



INSIGHT

To launch Jotun's first Kids' Collection, we built on the insight that the little ones see walls as an inspiring canvas.

WORK

So we discovered and collaborated with little 'artists'. And together, penned original stories, composed original music and crafted an interactive microsite.

RESULTS

150,000+ Visits to Microsite
3 MILLION+ Social Media Impressions
Engagement Exceeded Targets by 65%

