

The Challenge

Our long-standing client Graham & Brown has seen its brand gaining great momentum over recent years and felt the launch of its new range was the perfect time to branch out into TV advertising.

Our brief was to continue the momentum and build brand awareness further, all centred around the fact that their carefully curated range of wallpapers and paints have been specially made to complement each other

So, the challenge to us, how do we bring this idea to life in an engaging, compelling and truly irresistible way?

The Approach

The 'Made for each other' campaign provides an enchanted glimpse into someone's world. The striking wallpaper creates a backdrop to a moment in time, where everything is perfectly partnered, creating a space of intrigue and excitement, with a sprinkle of unique G&B magic, style and whimsy.

The concept is versatile and applies to all of Graham & Brown's wallpapers and paints meaning that the opportunities for these glimpses are endless.

The Results

“10 Associates took the brief and created a concept that really built on our work on the brand over the last two years. Healthy relationships are essential in all aspects of life, and we've worked with 10 for some time now, so maybe it's not just Graham & Brown's wallpaper and paint that are made for each other.”

Alan Kemp, Head of Brand Marketing, Graham & Brown

