

Curation & Choice – Repositioning a global brand

The Challenge

Official CoolBrand, Graham & Brown, is much more than wallpaper and paint and their future development plans are set to prove this. We were tasked with creating a compelling brand platform which positioned the retailer as an interiors expert, celebrating their heritage and propelling them forward.

The Approach

The team at G&B are a talented team of expert interior designers and stylists each with their own specialties. This was the inspiration behind the Curation & Choice platform. Each range was named a story, the stories each created by different designers. This would help customers to shop the ranges and all the new products G&B were now offering.

The visual representation of this came through embracing and celebrating a key part of the long established G&B brand mark, we called it the power of the &, and it brought the concept to life in a powerful way. We rolled the new look and feel out across everything from new brand guidelines to advertising to a new tone of voice and advertising.

The Results

Alan Kemp, Head of Brand Marketing commented:

“10 really nailed the parts of the brief that resonated with and presented it back in such a way that was not only inspiring, but barely changed through to the final executions.

We’ve already seen uplift in sales on all the products, and are now successfully selling items such as lighting and furniture that we’ve never done before.”



HT & PASTEL
 PURPLE & PISTACHIO
 LOUD & P
 E & YOU
 LAYER & LOVE
 NATURAL & NEUTRAL
 STYLE & FINES
 STRIPES & SPOTS
 & GIFT
 PAINT &
 HIS & HERS
 BOLD & BRASS
 & BRICK
 BLACK & WHITE
 DESIGN & VA

