

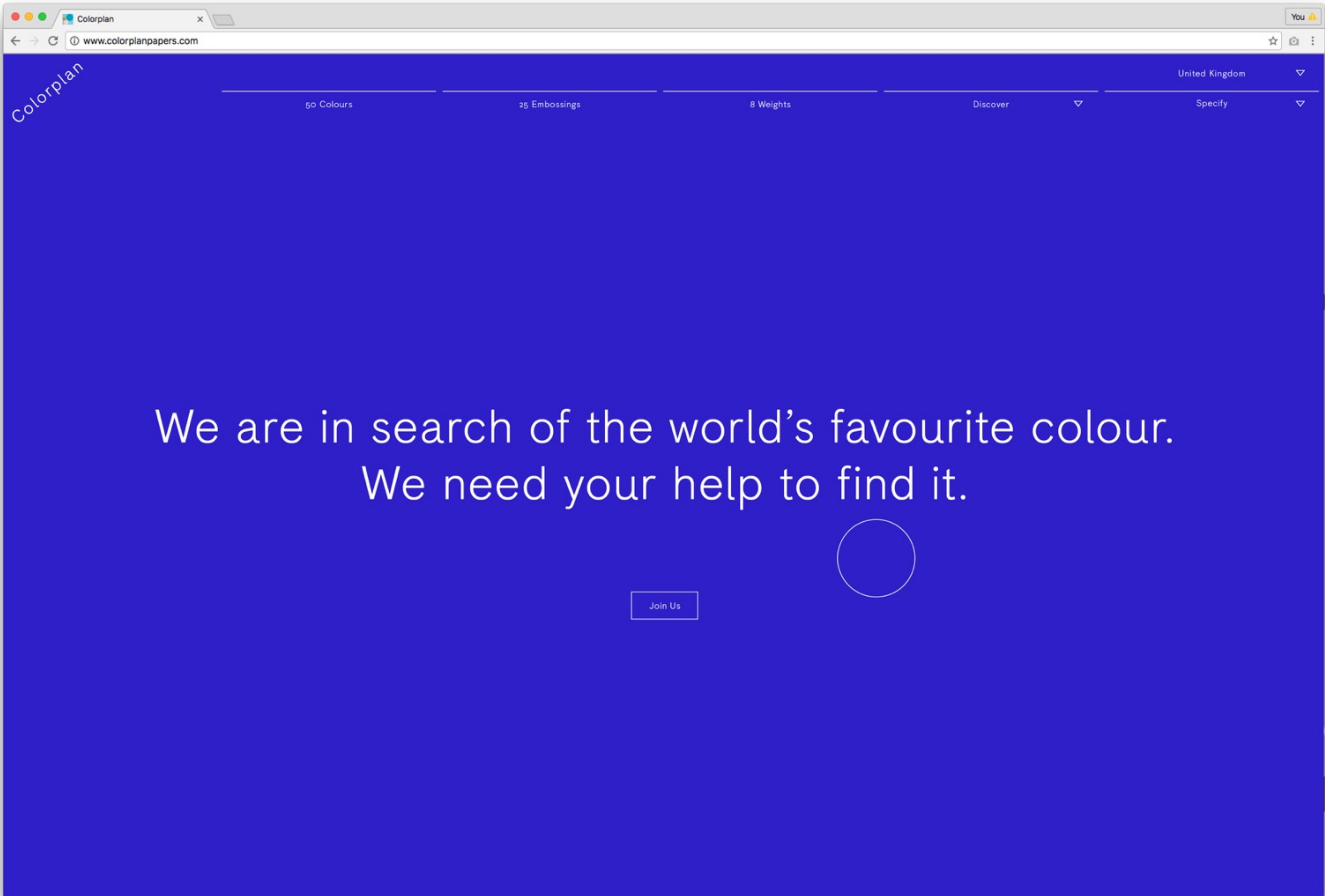
GF Smith & Colorplan
The World's Favourite Colour Project
Idea and Activation Plan

What is the World's Favourite Colour Project?

G.F Smith (and Colorplan) are launching a web and social media based programme to collect people's views by asking one simple QUESTION.

WHAT IS YOUR FAVOURITE COLOUR?

The ANSWER to this question will be revealed to the world from Hull, UK City of Culture at the launch of 'Paper City' in July 2017.



Colorplan

50 Colours

25 Embossings

8 Weights

Discover

United Kingdom

Specify

We are in search of the world's favourite colour.
We need your help to find it.

Join Us



Why ask this question?

IT'S ONE OF THE MOST COMMON QUESTIONS WE ARE ASKED
AS A CHILD, BUT DO WE STILL KNOW THE ANSWER?

As we get older we lose this intuitive answer and feeling.
The project aims to get people to think about it and consider the importance
of colour and how it influences and effects every aspect of our lives.

We will also test to see if the assumption that “Blue” really
is the world’s favourite colour (based on scarcity and link to positivity of sky and sea)
and if so, what shade.

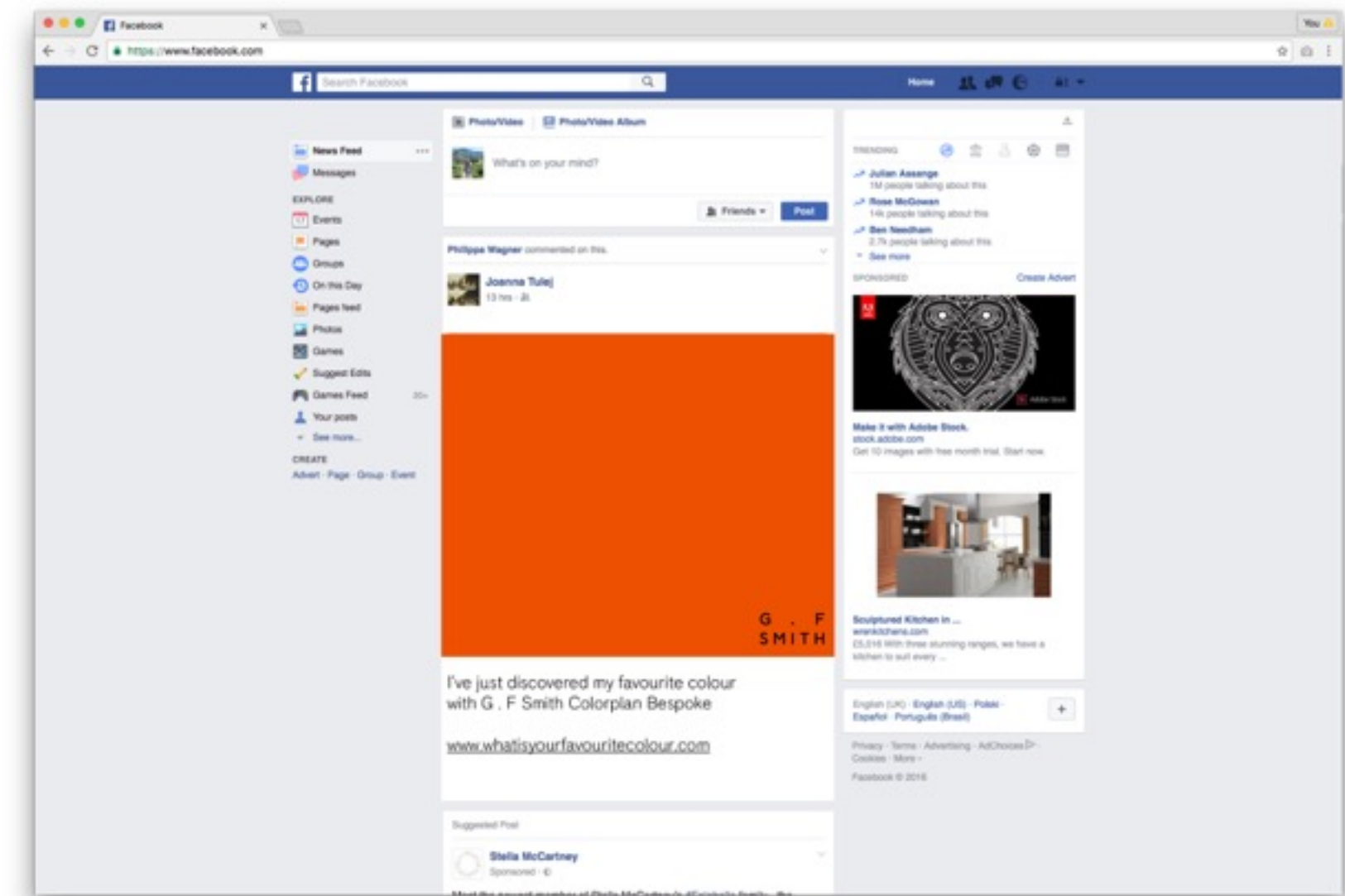
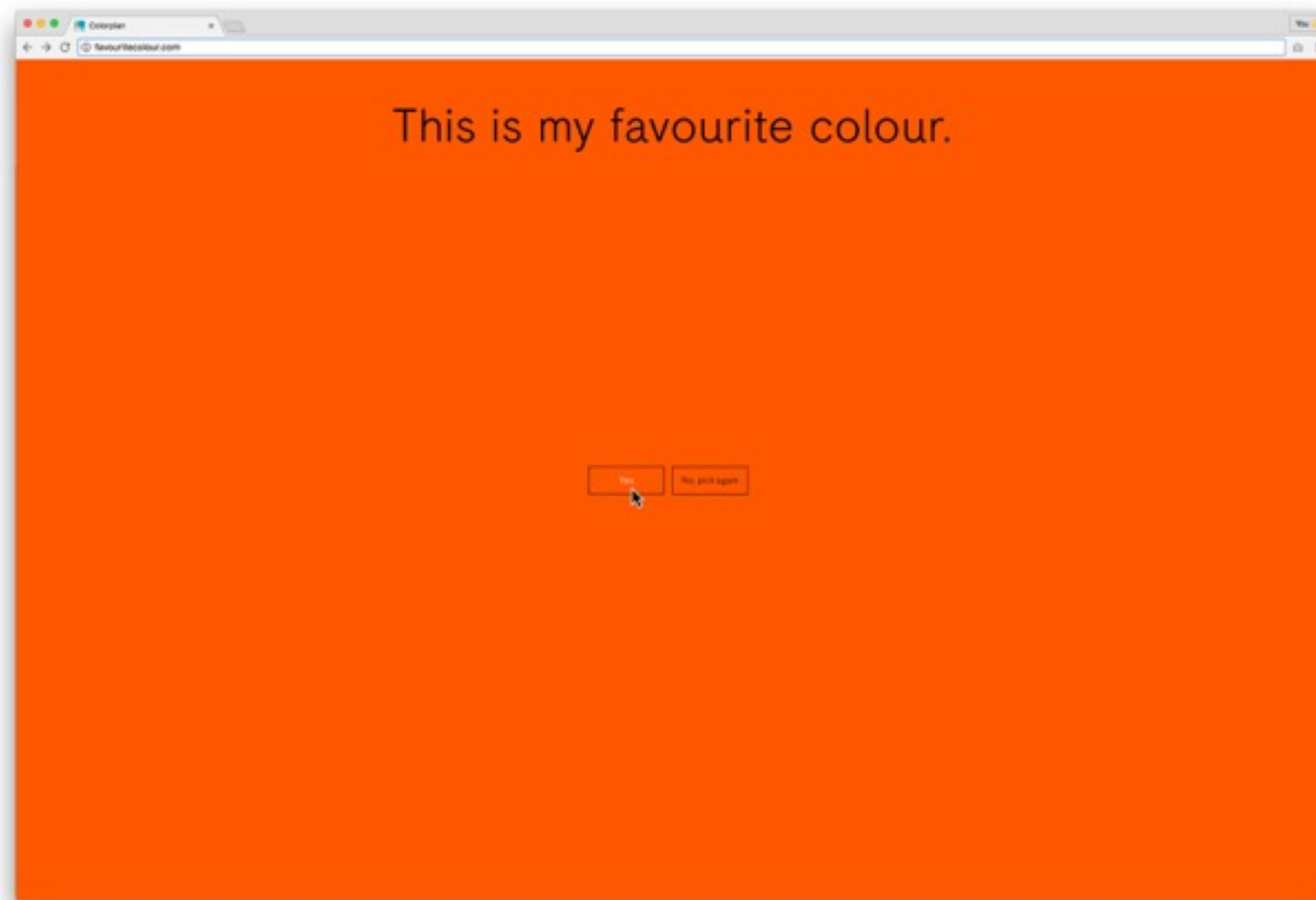
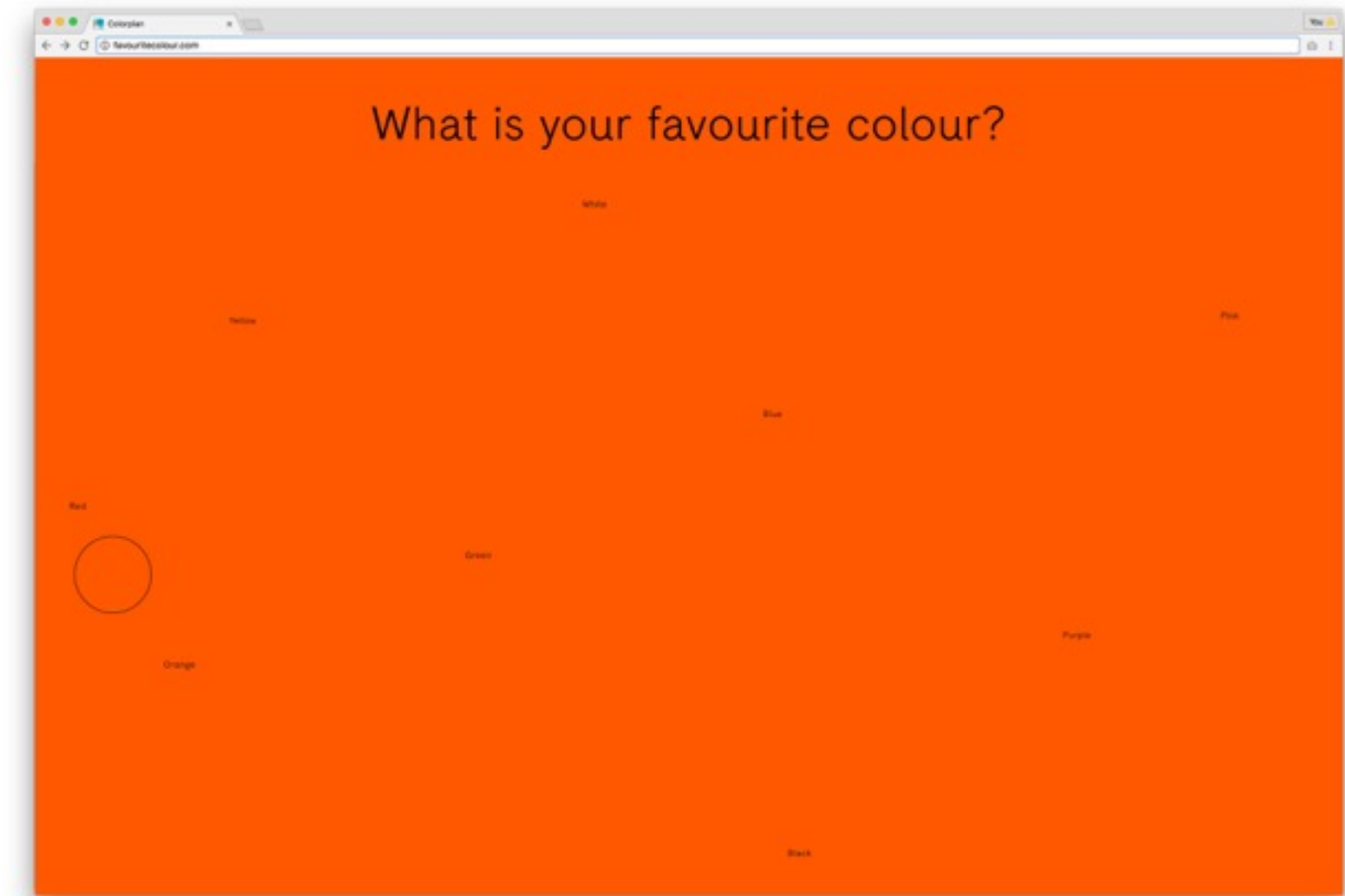
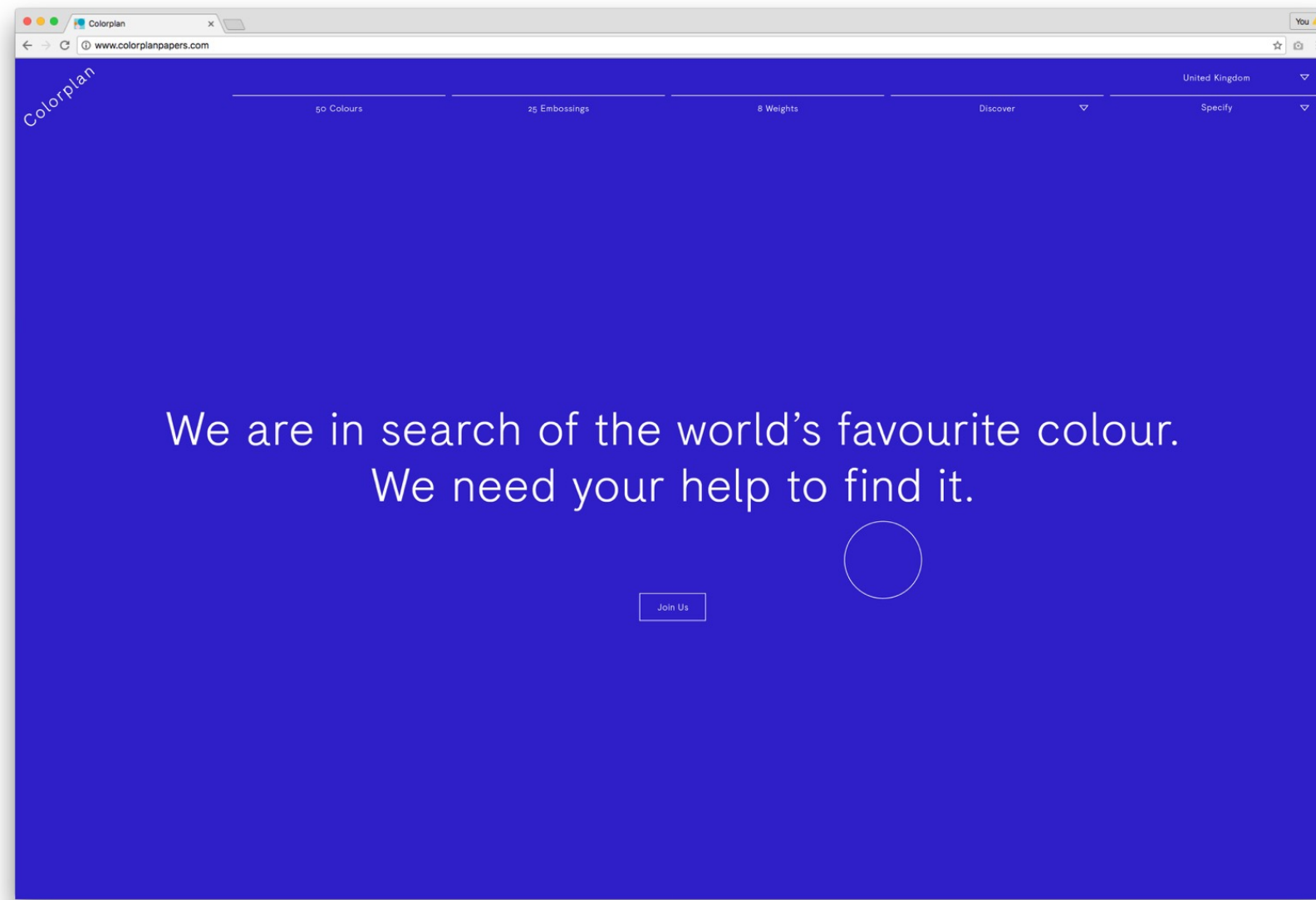
How does it work?

We will drive people to a microsite where they can use our interactive colour finder to submit the colour they love and help join our search for the world's favourite colour.

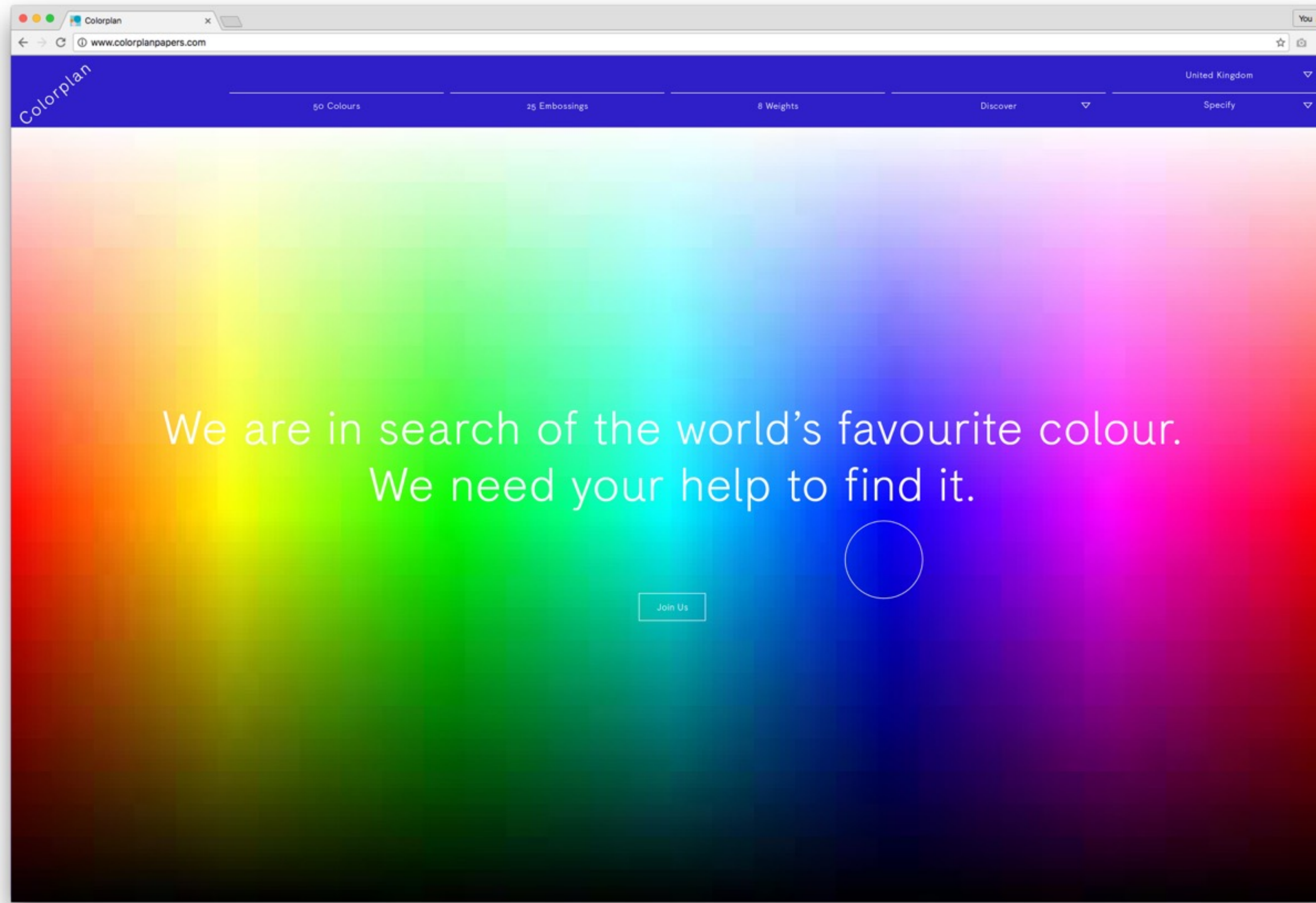
All activity will aim to drive audiences (from the Hull 2017 platform, from colorplanpapers and from social channels) to a specific project micro-site...

www.worldsfavouritecolourproject.com

www.worldsfavouritecolourproject.com



(the mechanic of the site)



To kickstart the project, we will photograph eight creative ‘ambassadors’ to share their favourite colour with us.

Using beautiful portraiture, we will capture them in their creative workspace (two of these will be picked from the ‘Paper City’ artists).



1. Share your favourite colour with us.
2. Allow us to photograph you in your creative space.
3. Answer the following questions:
 - a) Has this always been your favourite colour?
 - b) What has influenced or informed your choice of colour?
 - c) Does your favourite colour feature in your everyday life?
i.e Do you wear it? Does it feature in your home?
Are you drawn towards eating for of this colour?
 - d) How does your colour influence your work?

Ambassador shortlist (unconfirmed)



FASHION

Johnny Coca - CD of Mulberry ([link to GFSmith](#))

ARTIST-DESIGNER

Bethan Laura-Wood

FOOD

Sam Bompas & Harry Parr (DUO)

FURNITURE DESIGNER

Tom Dixon

ARCHITECT

David Adjaye

JOURNALIST

Penny Martin (Editor of Gentlewoman)

ARCHITECT

John Pawson

MUSICIAN

FKA Twigs



NEED

Bethan Laura-Wood (Paper City)

Richard Woods (Paper City)

Osman

Gilbert & George

Faye Toogood

Christopher Raeburn

Asif Khan

Margaret Howell

Paul Smith

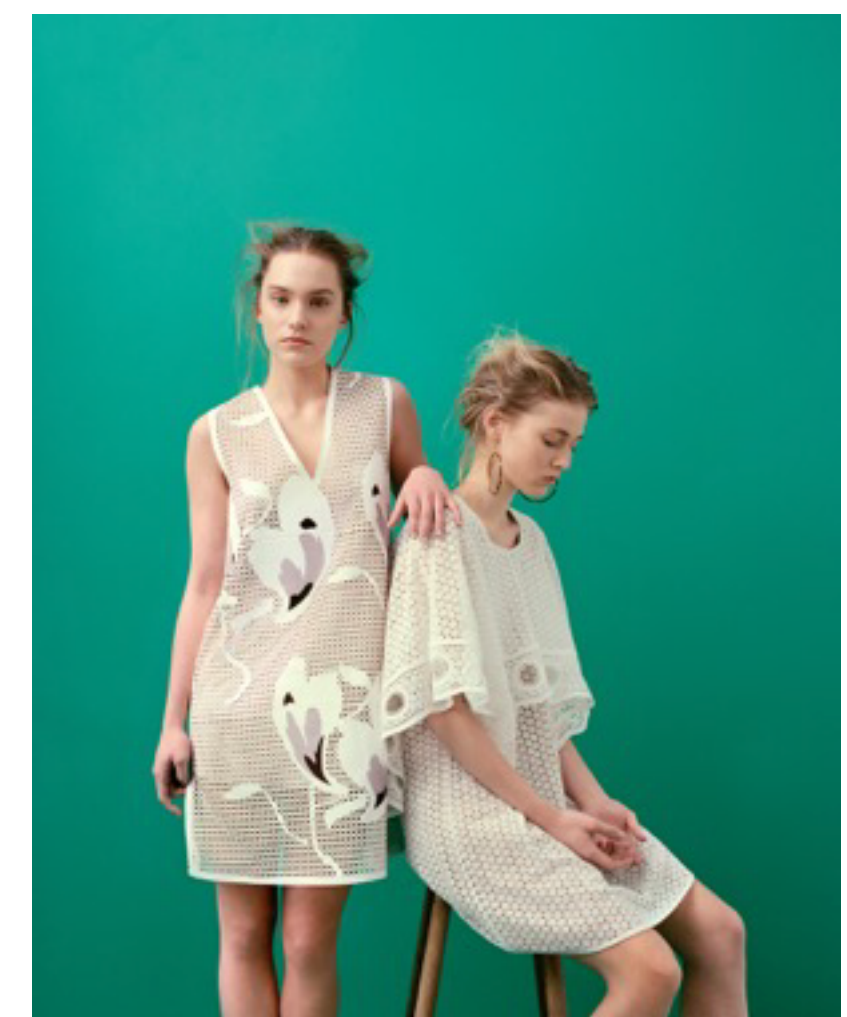
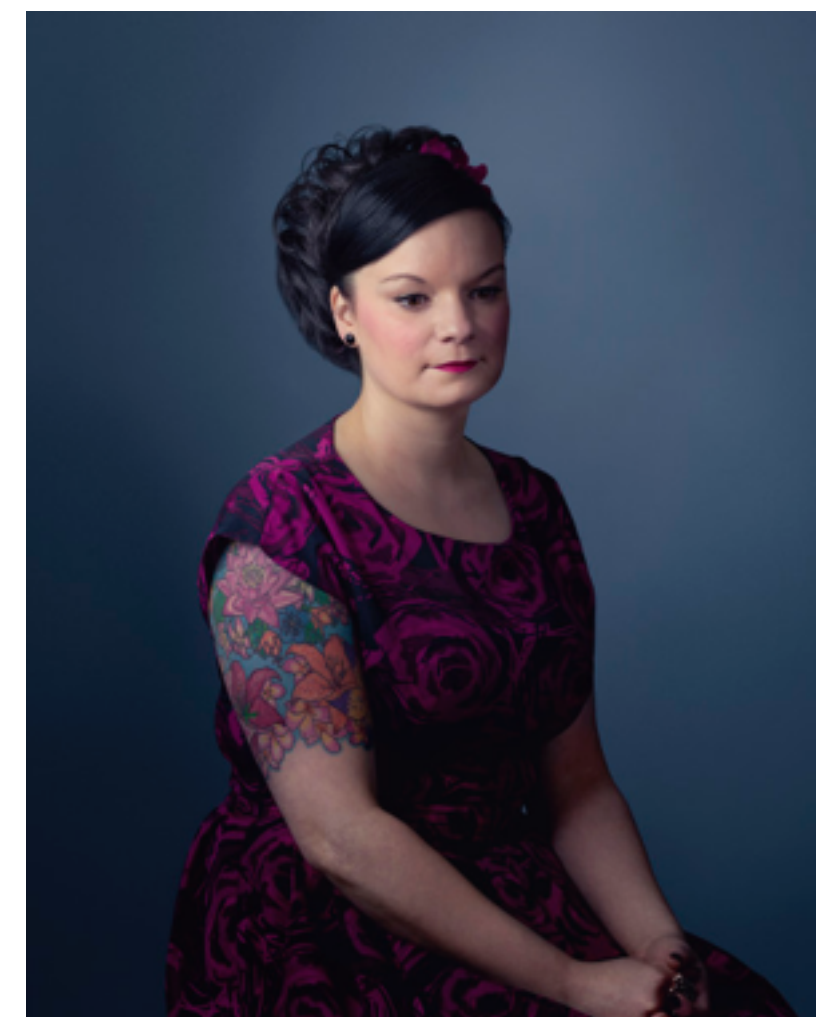
Zane Rhodes

Using acclaimed portrait photographer Toby Couslon.

We will use portrait photographer
Toby Coulson to photograph each creative
inform of their favourite colour within their
creative space.

Considerations:

Age (established and next gen),
men/women mix, ethnicity, mix of creative
disciplines.



Pre-release of editorial on colour psychology research to build the story, generate interest and drive people to the website.

The ambition is that this piece travels beyond the usual creative titles and beyond our shores. Our ambition is this goes internationally and into Sunday supplements (The Sunday Times Magazine).

Working with trend forecast agency FranklinTill, we will create an editorial piece for Viewpoint magazine but will also provide the foundation of a press release aimed at creative and editorial titles.

EDITORIAL TOPICS

Colour psychology; colour as your personal brand; child versus adult perception; colour linked to memory and 'scarcity' of object association; cultural objective (to find the world's favourite colour); the crowd-sourcing (digital) mechanic; brand objective (to culminate in a new paper).



**Film each interviews to create great
social content.**

We will also film their interview to make into short social content films to be
used by all marketing teams.

The aim is to drive everyone to the website.

Capturing fascinating insights through passive and active data collection...

Does colour choice change with age?

Which country favours the brightest and darkest colours?

Do hotter continents like warm colours and colder countries cool colours?

What are the world's least favourite colours?

What colour do indecisive people prefer?
Please provide the favourite colour of the users that took on average the longest time to select their colour.

What colour do decisive people prefer?
Please provide the favourite colour of the users that took on average the shortest time to select their colour.

What was the womens favourite colour?

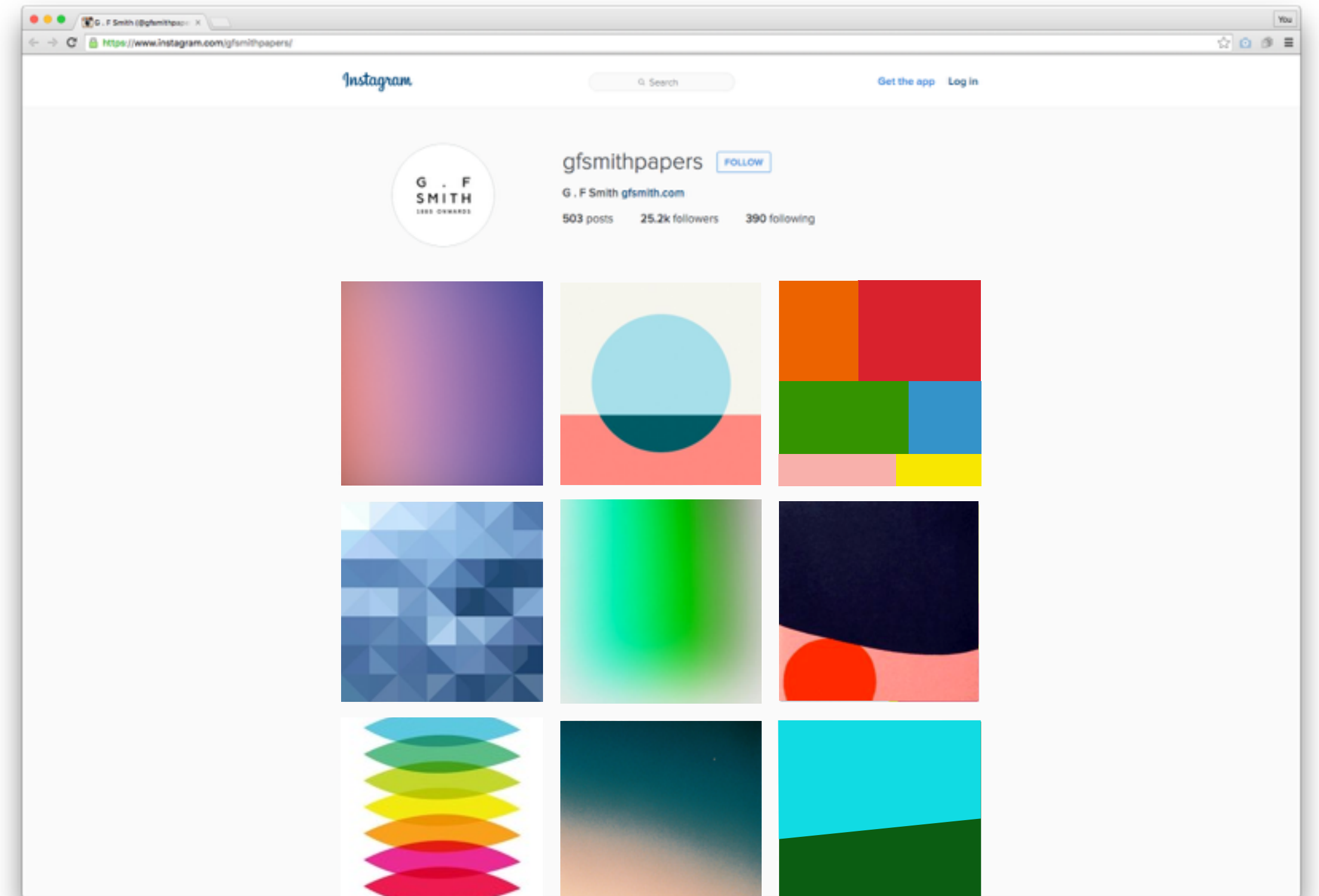
That we can deliver back to our audiences...

INSIGHTS IN VISUAL FORM (INFO-GRAPHICS)

Publish visual output of data capture in beautiful infographics that appeal to our creative audiences.

DATA FOR MARKETS

Create data that we can begin to share with colour brands (part of Walpole Group), trend agencies and with our global Colorplan partners.



How can we make this global?

The project will benefit from the international audience visiting Hull but to really make this a global search we need to engage our Colorplan global partners across Australia, Germany, France, Hong Kong, India, Italy, New Zealand, Russia, Singapore, United States and China.

The World's Favourite Colour Project and 'Paper City' will benefit from the overall promotional platform of Hull 2017 combined with G.F Smith's marketing which is targeted on the creative industries, nationally and internationally.



What does this mean for GFSmith?

The favourite colour will be made into a beautiful paper by the specialist premium papers company G.F Smith who will introduce it into their iconic Colorplan paper range.

The paper will also be named after the person closest to the favourite colour.

Announcement of Favourite Colour

Culminates in exhibition of the giant paper in Hull City of Culture 2017
where we will create a huge spectacle with this colour.

This will coincide with 'Paper City' and the exhibiting of physical commissions by 10 artists.



Closing the Project

THE MAKING OF THE PAPER

- The person closest to this average colour will be sent on arip to see the paper being made.
- Final portrait shot (to join previous 8!) but in context to paper being made.
- Film of the winner at Croppers watching the paper being made

FINAL PRESS ARTICLE

- Final press article in Viewpoint summarising project
- Any other press that wants to now document the entire story (which I see as more appealing once the journey is complete)

PRINT PROMOTION

Final print promotion about 'Bespoke Makings' for all global Colorplan markets to use.



When does it go live?

Launch the site in mid-November.
Viewpoint published 20 November 2016.

What we need is a joined up social media campaign directing everyone to the site.

Run through until to mid-April (to them make the paper ready for July).
We need maximum 6 weeks to manufacture paper.

Outstanding Items

Portraits — want to photograph Bethan Laura-Wood and Richard Woods
Common URL for project — www.worldsfavouritecolourproject.com

Other Items for GFSmith...

The Making of Mulberry Green at the GFSmith ShowSpace

Website ready for launch of Mulberry event in ShowSpace which also kickstarts this initiative.

Colour Workshops by FranklinTill (January - July)

FranklinTill colour theory workshops in basement at exhibition space during the Mulberry Bespoke takeover.

WeTransfer Advertising

WeTransfer takeover 'while you're waiting...'

Marketing Case Study

Create a case study of the project for John to present to Walpole and for use at Colorplan Global Briefing 2017.

G . F

SMITH

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