



# Van Gogh – That’s Me Endcap Challenge!

Time period – Fall Back To School 2013

Promotion

Let the right materials and presentation give your customers the inspiration to dive into further mixed media projects with all the surfaces and media you’ll need to inspire creative ways to use a wide assortment of tools. Show us your store’s most creative way of presenting this mix of products on an end cap during BTS and your store could win a \$2000 cash prize and dedicated online promotional support from our social media outlets (Facebook, Instagram and Twitter).

**Requirements:** Showcase products from 2 of the 3 categories in Media and Surfaces below

## Media

1. Van Gogh Oil & Amsterdam Acrylics
2. Van Gogh Watercolor & Bruynzeel
3. Van Gogh & Rembrandt Pastels

## Surfaces

- Canson Palette & Canva-Paper  
Moulin du Roy & XL Mix Media  
Mi-Teintes Pastel Pads

## Suggested Items:

- Van Gogh Watercolor (“That’s Me” - Hannie Set) – **NEW!**
- Van Gogh Watercolor Pocket Box – **NEW!**
- Van Gogh Oil Color (“That’s Me” – Lance Set) – **NEW!**
- Van Gogh Oil Color, 500ml tins – **NEW!**
- Amsterdam Acrylic, 20ml sets – **NEW!**
- Bruynzeel Aquarelle Pencils – **NEW!**
- Moulin Du Roy Pads – **NEW!**
- Van Gogh Oil/Carré Pastels
- Rembrandt Soft Pastels
- Canson Mix Media Artbook and Pads
- Mi-Teintes Pastel Pads
- Canson Palette Paper and Canva-Paper



## Here’s what you do:

Send an image of these products creatively displayed from August 1st, 2013 - Sept 30th, 2013 to [kyle.richardson@hamelinbrands.com](mailto:kyle.richardson@hamelinbrands.com) or post them to the Van Gogh Facebook page at [facebook.com/vangoghcolour](https://www.facebook.com/vangoghcolour). After Sept 30th, one the top 10 images with the most likes will be selected from our expert panel to receive the prize. *Inspire your customers, inspire and reward your store associates and drive more productivity from your endcaps this BTS season with the Van Gogh “That’s Me!” Endcap promotion!*

Good luck!

Kyle Richardson, North American Business Manager – Royal Talens & Bruynzeel

