

Secret Room



paint kindly

with earthborn®

Decorating can be a little act of kindness...a small way
to care for your home and the people who live there.
Paint kindly with Earthborn

Colours of Kindess (*One of a Kind*)



The 'paint kindly' campaign highlights a small set of colours to give people a focused and accessible way to explore the Earthborn palette. I have chosen a mix of colours, from soft neutrals to nature-inspired tones, specifically for the character they bring to different moods and spaces. By spotlighting a few considered colours, the campaign can show the personality and depth of the palette in a way that feels cohesive and easy to understand.

Hopscotch

Warm, soft and welcoming. It has an easy brightness that lifts a room. Hopscotch is perfect for **living rooms, bedrooms and hallways**.



Muddy Boots

Grounded and natural. A steady, nature-led brown that is fresh and stable. Muddy Boots is perfect for **dining rooms, studies and reading nooks**.



Cats Cradle

Light, airy and balanced. A soft grey that creates breathing space and a sense of clarity. Cats Cradle is perfect for **hallways, bedrooms and bathrooms**.



Secret Room

Deep, and cosy. A rich shade that brings depth and a sense of retreat. Secret Room is perfect for **snugs, living rooms and dining rooms**.



Peach Baby

Comforting and tender. It adds warmth with a gentle and nurturing atmosphere. Peach Baby is perfect for **nurseries, bedrooms and reading corners**.



Muddy Boots

Inspire

Inspiring customers to bring colour stories to the forefront. Celebrate Earthborn's eco ethos and communicate their breathable and gentle formulas. Position Earthborn as the 'mindful decorating' brand.

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Campaign (Kindness) Pillars



Each pillar aligns naturally with Earthborn's core values of being friendly, thoughtful, human, honest, colourful and credible. Together, they express how the brand approaches paint in a way that feels caring and genuinely supportive of real homes and the people who live in them.

Kind to Your Home

Kind to your home reflects a thoughtful and honest approach to creating spaces that feel comfortable, breathable, and well looked after.

Breathable paint, that allows your home to age gracefully



Colour of Kindness: **Cats Cradle**

Kind to Your Family

Kind to your family supports the brand's friendly and human values, focusing on paint that helps create safer, calmer environments.

Virtually VOC-free, safer for babies, allergies, pets etc



Colour of Kindness: **Hopscotch & Peach Baby**

Kind to the Earth

Kind to the earth connects with credibility and thoughtfulness, demonstrating responsible approach to colour and materials that respects the world around us.

Eco-formulas and mindful production



Colour of Kindness: **Secret Room & Muddy Boots**

Messaging & Copy

Primary Tagline

Paint Kindly.
Colour that cares...for your home, your family, and the earth.

Colour Specific Lines

Hopscotch: "A warm welcome in every wall."
Muddy Boots: "Steady, calm and connected to nature"
Cats Cradle: "Let your home breathe calmly."
Secret Room: "A calm retreat for your home."
Peach Baby: "Embrace the calm moments."

Supporting Lines

"Paint Kindly with Earthborn."
"Choose colours that lift, soothe and nurture."
"Decorating, done with gentleness."
"Colour for conscious homes."
"Inspired by nature. Made with care."

Campaign Hashtags

#paintkindly
#kindtoyourfamily
#kindtoyourhome
#kindtotheearth

Reach out to influencers to create UGC content. Create content for each 'colour of kindness' and use hashtags to explore the campaign pillars.

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Cats Cradle



Campaign Deliverables

Social Media

- Campaign concept roll-out across social media platforms
- Reels: Colour stories, calm transformations, texture pairings and 'Paint Kindly' moments.
- 'Acts of Kindness' a mini-series showing kind moments, ending it all with "this is what it means to paint kindly."
- Static Posts and carousels highlighting the 'Colours of Kindness'. Every shade is a kind decision.
- Moodboards and micro-colour stories for each shade.
- Social templates for ongoing use.

Digital Media

- Campaign banners for web and email.
- Email newsletter (include concepts, colour introductions, seasonal edits, tips, facts about Earthborn paints).
- Digital ads or display assets using the Paint Kindly branding and palette.
- Downloadable colour guides or lookbook PDFs.
- Animated assets for digital placements.

Printed Media

- In-store colour cards or mini brochures (trade customers).
- A printed lookbook featuring the 'Colours of Kindness.'
- POS materials such as posters, tent cards and shelf highlights (for trade customers and/or home businesses.)
- Press kit materials introducing the Paint Kindly campaign.

Website

- Homepage featuring/promoting the Paint Kindly campaign.
- A dedicated landing page explaining the campaign and colours.
- Colour story pages for each shade, including mood, feeling and suggested spaces.
- Imagery updates aligned with the palette.
- Web copy written in Earthborn's friendly, thoughtful tone.



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