




Liquitex®

OUR
BRAND
POSITIONING



Brand positioning is the distinctive identity and unique value that a brand brings to its audience.

Our brand positioning reflects our personality, the role we play in our audiences' lives, how we can be differentiated from other brands, and how we are perceived by others.

It indicates our passion, values, behaviors, and identity; who we're for and what experiences we aim to share with our audience.

This shift in brand positioning will allow Liquitex to build a stronger emotional engagement with our audience, differentiate from competitors, and widen our brand appeal to drive growth potential.

WHAT IS BRAND POSITIONING

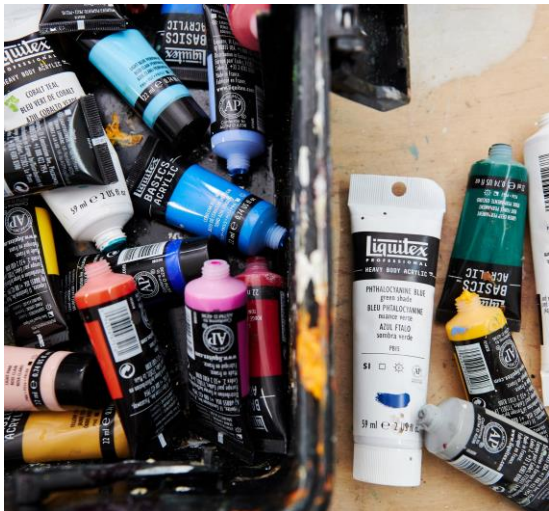
KEY SHIFTS IN LIQUITEX POSITIONING

FROM SUB-BRAND TO MASTER BRAND

Our sub-brands or ranges are often better known than the mother brand, but they are also often challenged by more specific competitive propositions.

By focusing more on - and building relevance in the Masterbrand we:

- Create equity that transfers across all sub-brands and ranges.
- Drive emotional engagement.
- Realize greater consistency and efficiency in our marketing.
- Support premium pricing – e.g. BMW.
- Support the new audience strategy – within the Masterbrand, everyone can explore and choose the materials that meet their needs; we don't seek to be prescriptive.



FROM PROFICIENCY-BASED SEGMENTATION TO ATTITUDINAL TARGETING



We want to show our audiences that we see them as they see themselves. We look at what drives them not what describes them.

By focusing on the behaviors of artists and creatives, we will achieve greater emotional engagement.

It also means that we remove the artificial limit on artists' material exploration.

People are helped to buy what fits their need, not their label.

CONTENT: VIBRANT, ARTIST-LED, DISRUPTIVE, AND ENERGETIC

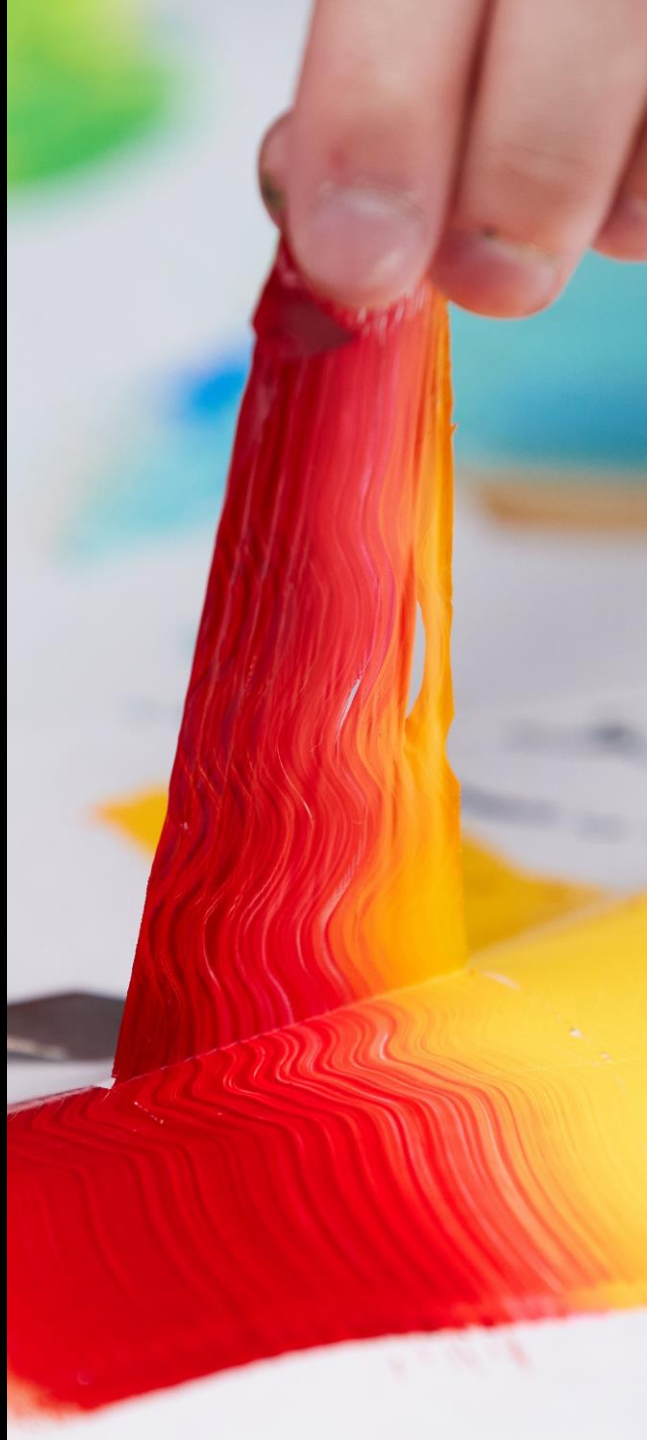
We will focus on an evolution of content from vibrant and artist-led, to also evoke energy, disruption, and lots of movement

Our new brand world is immersed in action. We pivot around and capture artists in full flow, boldly doing what they love in the natural spaces where they make it happen.

It oozes movement, vibrancy and authenticity, with products confidently displayed in the studio as they are intended to be used.



Who we are



WE ARE ON
A MISSION
TO HELP
EVERYONE
EXPERIENCE
THEIR
CREATIVE
ENERGY.

We are all about:

EXPERIENCE

We are more than paint, we are an experience brand. We offer experiences for all to explore what creativity means for them.

BOLD CREATIVITY

We are for all who want to be creative, no matter how. We welcome all creatives. And we do it with boldness and a sense of edge.

ENERGY

We help people release their creative energy with confidence and no limits. It's an energy everyone should experience.



BIGGER
BOLDER
BRIGHTER

More attitude, action, color and creativity.

From the way we talk to the way we look.

JUST IMAGINE has evolved to live up to our brand's unmistakable boldness, and to help us unite and galvanize anyone who wants to experience their creative energy.

EVERYTHING
WE DO
SHOULD OOZE
'JUST
IMAGINE'
IN CONCEPT,
LOOK AND
FEEL

JUST IMAGINE creative principles and tone of voice should be used in everything from social posts to emails, the website, and Point Of Sale.

JUST IMAGINE as a line should be used everywhere* possible to build brand equity and audience recall. It should exist as the tagline sting alongside the Liquitex logo and, where appropriate, it can take center stage.

**JUST IMAGINE is not to be used on merchandising, unless on Point Of Sale issued by Brand. The only exception would be endcap partnerships with select retailers, always collaborating with Global Brand for execution.*



SEEING THE EVOLUTION

LOGO

Liquitex[®]
— JUST IMAGINE —



Liquitex[®]
JUST IMAGINE

KEY VISUALS



PHOTOGRAPHY



COPY

FIND YOUR CREATIVE
CONFIDENCE WITH THE
RIGHT TOOLS AND
SUPPORT FROM LIQUITEX



THAT WON'T WORK.
YOU CAN'T DO THAT.
YOU'LL NEVER FINISH IT.
WATCH ME.

BRAND EQUITY: WEB AND EMAIL

New Liquitex Shopify Site:

- Campaign assets and updated copy used throughout the site at launch Feb 28
- ID sting prominent on homepage
- Campaign hero video launch in lead position on home page as of **March 14th** where all organic/paid will drive traffic to
- Campaign artist spotlight pages will be live for campaign launch

Amazon brand store

- Campaign assets and updated copy used throughout the NA site soft launch on Feb 28
- ID sting prominent on brand store page
- Campaign hero video will be added on **March 14th**

Email

- Launch email on March 14th including hero video, 3 artist spotlight features and product scroll with new images



BRAND EQUITY: ADVERTISING AND EXTERNAL

Advertising:

- 2-page ad spread placed in Juxtapoz Spring issue
- Juxtapoz to share campaign hero video on IG and web
- Hyperallergic ad placement April
- Creative Boom ad placement TBC
- Paid media campaign with Booyah kick off **March 14th** across multiple platforms (i.e. Meta at the core, YouTube)

Liquitex Event:

- North America Liquitex event in NYC **May 9th** featuring live painting, artist networking, and launch of new brand positioning

Influencers and Contracted Artists:

- Traditional platforms and potential Tik Tok test



Juxtapoz Spread

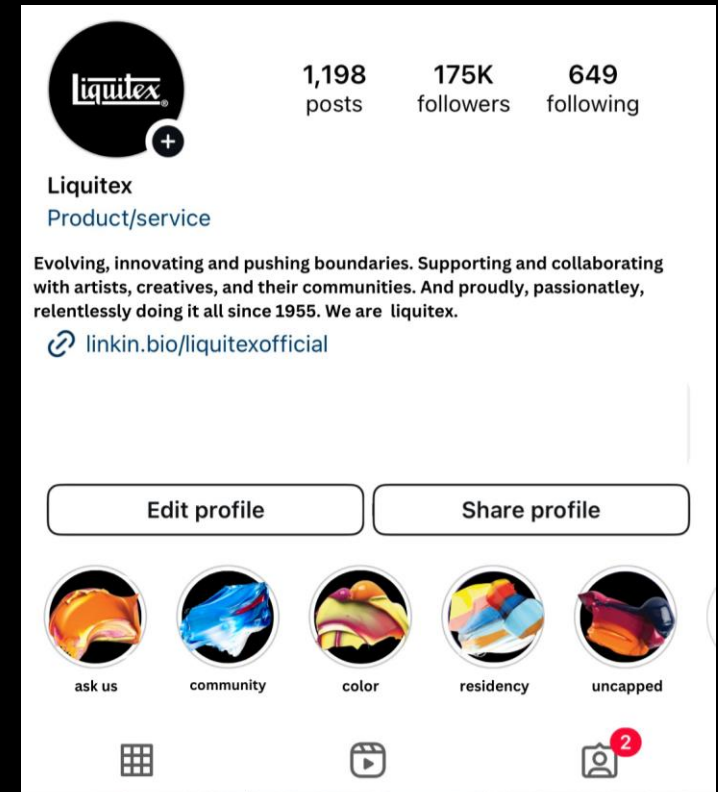


Paid / Instagram

BRAND EQUITY: ORGANIC SOCIALS

INSTAGRAM/FACEBOOK/YOUTUBE

- Updated Highlight Covers to reflect refined brand positioning.
- Logo lockup with just Imagine pinned on top of Instagram feed.
- Optimizing organic posts with UTM links that drive traffic to liquitex.com homepage.
- Updated Instagram Bio with new messaging.
- The Campaign kickoff dates:
 - March 13th: Teaser posted to generate interest and excitement.
 - March 14th: Launched the hero video across all owned social channels (Instagram, Facebook, YouTube).
 - March 15th: Campaign Playlist to be curated for YouTube.
 - March 19th: Artist Spotlight kicks off with Tim Fowler.
 - April 1st: Artist Spotlight continues with Sabrina Shah.
 - April 17th: Artist Spotlight concludes with Sophie Derrick.
 - May: Artist Recaps and campaign reinforcement across platforms.
- Pulse in product photography from March to May.
- Incorporate UGC and ICG throughout the duration of the campaign.
- Will be agile throughout duration of the campaign with testing and learning to drive optimal results with link clicks, high engagements and awareness.



Liquitex[®]
JUST IMAGINE




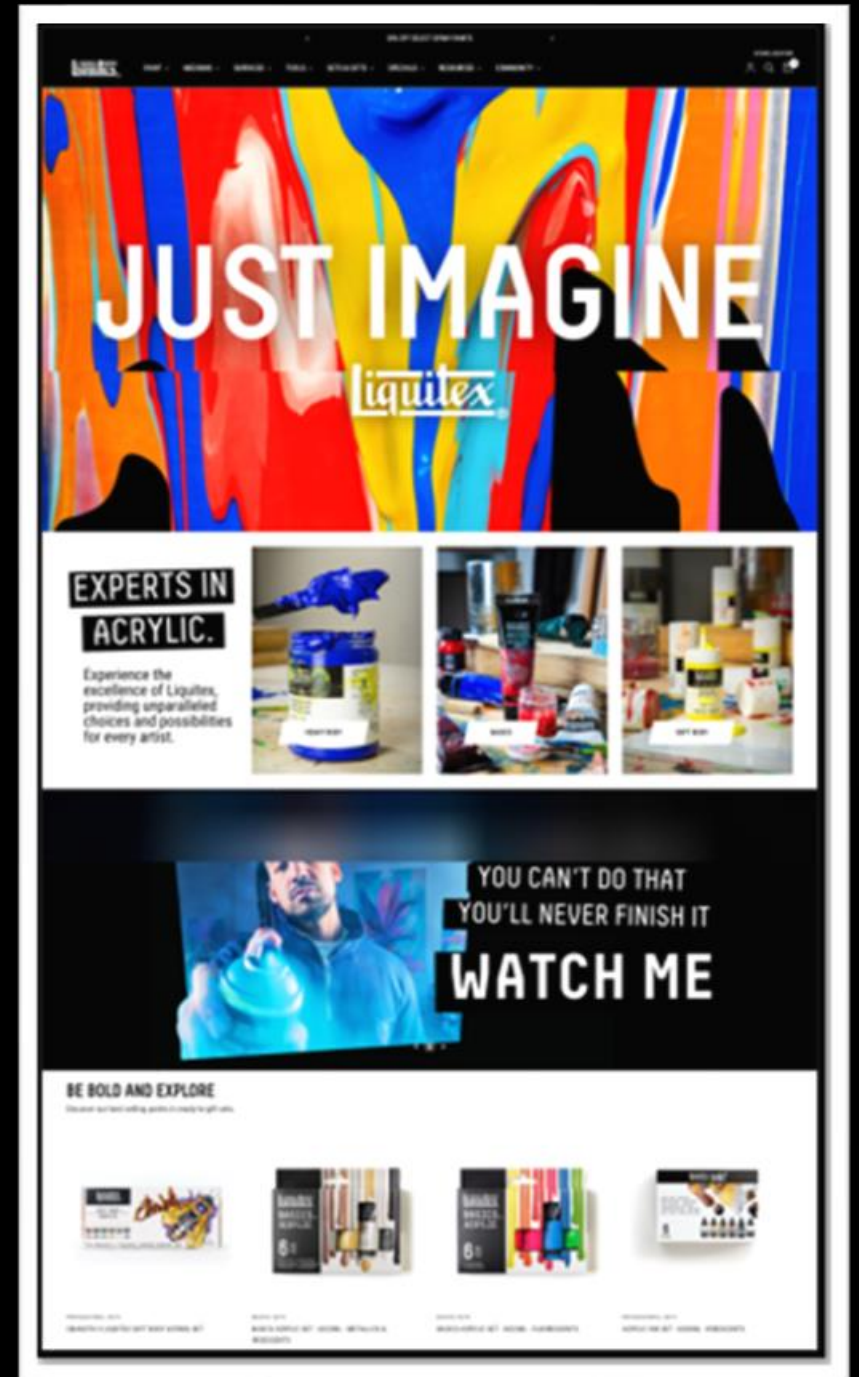
LIQUITEX.COM

Liquitex.com. Our Flagship Experience Store.

The home, heart and energy of the brand. Sparks creativity and imagination. Fuels desire to learn and experiment.

Enables seamless shopping for all creatives in NA (*and UK soon*).

- Updated [Liquitex.com](https://www.liquitex.com) launched on February 28, 2024
- Project began end of October 2023
- Team consisted of members from all areas of the business
- WordPress  Shopify



LIQUITEX PAINT MEDIUMS SURFACES TOOLS SETS & GIFTS SPECIALS RESOURCES COMMUNITY STORE LOCATOR

ARTIST SPOTLIGHTS

Love to see how other creatives work?

Here we shine the spotlight on some of the artists we collaborate with and inspire us.

ALL CANADA CHICAGO HOUSTON LONDON LOS ANGELES NYC PNW

SABRINA SHAH

[Read more](#)

SOPHIE DERRICK

[Read more](#)

TIM FOWLER

[Read more](#)

- Updated pages to reflect refined brand positioning
- Alternating black/white backgrounds
- Improved readability
- Misc. Design elements

LIQUITEX PAINT MEDIUMS SURFACES TOOLS SETS & GIFTS SPECIALS RESOURCES COMMUNITY STORE LOCATOR

SABRINA SHAH

ARTIST SPOTLIGHT

SABRINA SHAH

Taking us on a journey filled with bold colors, textures and not-so-quiet superpowers, we step into the world of Sabrina Shah, our latest spotlight artist. After completing an MFA Painting from Rhode College of Art in 2022, Sabrina works mostly in mixed media, painting and collaging, inspired by childhood memories, textures and the world of water balloons.

A recurring theme running through her work are groups of figures who don't quite fit. Her subjects, not quite animal, her characters include people and trees, insects, figures and faded Disney heroines. Each seems to be looking out at us, looking in.

As in any good story, the artist aims to bring elements of suspense and surprise to her materials, with play referencing her British, Chinese and South Asian heritage. Created with layers of paint incorporating fabric, paper and texture, the result is a distinct mood, playing with recognition, distance and place.

SABRINA'S MATERIALS

Shop some of Sabrina's favorite products

BASIC SET
BASIC FLUID ACRYLIC SET 6(111ML)

\$37.79 USD

PROFESSIONAL SET
PROFESSIONAL ACRYLIC BRUSH SET

\$67.49 USD

BASIC SET
BASIC ACRYLIC SET 1(100ML)

\$27.99 USD



Professional Gloss Pouring Medium

SKU:094376945751

Prepare your color for smooth, wet-look, craze-free pours by lowering viscosity and increasing flexibility.

Size

- 8oz/237ml
- 32oz/946ml
- 128oz/3.78l
- 16oz/473ml

\$20.39

Quantity

- 1 + [Add to cart](#)

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BEFORE



AFTER



PROFESSIONAL MEDIUMS

Professional Gloss Pouring Medium

Prepare your color for smooth, wet-look, craze-free pours by lowering viscosity and increasing flexibility.

ADDITIVE SIZE: 237ml

237ml	473ml	946ml	3.78L
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\$20.39 USD ● In stock, ready to ship

- 1 +

ADD TO CART

Key Features

- For smooth, wet look pours with a high gloss finish.
- Can be mixed with any acrylic paint to get smooth, even colour films without increasing the transparency of the colour. Extends your color further without affecting acrylic stability
- Resistant to aging - the medium does not yellow, dries waterproof, remains flexible after drying and maintains a strong finish.
- Maintains paint adhesion, durability and archival quality
- Watering applications - it prevents hair cracks and bubbles in drip and pouring applications, even with puddles and acrylic skins.

How to Use

+

Liquitex®

JUST IMAGINE