

# Human Insights

## Learning about behaviours & brands

In the spirit of continuing to learn and be inspired from the world of Digital & Tech & Consumer behaviour, the Digital Team regularly organises learning sessions at Head Office.

In November, our digital partner TMW joined us to talk about insights into human behaviours and brands.

[Click here](#) to watch the presentation they shared with us.

The presentation gives insights into human behaviour across a spectrum of brands and categories. The aim of the session was to show how science translates into actionable insights, enabling us to better understand behaviours and get closer to people as a result.

TMW selected a range of consumer insights they feel are relatable to the Colart brands and audiences – from how we make the best use of our digital channels, to how we can better communicate with our target audience.