

Town Hall Meeting

Digital Update: June 2019

On Wednesday 5th June, we had a Town Hall Meeting live from Head Office. On the panel were Toby Russell, our Chief Technology Officer, Louise Booth, Global Digital Director, Sam Webster, Principal Developer and Josh Hart, Digital Strategist Email and eCRM.

Watch the recording of the Town Hall Meeting here:

[Click here](#) to watch.

Presentation

[Click here](#) to access the presentation that was shared during the meeting.

What was discussed?

The “new” digital team was formed about 9 months ago by combining the Consumer Engagement team with the Digital delivery and Data teams, and its job is to bring our brands to life in the digital world through immersive, rich, engaging, impactful experiences. By engaging differently with our different audiences, we are nurturing long-lasting, profitable relationships with our consumers with technology and infrastructure as the solid backbone. As consumers of today are hyper-connected the consumer journey is increasingly complex. The digital team manages 14 websites, 30 social media channels, 10 email accounts, 1 PIM and 6 consumer care accounts.

Toby mentioned the work being done behind the scenes of the websites, as we are grouping all 14 websites into a single platform which is considerably simplifying the work of the team as well as saving money. It also means a much easier, cheaper and more flexible maintenance.

Sam shared information about PIM, the Product Information Management tool that allows us to group in one place everything we know about each and every one of our products, including product information like colour, size, pigments, components and regulatory and health & safety data. Currently only for Liquitex there are 64,000 data points in the PIM.

Josh talked about how Colart is starting to personalise the consumer experience by tailoring relevant content of our websites and emails to the consumers visiting them – with the help of artificial intelligence. This means that we are able to display different content on our websites depending on the consumer behaviour and sending different emails according to our target audience, whether they are students, professionals, millennial mums, festival goers, etc. This also gives us a lot of insights, and we can adapt our future messages accordingly.

Louise explained how a 360 digital activation is created using social media channels, emails and our website at the heart and how a consumer would interact with our product communications in different ways on the different channels. She also shared some of the key highlights and results from Colart’s Digital activations– as well as the many more projects the digital team is undertaking for the rest of the year. Did you know that Consumer care answered over 18,500 questions from consumers globally during the last 12 months?

Question time

From the 38th minute of the recording you can see the different questions that were asked to the panel, including:

- Are we analysing the cross-followers from our social medias i.e. Are Winsor & Newton lovers also following Liquitex?
- A GDPR Update
- How much do we partner with our customers' social media channels?
- How do we work with influencers?

And more.