

# Winsor & Newton by Glazer™

## Advertising and Promotion

With a history stretching back to the 19th century, Winsor & Newton can fairly claim to be the most respected artists' materials brand in the world. They called us in to help devise graphic ideas that could be used primarily in an advertising campaign, but also in packaging, posters and exhibitions. We needed to re-establish Winsor & Newton as the premier brand in its field and reclaim its reputation for innovation.

We discovered that the original Mr Newton was an artist while Mr Winsor was a chemist. This combination inspired a new strapline – 'The Science of Art' – which we felt was an accurate reflection of the parallel disciplines on which the company was built.

The visual execution took this concept further. The photographs show sections of materials used in Winsor & Newton products such as paint, paper etc., and were taken with the aid of a scanning electron microscope.

The results show traditional art materials in an innovative, arresting and memorable style.

