



2021 ACRYLIC INK TOOLKIT

AUGUST 2021

## Campaign Objective:

Gain awareness of new Acrylic Ink colors and increase usage of the entire Acrylic Ink range

**Connection to 3Box:** Consistently innovate and deliver a **portfolio** that meets artists\* needs from entry through professional, enabling users to push their boundaries

## Executorial Pillars:

Tips & Techniques Content  
In the Studio  
Influencer Program  
Liquitex Live

## Product Timing:

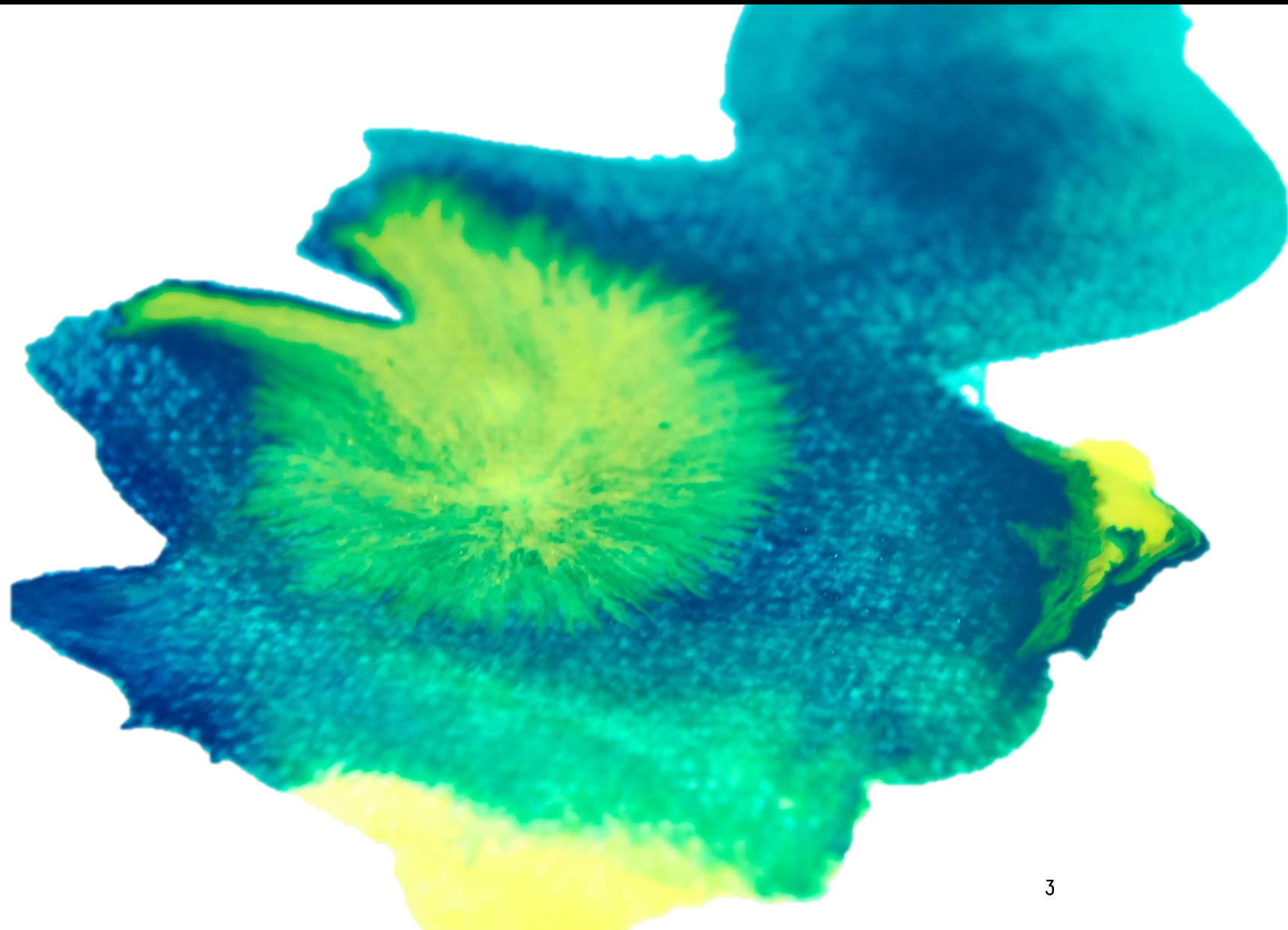
DC9/7 mid/end June 2021, DC4 June 2021

## Brand Communication Timing:

Late September 2021 – October 2021



1. Key Messaging
2. Digital Assets
3. Retail Assets





KEY MESSAGING

# CAMPAIGN MESSAGING: OVERVIEW

Full campaign mastercopy is available on The Bank using the campaign hashtag or by following the link below:

[The Bank from ColArt - LQX MEDIUMS2021 MASTERCOPY](#)



Keep it fluid with Liquitex Acrylic Ink, now with 20 new colors including a range of fluorescents. Made with fine art pigments, Acrylic Ink is perfect for layering washes of color, adding in detail with a fine brush, dropping pools of flowing color directly on paper, splatter brushing, and pen & ink drawing.

Now available in the Acrylic Ink range: Bismuth Yellow, Yellow Deep, Yellow Orange, Bright Orange, Naphthol Red Light, Perylene Maroon, Rubine Red, Purple, Prism Violet, Phthalocyanine Blue (Red Shade), Turquoise, Hookers Green Hue Permanent, Sepia, Iridescent Rose Gold, Fluorescent Yellow, Fluorescent Orange, Fluorescent Green, Fluorescent Blue, Fluorescent Pink, and Fluorescent Red.

# CAMPAIGN MESSAGING: PRODUCTS



## **BISMUTH YELLOW**

An iconic color known very well from watercolor. A bright, opaque, cool lemon yellow good for mixing clean, bright greens.



## **YELLOW DEEP**

A rich, warm transparent yellow which dilutes/granulates to reveal a bright, lighter 'sunset yellow'.



## **YELLOW ORANGE**

An intense, semi-opaque, bright clean yellow orange.



## **BRIGHT ORANGE**

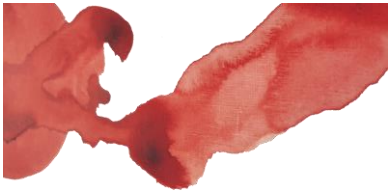
A bright, semi-opaque, warm orange.



## **NAPHTHOL RED LIGHT**

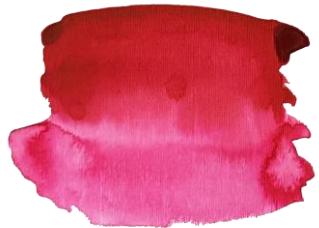
A bright, intense red with a hint of cherry when diluted. Has a lot of tinting strength when diluted with water.

# CAMPAIGN MESSAGING: PRODUCTS



## **PERYLENE MAROON**

An intense blood-red color that when diluted creates a dramatic range of 'red wine' shades.



## **RUBINE RED**

A powerful, unique new color, similar to a light magenta. This bluish red creates cool red tones and will make beautiful pinks tints and rose petal washes.



## **PURPLE**

A deep purple color which granulates beautifully to reveal a deep red undertone.



## **PRISM VIOLET**

A bright purple which when diluted reveals a multitude of shades similar to an amethyst crystal.



## **PHTHALOCYANINE BLUE (RED SHADE)**

Has a beautiful red undertone with subtle granulation resembling denim. A strong color that can overpower other colors in mixes.



## **TURQUOISE**

A strong, bright green reminiscent of Viridian Green in its mass tone and becomes more aqua green when diluted.



## **HOOKER'S GREEN HUE PERMANENT**

A beautiful, subtle, deep green named for 19th century English botanical painter William Hooker.



## **SEPIA**

An iconic color known very well from watercolor. A cool, deep brown that was originally a pigment made from the ink of cuttlefishes.



## **IRIDESCENT ROSE GOLD**

A beautiful opaque color which reveals an iridescent luster with hints of rose and gold tones.

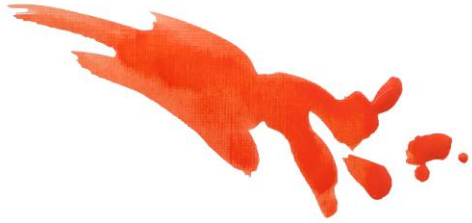


## **FLUORESCENT YELLOW**

A vivid mid-range yellow made with polymer coated dyes to give instant fluorescence.

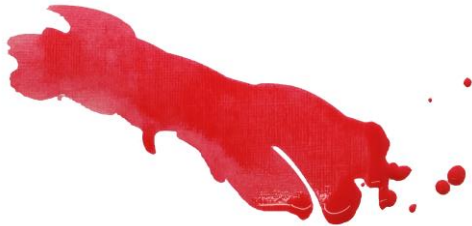


# CAMPAIGN MESSAGING: PRODUCTS



## **FLUORESCENT ORANGE**

A vivid mid-range orange made with polymer coated dyes to give instant fluorescence.



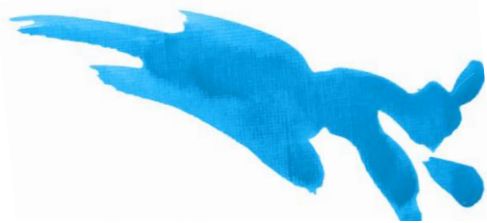
## **FLUORESCENT RED**

A vivid mid-range red made with polymer coated dyes to give instant fluorescence.



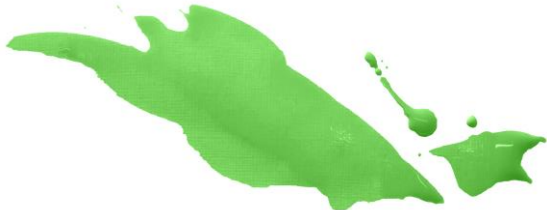
## **FLUORESCENT PINK**

A vivid mid-range pink made with polymer coated dyes to give instant fluorescence.



## **FLUORESCENT BLUE**

A vivid mid-range blue made with polymer coated dyes to give instant fluorescence.



## **FLUORESCENT GREEN**

A vivid mid-range green made with polymer coated dyes to give instant fluorescence.



DIGITAL

Below you will find an overview of all of the assets created for the Acrylic Ink campaign.

For quick and easy access, all assets can be found under the hashtag [#LQXACRYLICINK2021](https://twitter.com/LQXACRYLICINK2021)

|         |                        |                          |                              |                       |                      |
|---------|------------------------|--------------------------|------------------------------|-----------------------|----------------------|
| Imagery | Product in use imagery | Lifestyle imagery        | Residency                    | Key USP imagery       |                      |
| Video   | 1 x Range Hero Video   | 1 x New Color Video      | 2 x Product Technique Videos | Video Transcripts     | GIFs                 |
| Digital | Web Banners            | Social Post Mock-ups     | Influencer Guidelines        | Livestream Guidelines | Liquitex Live Assets |
| Retail  | Color Charts           | Staff Contest Guidelines |                              |                       |                      |

All product in use imagery can be found on The Bank under the toolkit # or by clicking the “Product in Use” box under image type.



All product in use imagery can be found on The Bank under the toolkit # or by clicking the “Lifestyle” box under image type.



# IMAGERY: ACRYLIC INK RESIDENCY

All relevant residency imagery can be found on The Bank under the toolkit # or the Liquitex Residency #



All product USP images can be found on The Bank under the toolkit # or by clicking the "Product in Use" box under image type.



# VIDEOS: ACRYLIC INK HERO (FULL)

This video heroes the Acrylic Ink range, highlighting the addition of the 20 new colors. It covers all product USP's and usage.



[The Bank from ColArt - LQX ACRYLIC INK HERO FULL 16X9](#)

[The Bank from ColArt - LQX ACRYLIC INK HERO FULL 1X1](#)



# VIDEOS: ACRYLIC INK HERO (SHORT)

This is a cut down version of the hero Acrylic Ink video. It covers key product USP's and emphasizes product usage.



[The Bank from ColArt - LQX ACRYLIC INK HERO SHORT 16X9](#)

[The Bank from ColArt - LQX ACRYLIC INK HERO SHORT 1X1](#)

# VIDEOS: ACRYLIC INK NEW COLORS

This video focuses on the new Acrylic Ink colors. It covers key product USPs and highlights beautiful washes and splatter texture of the new colors.



[The Bank from CoArt - LQX ACRYLIC INK NEW COLORS 16X9](#)

[The Bank from CoArt - LQX ACRYLIC INK NEW COLORS 1X1](#)

# VIDEOS: ACRYLIC INK AQUA SET

This video focuses on the new Acrylic Ink Aqua Set. It shows the contents of the set and beautiful footage of how they can be used to create a watercolor-like seascape.



[The Bank from ColArt - LQX ACRYLIC INK AQUA SET 16X9](#)

[The Bank from ColArt - LQX ACRYLIC INK AQUA SET 1X1](#)

# TECHNIQUE VIDEO: SPLATTER PAINTING WITH ACRYLIC INK

The ultimate high contrast. Watch as vibrant splashes of new fluorescent Acrylic Ink make impact on a dark coated canvas. This video demonstrates how to use a splatter brush dripping with ink for an interactive painting technique with a bold effect.



[The Bank from ColArt - LQX\\_ACRYLIC INK SPLATTER TECHNIQUE 16X9](#)

[The Bank from ColArt - LQX\\_ACRYLIC INK SPLATTER TECHNIQUE 1X1](#)



# TECHNIQUE VIDEO: MIXED MEDIA WITH ACRYLIC INK

Can't decide on one technique? This video demonstrates how to use Acrylic Ink to create multiple effects including color washes, stamping, creating texture, and painting fine details.



[The Bank from ColArt - LQX ACRYLIC INK MIXED MEDIA TECHNIQUE 16X9](#)

[The Bank from ColArt - LQX ACRYLIC INK MIXED MEDIA TECHNIQUE 1X1](#)



All copy used in the videos can be found in the document at the link:

[The Bank from CoArt - LIQUITEX ACRYLIC INK VIDEO TRANSCRIPTS](#)



A range of GIFs have been created from each of the videos in the toolkit and are available in ZIP files through the toolkit # or by clicking on the links:

[The Bank from CoArt - LQX ACRYLIC INK SHORTS GIF](#)

[The Bank from CoArt - LQX ACRYLIC INK SHORTS MP4](#)



# INFLUENCER GUIDELINES



An influencer campaign brief has been created and is available through the toolkit # or by clicking on the link:

[The Bank from ColArt - Liquitex Acrylic Ink Influencer Brief](#)





A livestream guidelines and best practices document has been created and is available by clicking on the link: [The Bank from ColArt - Liquitex Livestream Guidelines](#)

There will be an Instagram Live demo on October 12<sup>th</sup> hosted on @liquitexofficial featuring the new Acrylic Ink colors. Livestream assets and supporting copy have been created and are available through the toolkit # , #lqxlive, or by clicking on the link:

[The Bank from ColArt - LQXLIVE ACRYLIC INK](#)



INSTAGRAM POST



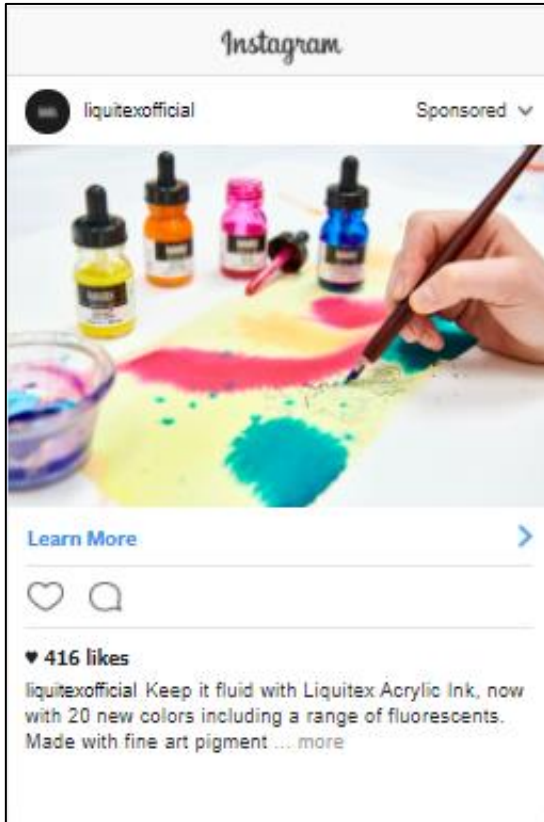
INSTAGRAM STORY

## Acrylic Ink. The Liquid Acrylic.

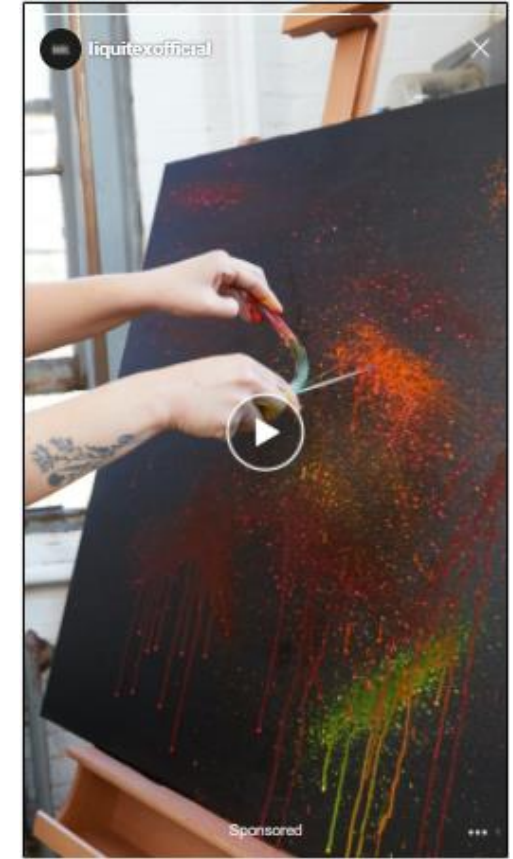
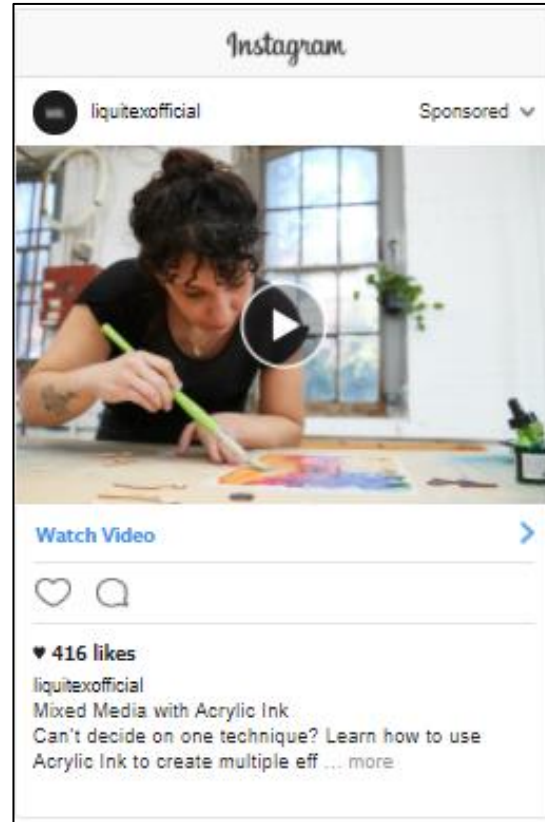
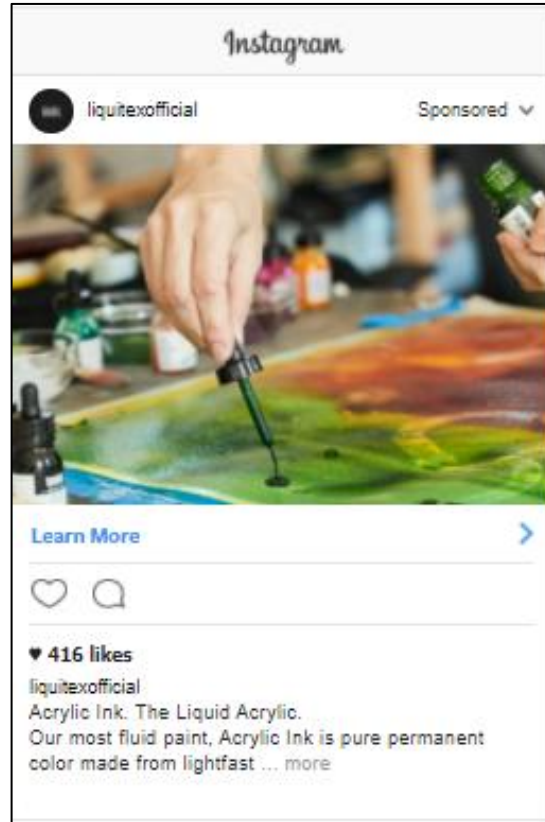
Make space on your studio shelves – we are introducing 20 new Acrylic Ink colors to the range! Check out our live demo on Tuesday October 12<sup>th</sup> to meet the new colors and discover how to use Acrylic Ink in your practice. Perfect for color washes, fine detail work, pen & ink, and mixed media. How do you use Acrylic Ink?

MASTERCOPY

Social Post Mockups and supporting copy have been created and are available through the toolkit # or by clicking on the link:  
[The Bank from CoArt - LQX ACRYLIC INK IG POSTS](#)



INSTAGRAM POST



INSTAGRAM STORY

Social Post Mockups and supporting copy have been created and are available through the toolkit # or by clicking on the link:  
[The Bank from CoArt - LQX ACRYLIC INK FB POSTS](#)

**Liquitex Artist Materials**  
Sponsored

Like Page

Keep it fluid with Liquitex Acrylic Ink, now with 20 new colors including a range of fluorescents. Made with fine art pigments, Acrylic Ink is perfect for layering washes of color, adding in detail with a fine brush, dropping pools of flowing color directly on paper, splatter brushing, and pen & ink drawing.




1.2K 562 Comments 311 Shares

Like Comment Share

**Liquitex Artist Materials**  
Sponsored

Like Page

The ultimate high contrast. Watch as vibrant splashes of new fluorescent Acrylic Ink make impact on a dark coated canvas. This video demonstrates how to use a splatter brush dripping with ink for an interactive painting technique with a bold effect.



2.1K 562 Comments 311 Shares

Like Comment Share



RETAIL

Updated color charts are available through the toolkit # or by clicking on the links:



Acrylic Ink range color chart:

[The Bank from ColArt - Color Chart - LQ Acrylic Inks](#)



Professional range color chart book:

[The Bank from ColArt - LQX FYF - Professional Color Charts](#)

**Acrylic Ink. The Liquid Acrylic.**

Encourage staff to try each new Acrylic Ink color and create a piece using their favorites. Award product prizes to the top submissions.

**Recommended Supplies:**

- 20 new Acrylic Ink colors: Bismuth Yellow, Yellow Deep, Yellow Orange, Bright Orange, Naphthol Red Light, Perylene Maroon, Rubine Red, Purple, Prism Violet, Phthalocyanine Blue (Red Shade), Turquoise, Hookers Green Hue Permanent, Sepia, Iridescent Rose Gold, Fluorescent Yellow, Fluorescent Orange, Fluorescent Green, Fluorescent Blue, Fluorescent Pink, and Fluorescent Red.
- Freestyle brushes, including paddle brushes for color washes, fine brushes for detail work, and splatter brushes for creating texture
- Watercolor paper
- Liquitex Professional Mediums: highlighting Pouring Mediums, Masking Fluid, Gold and Silver Metallic Medium, and Crackle Paste

**Timing:**

- Prior to a Liquitex promotional period
- Prior to special events and in-store demos

**Prizes:**

- Markets to determine product prize value
- Markets to determine how many submissions win

Encourage staff to use #liquitexacrylicink when posting their work to social media

