

MULTICHANNEL

Farrow & Ball brings colors to life with lighthearted farm tale

February 29, 2016

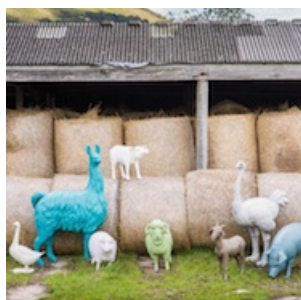


Image from Farrow & Ball's "The Great Animal Escape"

By STAFF REPORTS

British wall covering maker Farrow & Ball is introducing some of its newest paint colors through a whimsical farmyard tale.

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A stop motion animated film tells the story of a group of escaped animals, with each farmyard character representing one of the latest hues. This lighthearted approach to exploring what could be a static topic may help make consumers more likely to explore the newly available colors more extensively.

Seized opportunity

On Farrow & Ball's Web site, the brand tells the story of "The Great Animal Escape" in text and a video. As the video opens, a pair of walkers strolls through a gate, neglecting to latch it when they have passed.

One by one, the animal figurines move toward the gate and leave, taking advantage of their chance at freedom.

Once outside the fence, the group splits up, traveling in inventive ways to cover the globe. A llama hitchhikes, while a goat finds a child's roller skates and takes them for a spin.

The Great Animal Escape

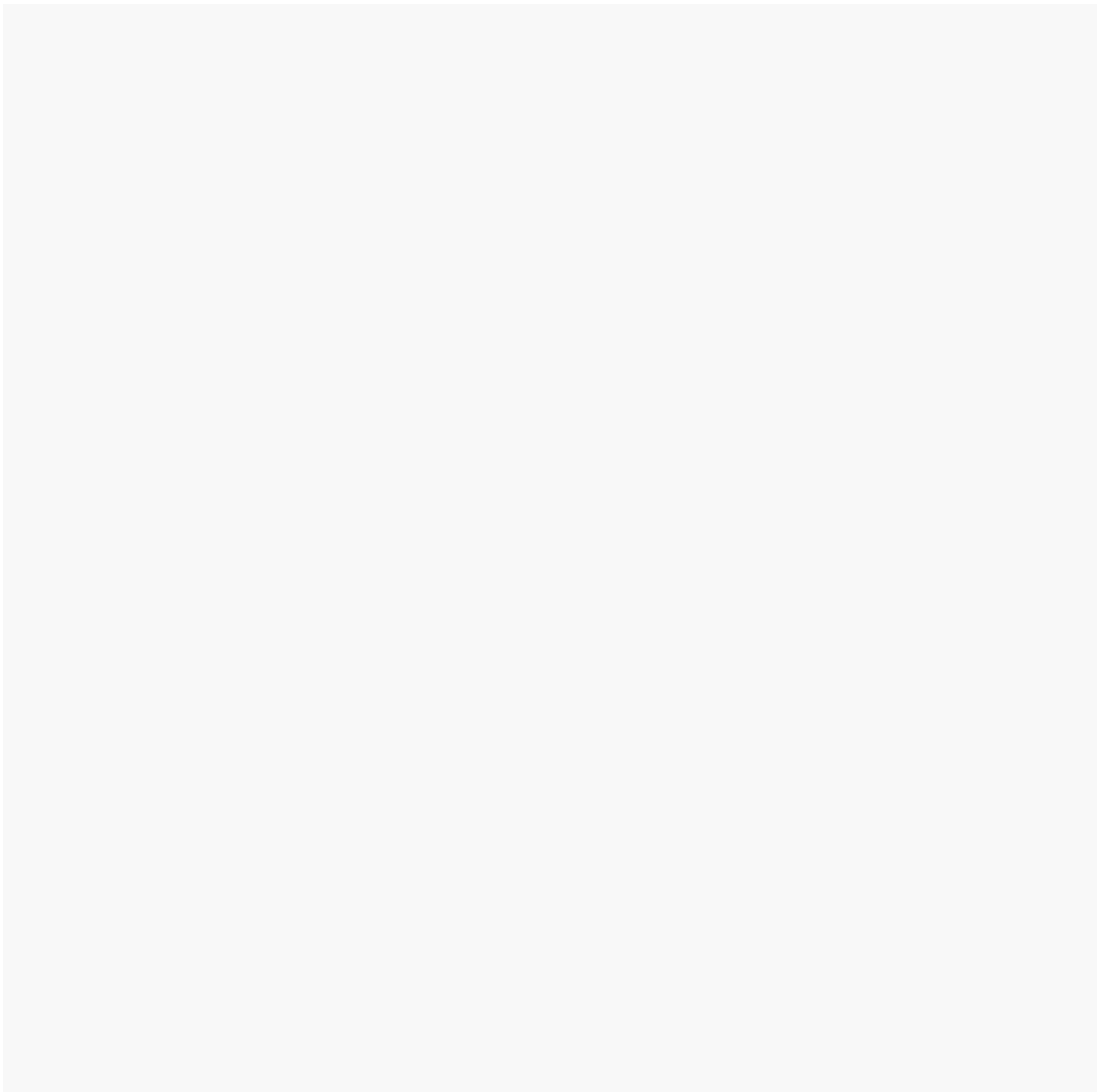
After telling consumers they have gone far and wide, Farrow & Ball invites them to try to spot the creatures at their local showroom.

Beyond the video, Farrow & Ball has created backstories for each of the critters, which are viewable on its Web site.

For instance, Drop Cloth is a "no-nonsense" goose that appreciates tradition and excels at teamwork. Shadow White is a shy pig that keeps a "cool and composed" demeanor, particularly skilled at calming the group down.

Farrow & Ball is also hosting a contest surrounding its new colors, inviting consumers to weigh in on their pick with the hashtag #MyFavouriteColour for the chance at a free gallon of paint.

On Instagram, Farrow & Ball teamed with Town & Country magazine to ask interior designers to weigh in on their favorite new hue.



We teamed up with @townandcountrymag and asked designer @bennettleifer what his favourite new colour is. #YeabridgeGreen is his favourite new hue. #myfavouritecolour #FarrowandBall #newcolours2016

A photo posted by Farrow & Ball (@farrowandball) on Feb 23, 2016 at 7:20am PST

Farrow & Ball has previously used digital media to elevate the traditional paint sample.

The brand created 132 videos to tell the stories behind each and every shade of paint the brand offers.

Farrow & Ball's color videos help the consumer to understand the inspiration behind a shade and how it can be used in a room's interior design scheme. Product-driven narratives help conceptualize a brand's offerings and how it can meld with a consumer's life, whether it is a handbag, footwear or home decor ([see story](#)).