



## CREATIVE MARKETING DIRECT communications for the built environment

## case study



### Inspiring specification

#### **Tarkett luxury vinyl tiles launch needs to excite designers for commercial projects.**

For project planners selecting commercial vinyl flooring, both form and function are important criteria. They'll assume the products are fit-for purpose. But design inspiration is more elusive.

Inspiration is sought – via colour and tone and texture. This is always more instinctive than quantifiable. Tarkett knows it. So that's what will count most for the global launch of their Luxury Vinyl Tile collections.

#### **Our Task**

To develop the 'look and feel' – and all the copy – to deliver that inspiration. This must embrace all the individual collections, while giving each one its own identity.

Each must make its own statement, and establish its own mood. Connect emotionally with those who will select and decide. Visually and verbally, it must also work across Europe.

### Action and Output

- › Creation of a core theme – “Dare to...”: directly challenging designers to look beyond the easy answer. Inviting them to explore outside the predictable.
- › Original photography: articulating specific creative emotions and motives. Each is demonstrated in our set designs, and models casting. Evocations of targeted commercial environments are complemented by carefully crafted text.
- › Literature and sample cards: a richly visualised suite that finally brings it all together.

### Result

- › Major launch at Domotex.
- › Immediate buy-in from Tarkett's other markets in Europe.
- › All items are translated into 8 languages.
- › “Dare to...” is inspiring designers all over Europe.

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