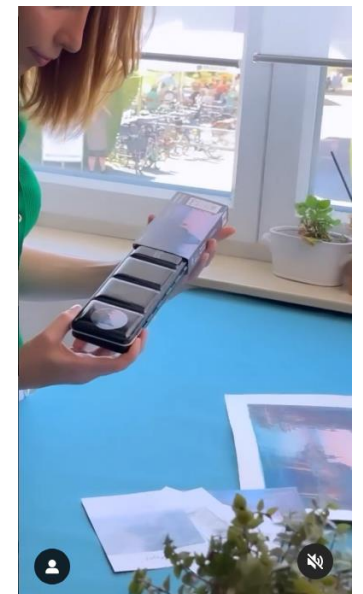
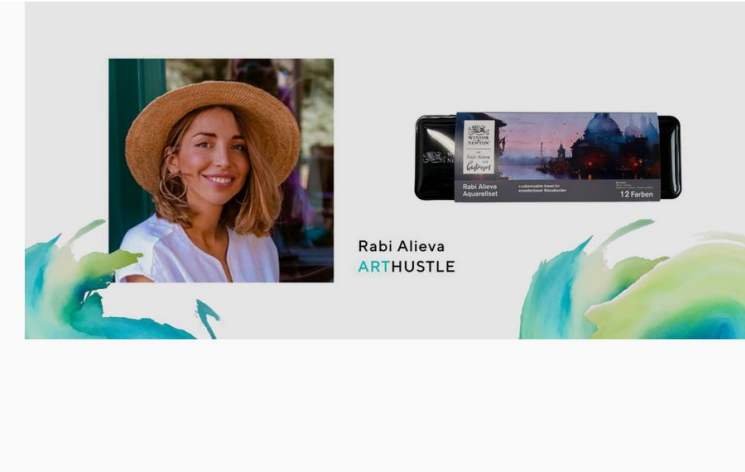
## Reels and postings:

- <https://www.instagram.com/p/CfmC7TYoQh9/>
- <https://www.instagram.com/p/CfjmBsogdWt/>
- <https://www.instagram.com/p/CfmiUYMrYCC/>
- <https://www.instagram.com/p/Cfmqe9GrICE/>
- <https://www.instagram.com/p/CfmY3diqAbX/>

## NEU Sonderedition

Winsor & Newton Sondermalkasten Rabi  
Black Box mit 12 Farben in 1/2 Nöpfe, Farbkarte und  
Postkarte sowie Aufkleber mit Rabis Motiv

NEU IM SHOP

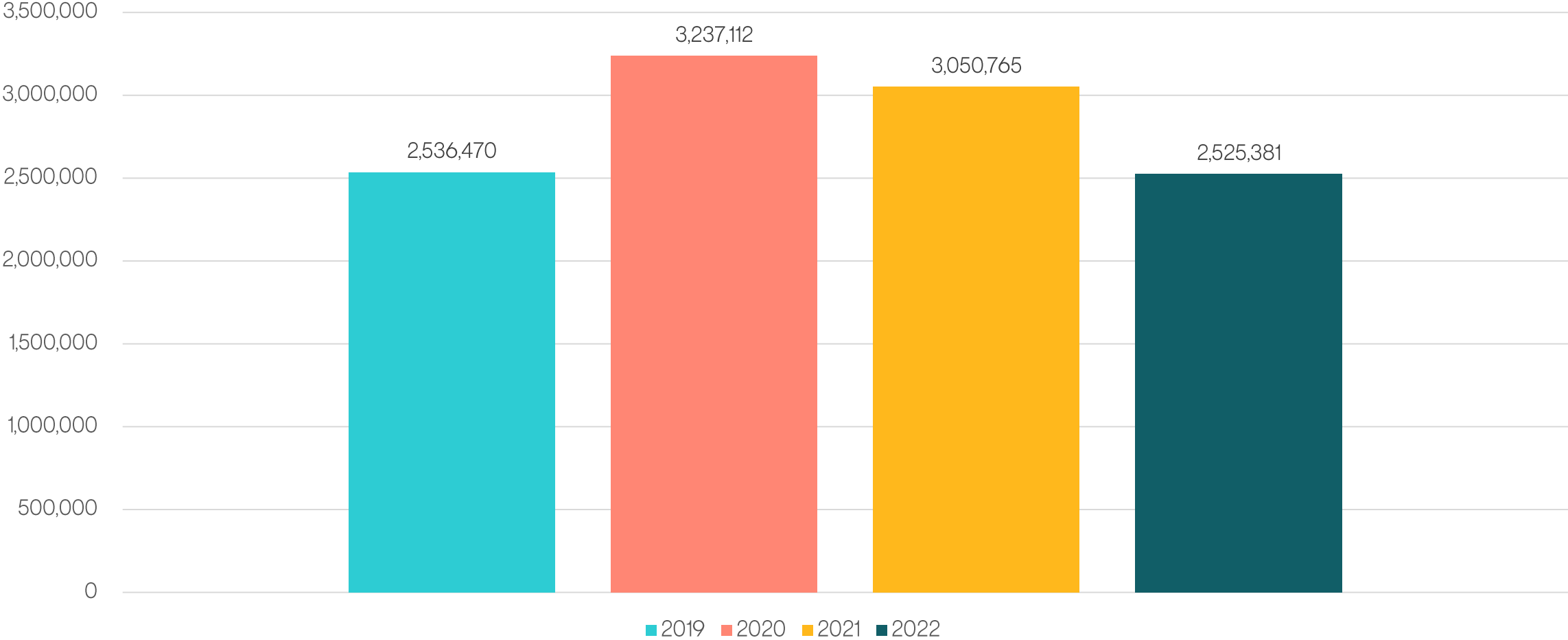


colart

# CAMPAIGN COSTS & ROI

# W&N WC & GA gross sales – NE total

May - October



# Total costs of Watercolour & Graphic Art campaign

NE Graphic Art campaign 2022	Sweden		Netherlands	Poland			Germany
	Lise Hellström	Kajsa Wallin	Julia Henze	Samanta Lesiak	Katarzyna Kmiecik	Zenja	Rabi Alieva
<b>Artist Fee</b>	€4.500	€5.000	€4.699	€1.900	€1.164	€1.170	€800
<b>Sampling cost</b>	€130	€300	€900	Around €1.500			
<b>Printing costs</b>							€670
<b>Total</b>							