

Reeves: Success of Global Re-Launch Campaign

GLOBAL RELAUNCH EVENTS

Over the course of 2017 our iconic British brand Reeves has been busy launching their new look around the world, in the UK, Europe and the United States.

Reeves' products are for 'every generations keen creative' but the brand is putting a special focus on creative millennials. This is supported by multiple insights and stats including a Reeves commissioned UK survey of 400 18-34 year olds which revealed that 67% want to spend more time being creative. So their relaunch events were targeted at this audience:

Holland – partnership with KarTent at music festivals

London – pop up shop in Boxpark, Shoreditch, East London and partnership with Pizza Pilgrims

Manchester – partnership with a coffee shop in the city's trendy Northern quarter

Dublin – partnership with a coffee shop in the city centre

Germany – creative workshop for social media influencers run by Daisy Watson

US – launch event overlooking the New York skyline and creative experience in Times Square

GLOBAL MEDIA CAMPAIGN

Their global media campaign 'Show Your colours' which runs until the end of 2018, has seen curious creatives from across the world embracing creativity. From campaign launch in August 2017 to the end of that year, the reach of 'Show Your Colours' hit just under 28 million with 1.8 million engagements across display media, social advertising and influencer collaborations.

The new Reeves' website, which was also launched in August 2017, complements and supports the 'Show Your Colours' campaign. Packed with inspirational videos and tutorials visitors can find an array of ways to unleash their creativity at the touch of a finger.

SHORTLISTED FOR PACKAGING AWARD

The Reeves packaging was carefully designed with international design agency Pearlfisher, who conducted extensive focus groups, across several countries. Since being rolled out during Q3 of 2017, the packing has attracted a huge amount of attention and praise and has even been shortlisted for an award by the Transform Awards in the category of 'Best Use Of Packaging' – recognising packaging design that best communicates a brand's positioning and brand values.

Where the old packaging was prescriptive – step-by-step guides and finished artworks – the new packaging is about generating ideas and encouraging creativity. Low barrier, simple imagery on back-of-pack is used as visual cues for what might be created, instead of dictating it. On front-of-pack, large windows make products easy to understand and accessible. A

revised watermark incorporates an 'r' that evokes a framed corner and this is colour coded on pack to allow the consumer to navigate easily across mediums.

The relevancy of our design, identity and communications has been met with high consumer engagement, both on pack and in store. Reeves is now well-placed to drive and grow creativity across the world, and carve out a name for itself as an enabler of creativity.

The next steps for the re-launch are to reiterate their new positioning of being a creative lifestyle brand which guides and inspires and to reiterate their modern, playful and inspiring new look and feel. Reeves will also introduce new insight driven innovation building on their strengths, such as paint by numbers, Scaperfoil, sets and kits. Their new merchandising which is modular, creative and modern will display their innovative products in their best light.

Visit www.myreeves.com for more information

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.

Colart, whose Head Office is in London, is owned by Lindéngruppen, a family business focusing on long-term development of industrial companies.

Visit www.colart.com for more information