

## January



### **Ad-hoc release - Artwork on a budget**

Many people would like to buy pieces of art but if you are on a budget, it is a luxury that you can't afford.

There are many ways to stretch a budget when it comes to decorating a home and one of the easiest is to create your own artwork. This release offers tips and ideas for creating personal, original pieces that are inexpensive, fun to do and will look great in any home. This is a generic release which can be used at any time.

### **Supporting documents**

- [Press release template](#)



### **In store event – Revamp your frames**

As the New Year arrives, many people think about redecorating and sprucing up their home with the latest colours and styles. This offers a good opportunity to encourage people to think about revamping their old frames.

Create in-store displays demonstrating how a new frame can give a piece of artwork a completely new look, or show an old frame which has been partially cleaned and restored to show what a difference simple maintenance can make. Combine this with a sales promotion to offer discounts to customers who bring in old frames to be replaced or cleaned.

This event would also work well just before summer.

### **Supporting documents**

- [Template Letter to customers](#)
- [Template press release](#)