



DIGITAL TOWN HALL 2019

Consumers today are hyper connected and the consumer journey is not linear. The digital world is constantly evolving....

3,8m searches every minute



2,7bn people use Fbook, Instagram,

How do we bring our beautiful brands to life digitally?

store in the US is influenced by a digital interaction



day

GLOBAL DIGITAL TEAM MISSION

Business

Deliver **sustainable profitable growth**

Brands

Awareness & Brand Preference

Digital

Deliver **personal, connected digital consumer experiences for all our beautiful brands**

Consumer Care

Websites

Social Media

Email & eCRM

Technology & Platforms & Data

Colart is on a *digital transformation* journey...

13

Websites

1

Powerful PIM

10

Email accounts

30

Social media
channels

6

Consumer care
accounts

- Building up **in house capabilities** , **reducing dependence** on expensive external parties – driving **efficiency** and **simplicity**
- Taking a lead in the art industry on **digital content creation** and activation with the **consumer** at the heart

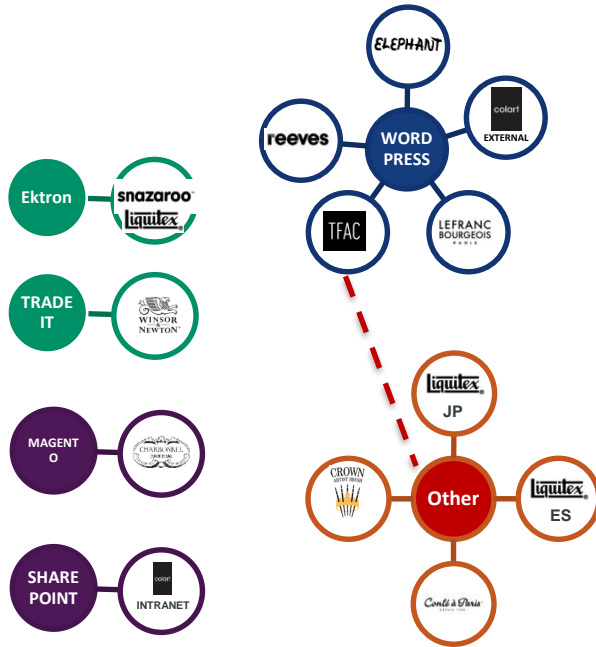


Migration of all our websites in house onto ONE platform

BEFORE

14 sites* on >6 different platforms

no control over content, no flexibility, no efficiency, no cost savings



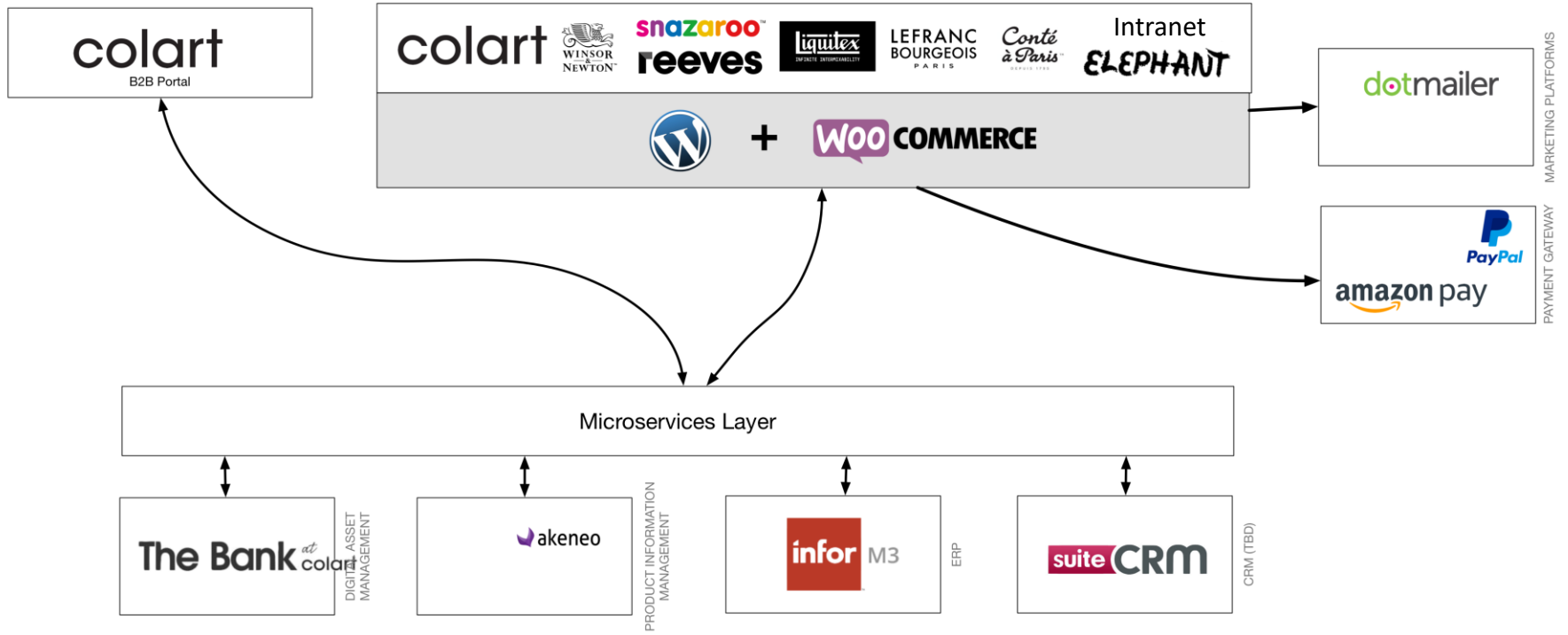
By 2020

13 sites – 1 unique platform



*Some sites are not represented

Each website is supported by an Eco-system



ACRYLIC GOUACHE

The ultra-pigmented acrylic.
Solid Matte Finish.

Discover

Explore our intermixable ranges



SOFT BODY ACRYLIC

The original acrylic. Redesigned.
Now in a new artist-designed bottle.



This line provides professional acrylic paint gains excellent coverage, a color finish and high level of professional quality pigment for optimal brilliance.

It's incredibly versatile.

Use to paint, draw, glaze or print on almost any surface.

Use all colors below.

CHARACTER TECHNIQUES

- | | |
|-------------------------------|-------------------------------------|
| Low viscosity | <input checked="" type="checkbox"/> |
| Highly pigmented | <input checked="" type="checkbox"/> |
| Matte finish | <input checked="" type="checkbox"/> |
| Artistic bottle brush strokes | <input checked="" type="checkbox"/> |
| Good surface coverage | <input checked="" type="checkbox"/> |
| Highly versatile | <input checked="" type="checkbox"/> |

100
COLORS

Filter by

None ● Size ● Price ● More

TIPS & TECHNIQUES

Filter by tags



VIDEO GUIDE
How to use our Stripy Set



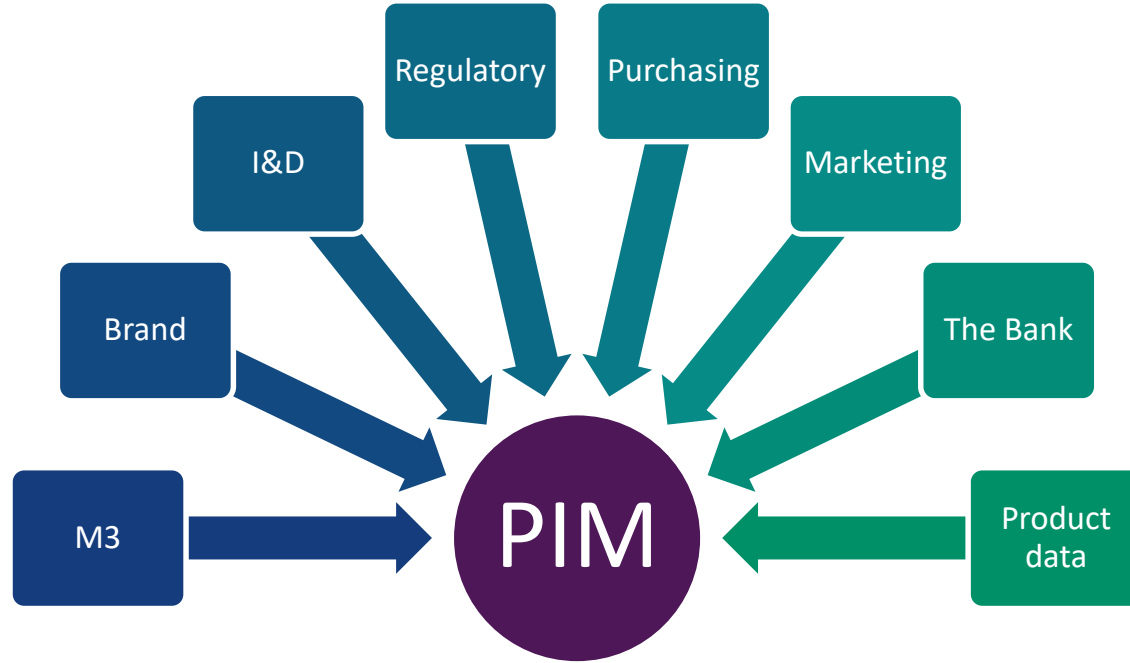
VIDEO GUIDE
Masking and Registering with our Blue and Green Panels



VIDEO GUIDE
How to create special effects



1 powerful source of truth for product data



Enriching consumer's experience with personalisation

The *right* content to the *right* consumer at the *right* time on the *right* channel

- **65% of consumers** say that personalization influences their **brand loyalty**
- **80% of consumers** like when brand's emails contain **recommended products** based on previous purchases

Liquitex

ACRYLIC - GOUACHE

GET A FREE GOUACHE SAMPLE SET WITH ANY PURCHASE NOW THROUGH JUNE 3RD

Our new Acrylic Gouache has arrived and as a valued subscriber, we're giving you exclusive early access to a trial set. Order anything from our new online shop and receive a free sample set of ultramarine blue (red shade) and Scarlet in our new mini 0.74fl.oz bottles.

GET MY SAMPLE

POPULAR RIGHT NOW

Professional Pouring \$10.99
Professional Acrylic Gouache Primary... \$18.99
Soft Body Acrylic Set - 12x24x12... \$56.99
Acrylic Gouache Set - 6x24x12... \$56.99

TIPS & TECHNIQUES
Useful guides for working with acrylic color and mediums

ARTIST COLLABORATIONS
Discover how we're supporting the community

The science of Liquitex intermixability
The freedom to create across all formulas and formats, with archival results

See more

Handpicked for you

PROFESSIONAL BLEND VANILLA \$22.99
PROFESSIONAL SPRAY PAINT CAMPELOP ORANGE HUE 0701 \$9.99
BASIC ACRYLIC FLUORESCENT YELLOW 001 \$7.99

Since 1955



Social media – great content drives brand engagement

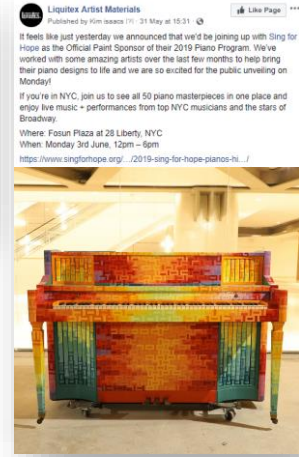
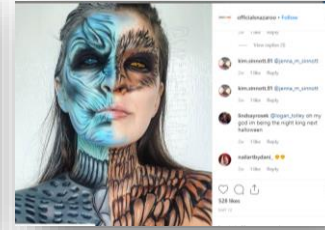
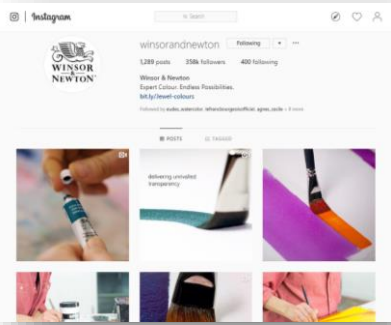


Photo or video?

Building target audience segments

Link to where?

#hashtags

100+ questions from consumers weekly

Test, test, test

Different ad types

Influencers

Message



Consumer care delight consumers everyday



18,500 consumer questions resolved in the last 12 months (+18%)

Support from TCE, the Lab, Regs, Sustainability, Brand, TFAC, Commercial, Quality teams, Factories...

“Wow, now that's the kind of customer service everyone should give.”

“Thank you so much for the wonderful customer service! I truly appreciate it, and will continue to be a loyal customer.”

Liquitex intermixability

The freedom to create across all formulas and formats, with archival results

Since 1955

Discover the story of the great water-based artists' acrylics

Sign up for email updates

Some highlights...

1m+

Fans on social channels

350k

Monthly web sessions

64k

Data points in PIM

3m

Emails opened in 12 mths

11m

Engagements in 12mths

25k

Consumer questions/ yr

34k

Masterclass Subscribers

1100

Posts on Fbook & Instagram

12%

Of Lqx Ecom sales NOSTO

29k

Weekly traffic from search



What's to come in 2019 and beyond....

- Continue to migrate all websites onto our platform (W&N, SNZ, Chrb next)
- Launch automated personalisation on W&N and Snz
- Launch eCRM programs for W&N and Lqx
- Build out PIM for all brands
- Develop B2B Portal
- Develop Pinterest and Youtube strategies
- Improve store locator
- 20+ communication campaigns left this year...
- Data driven decision-making & better analytics
- And more.....



Thank you

