

NOMADIC

Derwent x Nomadic Case study

Innovation from Heritage

Pushing boundaries so artists can push theirs.

With a proud heritage dating back to the Cumberland Pencil company in 1832, Derwent produce premium fine art materials that inspire artists the world over.

A reputation for quality, innovation, and research comes from a creative and scientific approach to an exceptional and ever-expanding product range. Their portfolio includes specialist art pencils, paints, blocks, paper, pens and a range of accessories.

Global Marketplace

Derwent's products are sold by art suppliers, retailers and online portals worldwide, across markets in the UK, Europe, North America, Australasia, and South Africa. To showcase their continually expanding portfolio the company uses video to promote, demonstrate, and educate customers in the art of the possible - and they've been working with Nomadic for over four years.

Says Martina Alexander, Regional Marketing Director at Derwent:

"Video is the perfect way to showcase our products and we love working with the team at Nomadic. They understand our requirements perfectly and they work collaboratively with us to design and produce videos for maximum impact across our product range."

Art is obviously visual, and it follows that video is the perfect way to demonstrate and promote Derwent's extensive portfolio of materials, and there are three main types of video that Nomadic create for Derwent on a regular basis:

Video Adverts designed to create awareness through teaser messages about the product and the results. The videos have QR codes in the content for easy click through by potential customers for more information.

Deep Dive Product videos that really bring the product to life. They show and explain the products in detail and often feature an artist at work using the materials in various ways, as they create works of art using Derwent's products.

Train the Trainer videos educate and help Derwent's employees, distributors, and partners to boost sales by promoting and highlighting product benefits to retailers and specialist art suppliers.

Continues Martina:

"We always ensure we maximise our investment in video. Obviously, we showcase the videos on our website, and they are produced in a way that enables our partners to use them in their own marketing campaigns too. Original content can be re-used and turned into short reels and posts for social media and wider digital marketing activity too – all with a consistent 'look and feel' across the range."

Of particular significance was the work done by Nomadic and Derwent on the relaunch of the 'Inktense' range of pencils, blocks, and paints. Inktense features an inventive formulation that acts like ink, delivering intensely vibrant colours that dry permanently and do not wash out for exceptional layering. The relaunch included the addition of 28 new colours to the pencil range, taking the choice from 72 to 100 colour options.

Colour Reinvented

Using the strap line 'Colour Reinvented' the campaign brought the Inktense portfolio to life using videos released throughout the year.

Launched internationally in all Derwent's market locations, the campaign was a massive success and received huge acclaim and positive sentiment, with many partners saying the launch assets were the best they'd ever seen.

All Key Performance Indicators (KPIs) were met, and significant Returns on Investment (ROI) were achieved, with the campaign delivering a 13% sales uplift across the Inktense range during 2023.

Concludes Martina:

"I absolutely love working with Nomadic and it really feels like they're part of our business. We share ideas, develop concepts and make plans together, and their solutions and outcome focused approach is very reassuring – it's a great partnership."

Furthermore, they always add value to the original brief and go the extra mile - delivering exceptional results. Take a look - the videos are there for all to see!"