



marketing proposal for amazonn colour



Problem Statement

International competitors dominate the Tunisian market without active marketing.

- Their historical reputation and long-standing presence make them the “safe choice” for artists.
- Students and emerging artists follow recommendations from teachers, seniors, and peers.
- Word-of-mouth and reviews maintain their influence, creating automatic trust.

No strong brand identity yet.

Low awareness and recognition in Tunisia

Demand is not yet created → artists don't ask for it in shops.

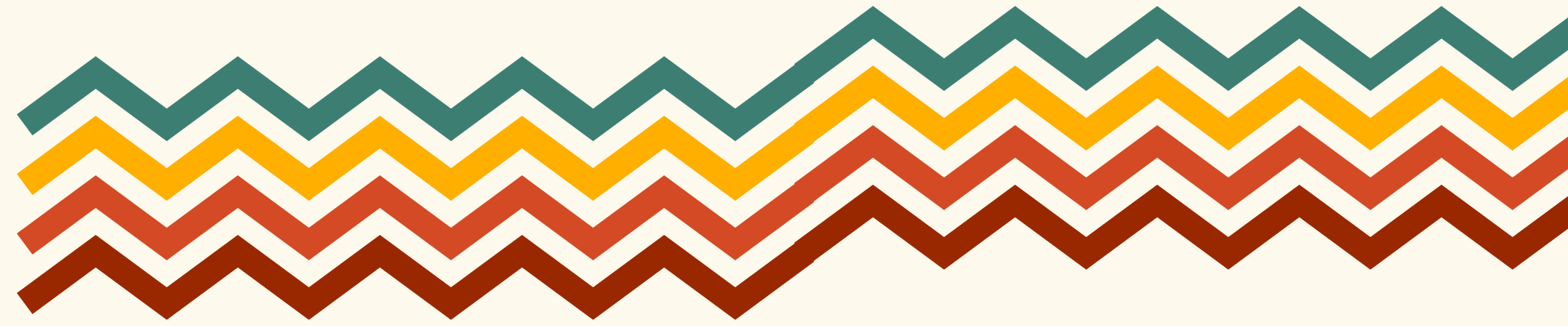
No emotional connection with local artists

“Amazon Colours is a high-quality product, but currently it has no brand identity, low visibility, and no local demand. Artists stick to international brands by habit and trust, leaving Amazon Colours unrecognized in the market.”

les graussite

distrubition monopolisé

Les points fortes



marque local

pas des concurrents en tunisie

le marketign est tres faible (les concurernt)

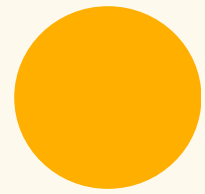
une grand opportinite pour une dominance sur le marche

1ere marque en tunisie

produit de bonne qualite

prix accessible

les propositions



First, we need to focus on the awareness stage. At this stage, people don't even know you exist, and they're not interested in you at all.

We need to create something that makes them talk about you — something that generates views, creates curiosity, and makes people ask, "What is this?" and start talking about it.

les idées

First, we should collaborate with small Instagram influencers and explain the concept to them.

Other brands are selling without strong marketing strategies — they rely on word of mouth, reputation, and reviews. So in the beginning, we should follow the same approach.

We need to get our name circulating — in fine arts faculties, on social media, even in cafés. The goal is simple: move the name everywhere until people start recognizing it and talking about it.



Product & Branding Video Strategy

Quality Showcase Videos

Highlight the quality of the work and products.

Show details, textures, and finishes to emphasize professionalism.

Comparison Videos

Compare your product with other Tunisian alternatives.

Show why yours is better in terms of quality, design, or experience.

Unboxing & Aesthetic Videos

Create visually pleasing unboxing videos that make viewers feel the excitement of receiving the product.

Emphasize colors, textures, and the premium feel.

Product Experience / Demo Videos

Show how the product is used and the benefits it brings.

Give people a reason to buy from you — not just the product, but the experience.

Branding & Connection Videos

Create content that builds an emotional connection with your audience.

Highlight your brand story, values, and lifestyle around the product.

The goal is to turn viewers into loyal fans, not just customers.

Brand Purpose

Why the brand exists — deep reason beyond selling paint.

“To empower Tunisian artists with professional-quality paints that inspire creativity, confidence, and local pride.”

Brand Vision

Future goal / aspiration — where the brand wants to be.

“To become the most trusted and loved paint brand in Tunisia, recognized for quality, innovation, and support for artists.”

Brand Mission

How the brand delivers its purpose daily

“Providing high-quality paints, educational content, and a supportive community, making professional art accessible and reliable for every Tunisian artist.”



Brand Values

Core principles driving decisions & behavior

Quality First – Every product delivers professional-grade results

Trust & Transparency – Honest, reliable, and guaranteed

Support & Community – Artists are part of the brand family

Creativity & Inspiration – Encouraging experimentation and growth

Local Pride – Celebrating Tunisian talent and culture

Brand Personality

If the brand was a person, how would it behave?

Confident but approachable

Supportive and encouraging

Passionate about art

Innovative and creative

Professional but human

Tone & Voice

How the brand communicates

- Tone: Inspiring, supportive, confident
- Voice: Clear, simple, motivating, personal
- Avoid technical jargon for beginners; show expertise for serious artists

Brand Positioning

How the brand stands out in the market

“The only professional-quality paint brand made for Tunisian artists that combines local pride, trust, and support — empowering every artist to create confidently.”

Positioning formula:

[Category] for [Target Audience] who [Need] unlike [Competitor], we [Brand Promise].

Example:

“Professional paints for Tunisian artists who need high-quality, trustworthy materials, unlike international brands, we provide guaranteed, accessible paints and a supportive creative community.”

Visual Direction

Look & feel of the brand

- Colors: Vibrant pigments + neutral professional tones (reflect paint quality + premium feel)
- Typography: Clean, modern, readable → approachable but professional
- Imagery: Real artworks, close-up of paint textures, behind-the-scenes making of art, artists in action
- Packaging: Minimalist + clear labels, high-end feel, hints of local culture