

# Creative Wall Paint: Innovating the interior DIY market.

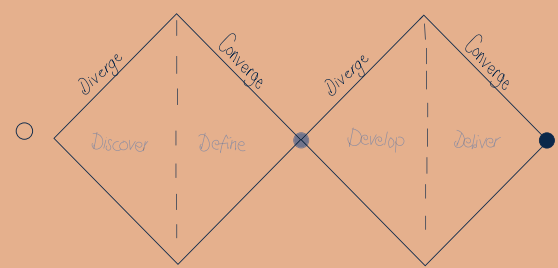


Designing a concept and strategy for a new product, wall paint, by Amsterdam All Acrylics.

## Goal

Royal Talens aims to expand its product portfolio by introducing Creative Wall Paint under the Amsterdam All Acrylics brand. This study explores how to successfully position and launch the product in a new market, focusing on **diversification** to increase consumer reach and market share. The research examines the most effective strategies for introducing Creative Wall Paint, identifying the right market, target audience, and approach. Additionally, it highlights how the product can differentiate itself from conventional wall paint by leveraging Amsterdam All Acrylics' strong artistic identity, ensuring a successful and sustainable market entry.

## Process



The research followed the **Double Diamond** design method, combining various analytical and creative approaches. A market and consumer analysis identified key trends and target audiences, while a competitive study helped pinpoint opportunities for differentiation. In-depth qualitative interviews with experts, Professional Mural Artists, and the target group Creative Home Improvers, provided insights into consumer needs and expectations. Based on these findings, a product concept was developed to ensure alignment with both the brand identity and market demands. The findings guided the development of a solution tailored to meet consumer needs, addressing gaps in the market and aligning with Amsterdam's identity.

## Insights

The wall paint market is highly competitive, so new markets were explored and differentiation is key. Research identified the **Interior DIY market** as potential with **Creative Home Improvers** as the primary target group. These are individuals who seek personalised, artistic expression in their living spaces. Rather than simply applying a single colour to their walls, they want to create unique and expressive designs that reflect their personality.

Amsterdam All Acrylics' reputation for bold colours and artistic freedom aligns well with this segment. However, standing out in the market requires a strong differentiation strategy. Opportunities lie in customisation, sustainability, and inspiration, making it crucial to support consumers throughout their creative journey. Instead of simply selling wall paint, Royal Talens should focus on inspiring, motivating, and educating potential users by offering tools and resources that help them create expressive designs with confidence. This means the concept will be a Product-Service System (PSS). The core values of the concept are **creativity, accessibility, confidence, and professionalism**, reinforcing Amsterdam All Acrylics as the go-to brand for creative wall painting.

## Result

The Interior DIY market, specifically Creative Home Improvers, presents the strongest opportunity for the success of **Creative Wall Paint**. To meet their needs, the concept incorporates guidance, templates, and curated colour palettes, encouraging users to explore their **creativity with confidence**. An **omnichannel marketing** strategy is recommended, combining digital engagement, effective partnerships, and offline visibility. Influencer marketing and collaborations with artists, interior stylists, and colour experts will help establish credibility and inspire potential users. Educational content, focusing on painting techniques, colour mixing, and composition, will play a crucial role in consumer engagement. Additionally, offering supporting tools, such as brushes, stencils, and instructional materials, will ensure **accessibility** and **ease of use**. By implementing this differentiated and experience-driven approach, Royal Talens maximises its chances of success in this new market. Creative Wall Paint not only expands the Amsterdam All Acrylics portfolio but also strengthens the brand's position as an enabler of artistic self-expression in interior spaces.



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