

FARROW & BALL®

FARROW & BALL BRAND LAUNCH

What if we introduced a high-end paint company by giving a New York City neighborhood a makeover?

Farrow & Ball, a well-known, high-end decorative paint and wallpaper brand in the U.K., was looking to launch new stores in New York City. They met with several agencies to find the best and biggest ideas to get them noticed and build a new customer base in the U.S. They chose Fathom as their communications partner based on our simple yet powerful idea for Farrow & Ball to be the catalyst behind a makeover of key areas of New York City.

The campaign includes a cross-section of both traditional media—OOH kiosks and bus shelters—as well as nontraditional tactics: a four-story Farrow & Ball wallpaper building wrap; branded countertop displays for neighboring retailers, featuring fresh flowers delivered weekly; and gift boxes delivered to nearby residences. All communications include a strong promotional offering, giving us the ability to track each campaign component and optimize our plan as we look ahead to more showroom openings in New York City and beyond.



PAINT THE TOWN BOOK ROOM RED.

FARROW & BALL

Now open at 73rd & Lex

Paints and papers for those with discerning taste. Drop by for the chance to win an in-home colour consult and the paint to achieve your vision.



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TITAN

JUST AROUND THE CORNER ALL THE WAY FROM ENGLAND

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WELCOME NEIGHBOURS.

THE NEW 1

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THE GIFT OF COLOUR. FROM YOUR NEW NEIGHBOURS.

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