

Iconic British brand Reeves will relaunch in 2017 with a new broader target audience

Reeves relaunches with new target consumer – Summer 2017



After 250 years of educating artists across the world, Colart is re-launching the iconic British brand ‘Reeves’ in the summer of 2017. The brand, which has long been a favourite of schools across the world, has undergone an extensive re-brand and re-positioning with an entirely new consumer proposition, logo, tagline, visual identity and redesigned website.

“Today creativity means much more than ‘fine art’ and consumers are more open to being creative in their everyday lives. We are re-launching Reeves with a new desirability that will harness and empower the changing consumers’ increasing desire for creative and personal self-expression” said Global Brand Manager Daniel Mark Carr. “Creativity is a state of mind. It’s not about right or wrong, and it certainly is not a qualification. Reeves is the brand that will champion this message and inspire a brave new creative world.”

New brand positioning and visual identity

To address the cultural shift in creativity, Reeves will transition from being a ‘Start to Art’ art materials brand to a creative lifestyle brand, a move in line with the vision of the wider Colart group. The new Reeves logo is clean and bold, taking inspiration from a frame; the ‘r’ takes on a 2 tone design representative of the top left hand corner of a frame.

Millennials as key target

The brand’s aspirational consumer group is the creative millennial – the most creative generation in history. With the domain of creativity expanding, millennials represent a relatively untapped consumer group for the industry and the Reeves brand is well positioned to service this group.

Communications

With large investment planned for the launch, the brand will launch a global communications campaign entitled ‘Show Your Colours’; showing how creativity is a core part of millennial life. The brand’s role is to democratise and simplify, guide and inspire and Reeves will launch a new brand website with extensive content ahead of the launch in spring 2017.

New Packaging and Availability

The brand’s product portfolio, which is best known for its art sets, Paint by Numbers and Scraperfoils, will see regular product launches in a move to shift the portfolio to being more future focussed, digital and emergent. Meanwhile, the new packaging will feature lifestyle imagery on the back of packs to show some of the creative possibilities for that specific product. Larger windows showcase the product better whilst a move to being more sustainable sees the packaging substrate change to one that is FSC certified. With a design that triggers creativity in the hearts of all, the new Reeves will be in stores from summer 2017.

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About Colart:

The Colart Group is the global parent company of the world's most popular art material brands. Taking inspiration from artists to create innovative products, Colart fuels creativity not just for professional artists but for all creative industries and individuals.

From supporting emerging artists through its residency programme to developing cadmium-free paint, Colart's mission is to provide sustainable, creative tools and services to release pure expression. The Colart group employs around 1,500 people in 16 countries and its products are sold in over 120 countries worldwide.