

Colart Lunch and Learn

Thursday 20th May 2021

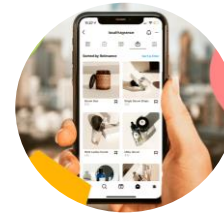
Today we will cover...



**The impact of
Covid on digital
and ecommerce**



**Advertising
opportunities on
Amazon**



**Insights into social
commerce across
Asia and China**



Impact of Covid on digital

During the pandemic people turned to online shopping almost overnight

Under lockdown and weary of infection, consumers warmed to **ecommerce** for everything, from groceries to finances.

46% of UK consumers purchased a product online they'd only ever purchased in store pre-pandemic.

Businesses around the world are 3x likelier to say at least **80%** of customer interactions are digital in nature.

Many categories saw growth in online purchases, including art and craft materials



Hobbycraft reports 200% boom in online sales since start of pandemic

Exceptional demand comes as customers discover new crafts in coronavirus lockdown



This has resulted in long term changes to consumer online shopping behaviour

80%

of US consumers are still changing the way they shop – even though most stores are now open with safety measures.

60%

are currently visiting brick and mortar stores **less** than pre-pandemic.

43%

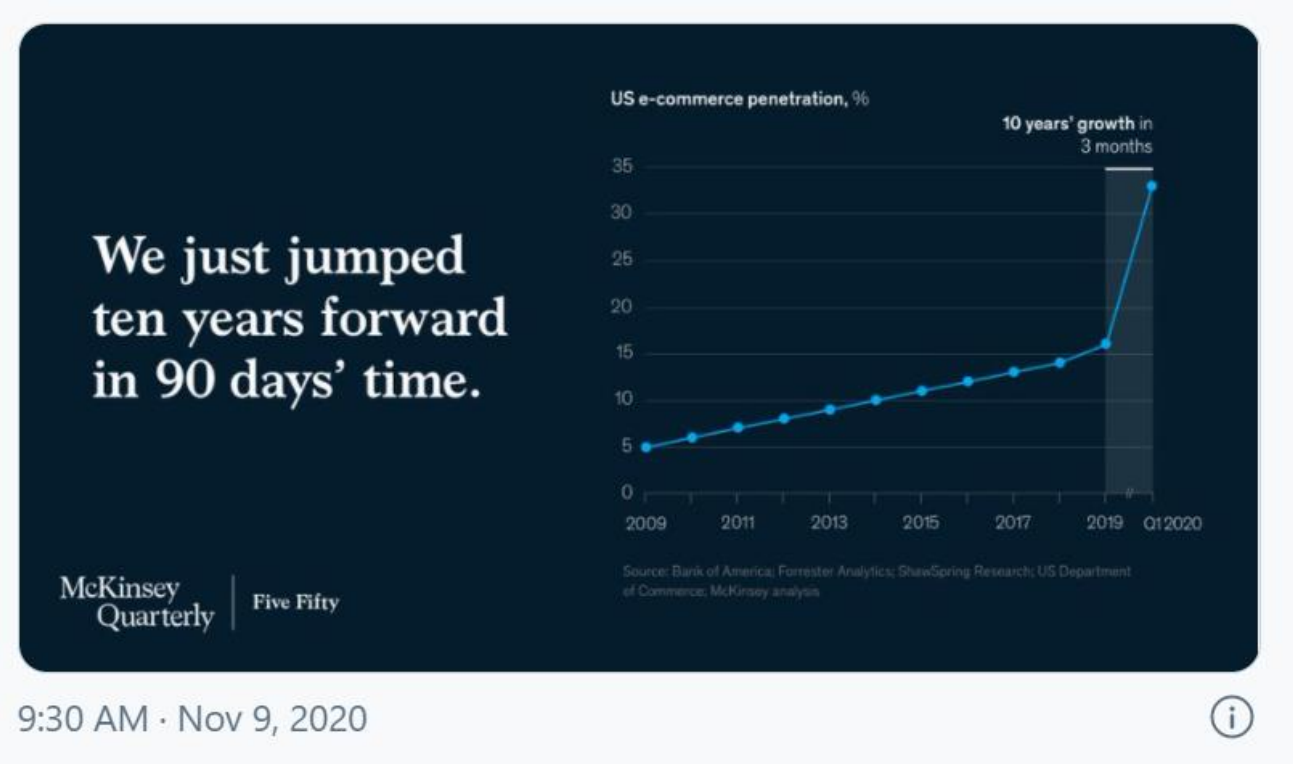
will shop **more** often online for products they previously bought in store.

38%

intend to shop online **more** and only visit stores that provide great experiences.

What we have seen over the pandemic is a huge jump forward in time

The pandemic has accelerated the shift away from physical stores to digital shopping by roughly **5 years.**



TMW▪

**The pandemic is not a
temporary blip so we can't
just go back to business
as usual...**

A photograph of a brown Amazon shipping box in a living room. The box is wrapped with a black decorative tape featuring white snowflake and branch patterns. The Amazon logo is visible on the top flap. To the right of the box, there are two upward-pointing arrows. In the background, a Christmas tree with lights is visible. The text "Advertising on Amazon" is overlaid in red at the bottom.

Advertising on Amazon

We know our customers are using Amazon

35%

of all UK online purchases during the first lockdown were made through Amazon.

93%

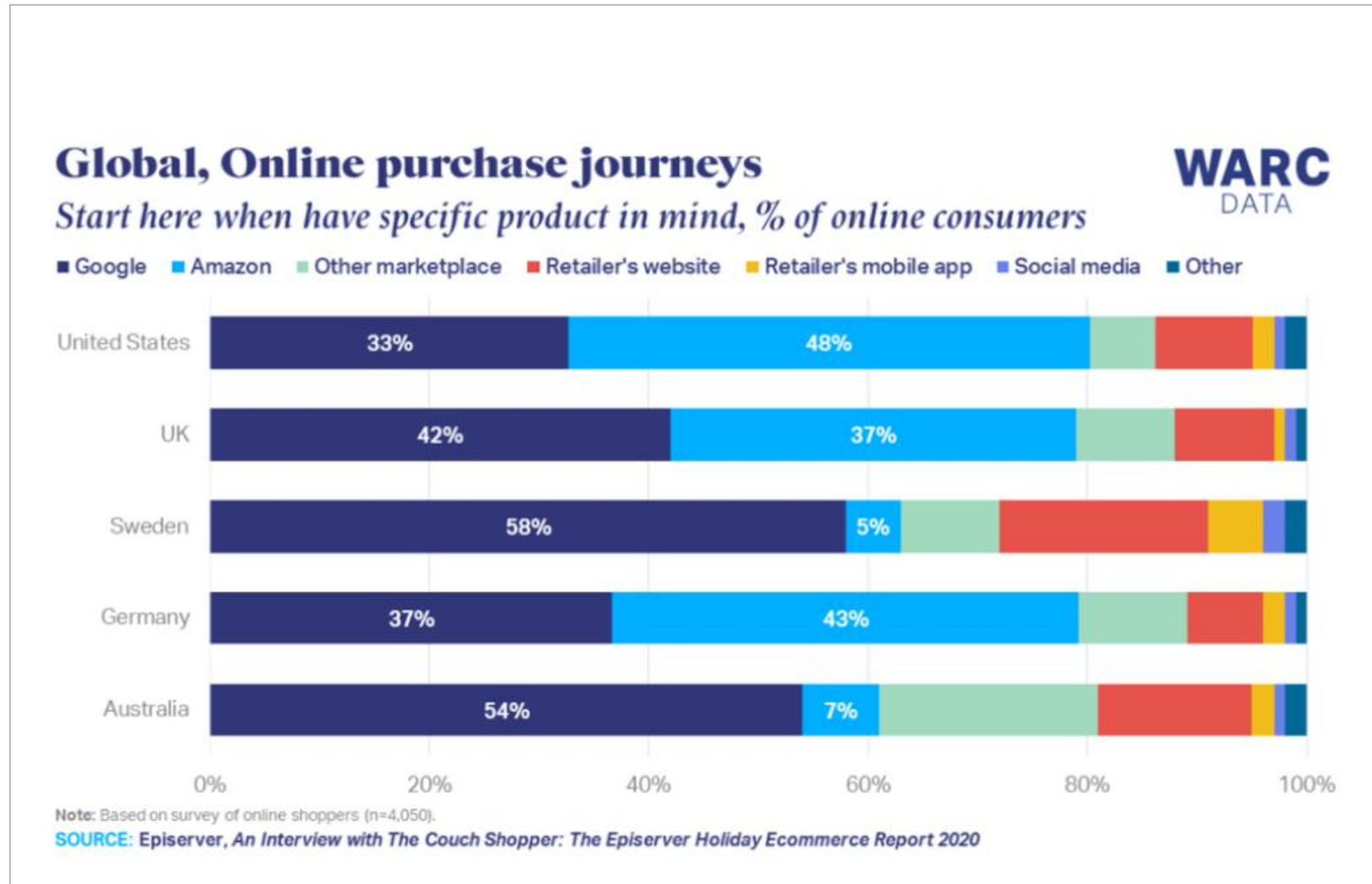
of online UK shoppers bought something from Amazon in 2020.

45%

= the share Amazon has of the US ecommerce market.



To the point people are actually starting their searches on Amazon akin to how they use Google



They are turning to Amazon for several key reasons...

61% Free delivery

57% Availability

90% Product price check

This growth is expected to continue through 2021

“One-fifth

claimed their intention to purchase from Amazon after the coronavirus outbreak ends had increased”

So by using Amazon advertising opportunities, we can reach our core audiences



Sponsored Products



Sponsored Brands



Sponsored Display



Stores



Audio ads



Custom advertising



Amazon DSP



Amazon Attribution



Video ads

We have highlighted a few we think are most suitable for Colart brands

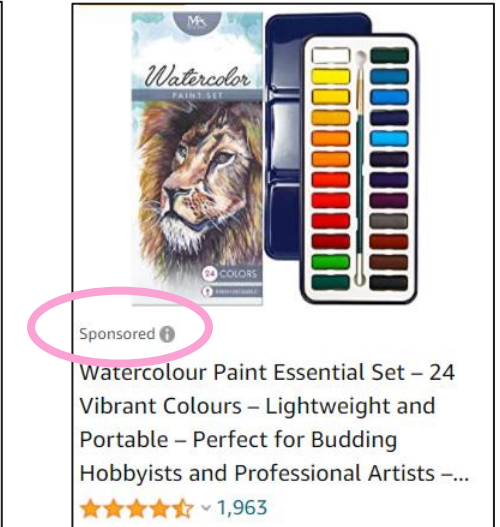
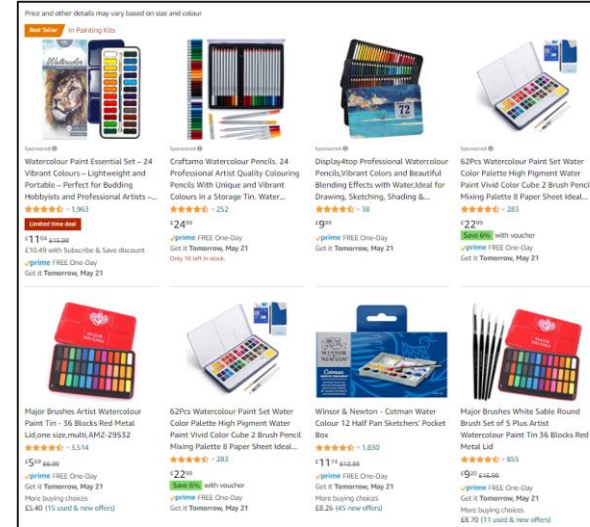


Amazon advertising – Sponsored products



What are these?

Self-service, cost-per-click ads that appear in shopping results and on product pages.



Why are they beneficial?



Visibility



Increase sales



Control costs



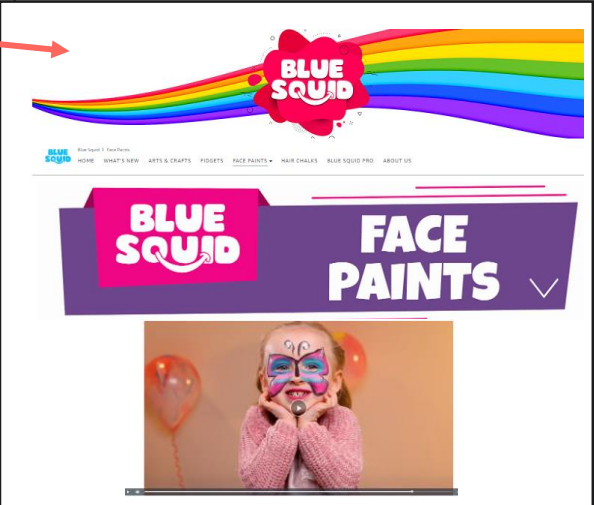
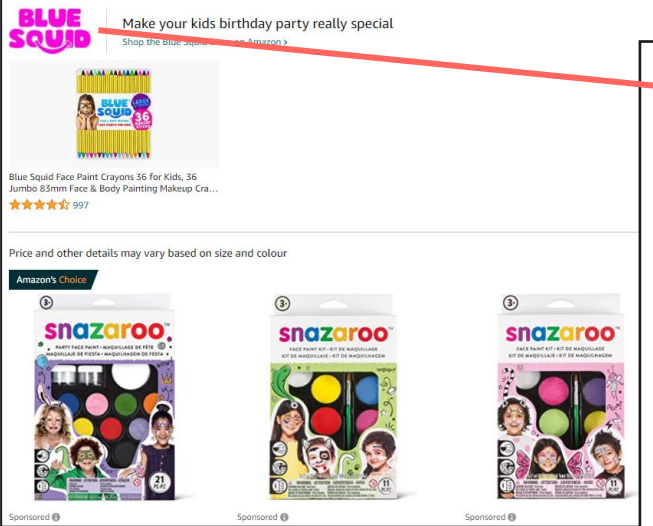
Measure success

Amazon advertising- Sponsored brands



What are these?

Self-service, cost-per-click ads that appear in shopping results with a custom headline, logo and multiple products.



Why are they beneficial?



Build brand awareness



Connect shoppers



Branded experience



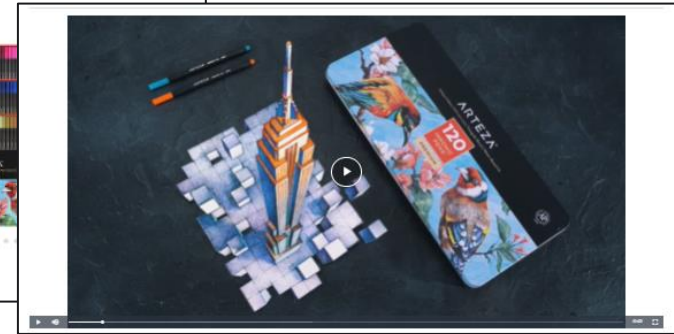
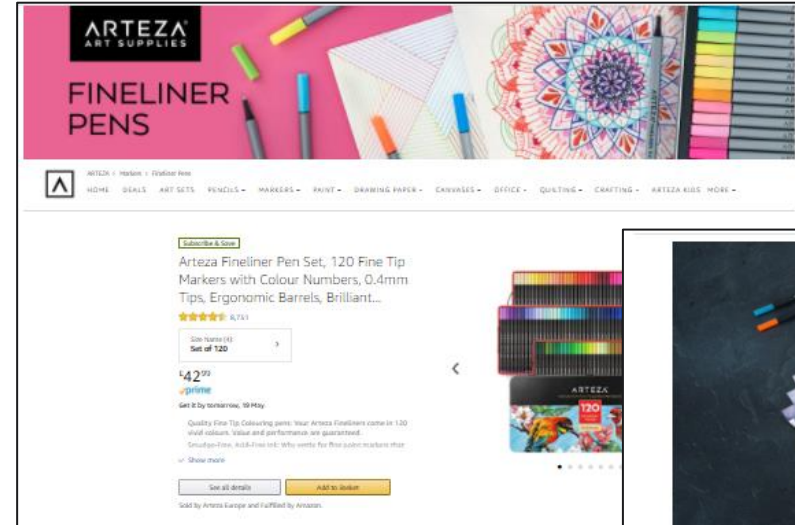
Control costs

Amazon advertising – Stores



What are these?

Stores are free, multi-page brand destinations on Amazon that feature your brand information and product portfolio.



Why are they beneficial?



Build brand awareness



Design your store



Own Amazon.com address



Store insights

Different advertising formats can compliment each other along the customer journey

“ Amazon Advertising allows us to engage with our clients' customers at different points of their buying journey. Having the ability to reach customers when they're in a buying frame of mind is a valuable proposition for any brand or agency. ”

– Mark Pettit, CEO, Skye High Media

“ Sponsored Products enabled our team to get the Smith & Sinclair product range in front of the right customers across key areas of the search page in a cost-effective manner. Sponsored Brands, on the other hand, captured customers further up the purchasing funnel and allowed us to tailor the messaging to specific audience groups. ”

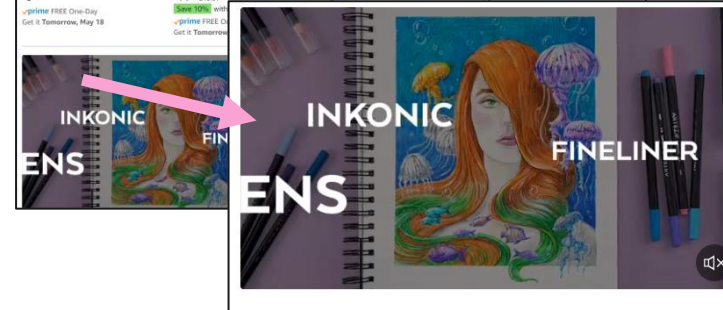
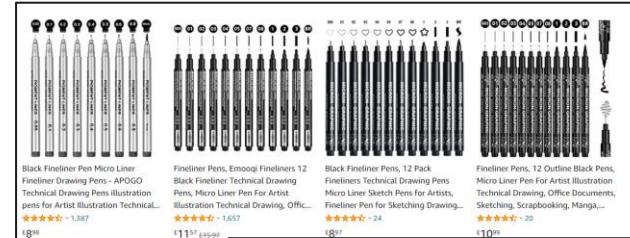
– Mark Pettit, CEO, Skye High Media

Amazon advertising- Sponsored display



What are these?

Self-service automatically generated display ads, targeted at audiences, on and off Amazon, based on relevant Amazon shopping interests.



Sponsored
Arteza Fineliner Pens Inkonic, 0.4 mm Tips, Set of 72 Colours, Water-Based, Non-Toxic, Fine...
★★★★☆ ~ 8,725
£25⁹⁹
prime FREE One-Day Get it Tomorrow, May 18

Why are they beneficial?



Grow your on-Amazon business



Self-service display ads



Control costs

Amazon advertising – Amazon Attribution



What is this?

A product that can measure how Amazon and non-Amazon advertising media plays a role in the shopping journey on Amazon.



How does Amazon Attribution work?

Paid Advertising

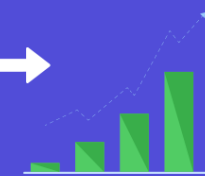


In-Store



Amazon Attribution

Optimize against total conversions



www.sellerapp.com

Why is it beneficial?



Measure



Optimise



Plan

Amazon advertising – Amazon Live



What is this?

Offers brands the ability to engage with shoppers in real time and drive consideration through interactive, shoppable live streams.



Why is it beneficial?



Drive awareness and consideration



Educate shoppers



Connect in real time

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**What does this mean
for Colart?**

This is how we approach building a DTC strategy at TMW



Proposition

Positioning our offering within the market



Connection

When, where and how we connect with our audience



Enablement

Creating a system that deploys our strategy

TMW

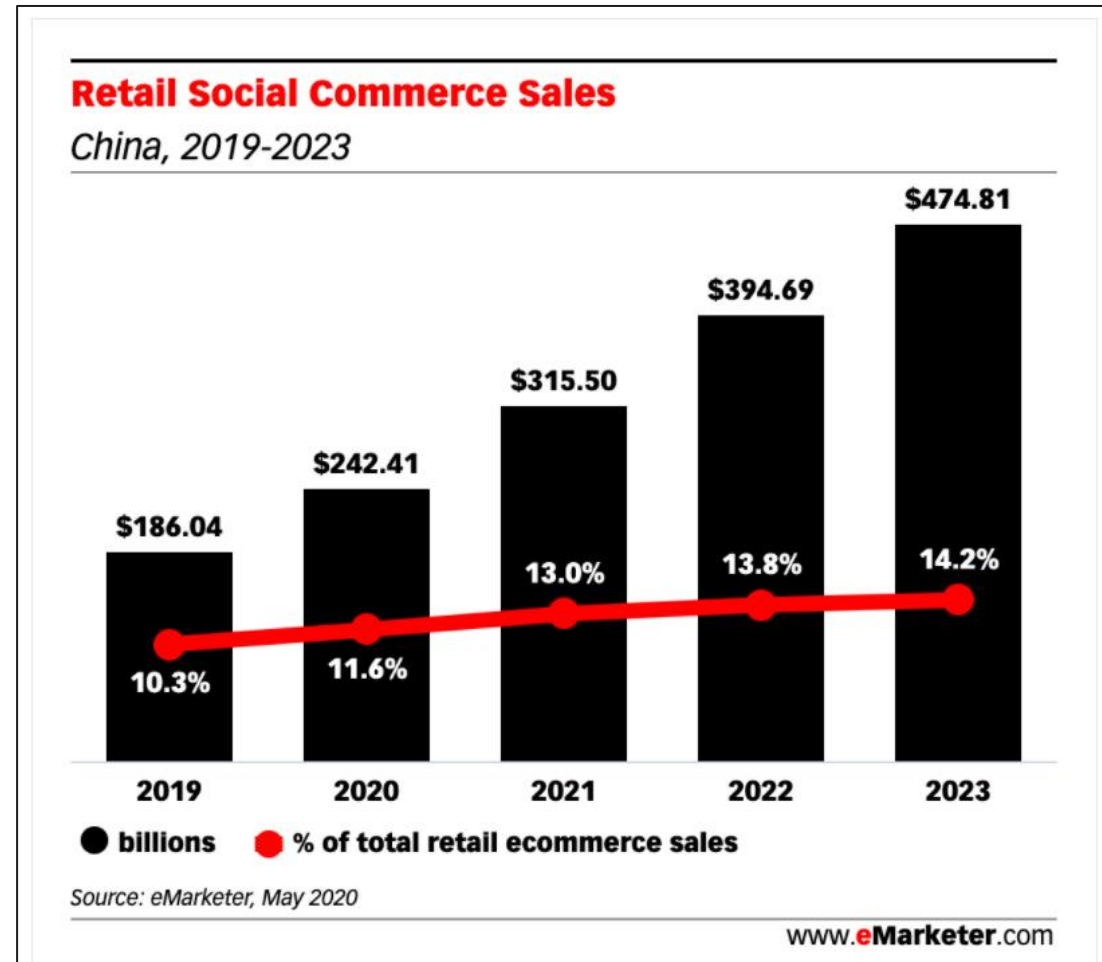
**But what does the future
of e-commerce look like..?**



Social commerce in Asia and China

China is a decade ahead of other countries in the social commerce space, which gives us insight into the future

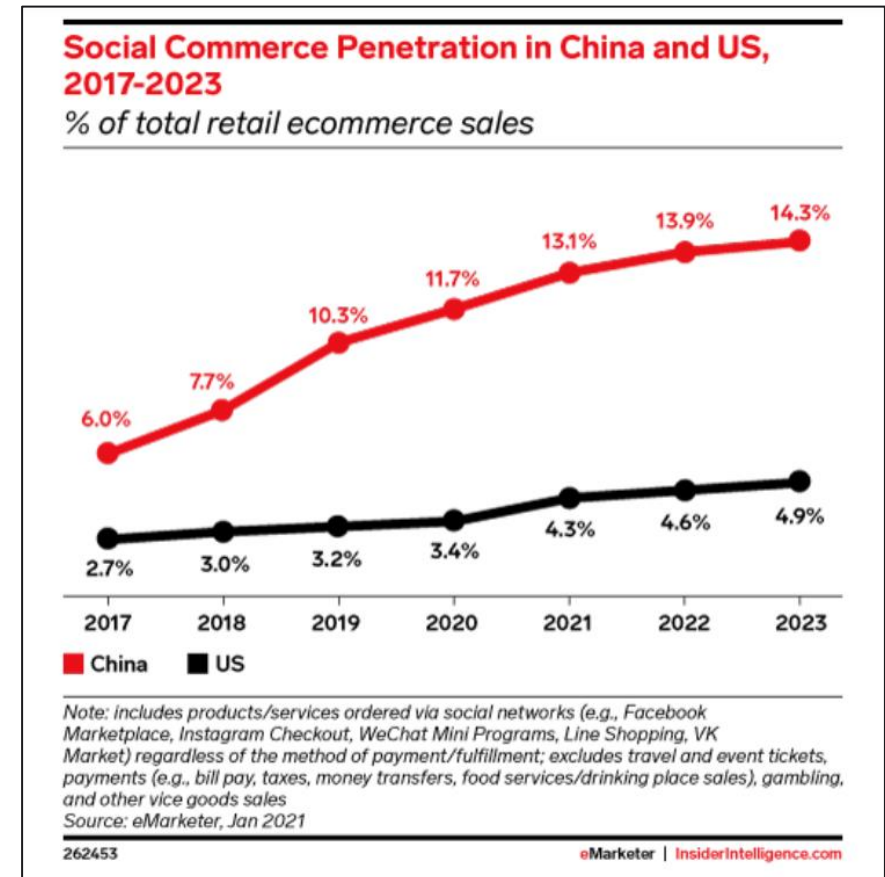
In China,
social commerce
makes up
11.6%
of retail
ecommerce sales



Looking to China and Asia for insights gives us a road map for innovation

US social commerce is following in China's footsteps

Article by Andrew Lipsman | Feb 5, 2021



We have looked into three specific social commerce channels used in China



WeiBo



WeChat



KOLs

WeiBo



Weibo (Chinese version of Twitter) can be used by brands to reach existing and interested buyers through unlimited posts.

There are a few ways brands can leverage the platform to connect with audiences:

- **Official account pages**
- **Tmall**
- **Company and personal accounts**

Burberry x Weibo

Burberry
BURBERRY—博柏利(上海)贸易有限公司

+ 关注 私信

主页 相册

909641 粉丝 | 141 关注 | 3030 微博

微博认证 Lv70

BURBERRY—博柏利(上海)贸易有限公司

行业类别 服装服饰-服装

简介：成立于1856年的标志性英国奢侈品牌

更多 >

欢迎关注BURBERRY官方微信平台

ART OF THE TRENCH
风衣艺术展登陆上海

Burberry 风衣艺术展将于2013年首次来到中国，通过摄影镜头展示上海这座绚烂城市的人文风貌以及讲述活跃在这座城市极具创意态度的先锋人士与风衣故事。

2013年8月30日 - 9月16日
上海尚嘉中心首层 & K11购物艺术中心首层

WeChat



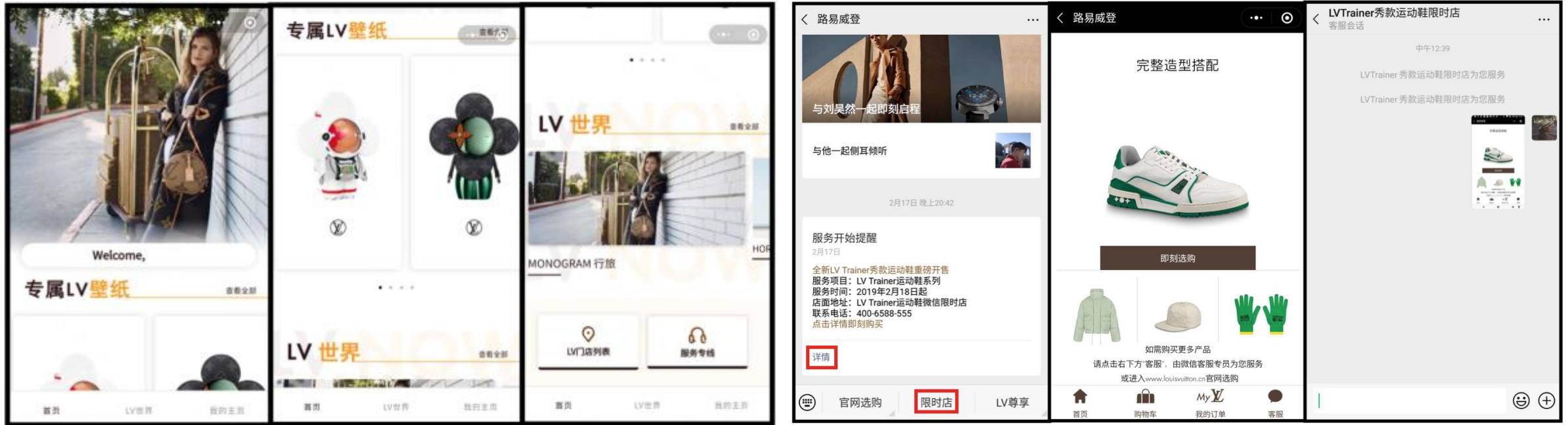
The most popular Chinese social media messaging app with over 1 billion monthly users. Not only is it used for business and personal conversations, its also used to book taxis, pay friends, listen to music, read news, and makes calls all within the app.

There are multiple ways brands can use the platform to connect with their audiences:

- **Official accounts**
- **Mini Programs**
- **Brand Zone**
- **WeChat shop**



Louis Vuitton's Mini Program



Entry Point

Product Page

Chat Service

KOLs – Key Opinion Leaders



Influential public figures that have developed a massive digital audience by creating interesting content. Often used by brands to reach thousands of potential customers on social media.

Similar to how we use influencers in the UK, brands can utilise KOLs in multiple ways:

- **Share branded content**
- **Giveaway campaigns, competitions and discount codes**
- **Build a reputation and promote products**

KOLs – Key Opinion Leaders



A portrait of Youlina, a woman with long dark hair, wearing a dark blue sleeveless top. A circular inset shows her in a pink top.



优里娜, SHANGHAI


 1.1M  201.8k  23.2k



A portrait of Wenjunlau, a woman with long dark hair, wearing a blue and black patterned dress, walking on a city street. A circular inset shows her in a white top.


WENJUNLAU, SHANGHAI

 198.9K  12.6K



A portrait of kittywenny, a woman with long brown hair, wearing a purple sweater, holding a white cup. A circular inset shows her in a dark blue top.

kittywenny, SHANGHAI

 705K

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**What does this mean for
Colart?**

The digitisation of culture



TMW

Thanks