

Digital Lunch & Learn Session

How the pandemic has accelerated the shift to a more digital world.

Thursday saw the second in the scheduled series of quarterly Digital Lunch & Learn's for 2021. Co-hosted by Digital Director Louise Booth and creative agency partner TMW, an extended invite list resulted in an audience of over 130 people.

Titled "How the pandemic has accelerated the shift to a more digital world", co-hosts covered three topics that perfectly align with the Colart now and future state. They included:

1. The impact of covid on digital and e-commerce
2. Advertising opportunities on Amazon
3. Insights into social commerce across Asia and China.

Also, co-hosting the first lunch and learn session for 2021, TMW drew on data and insights to provide a targeted overview of the impact these three topics have on the Colart business. And how the pandemic has accelerated the shift to a more digital world, resulting in long-term consumer online shopping behaviour changes.

Examples from their recommendations included the potential reach through Amazon, as an advertising platform, alongside influencers, to reach our audiences and an insightful lens into the future of social commerce through researching significantly developed markets in Asia and China.

Click [here](#) to access the whole presentation.

Couldn't attend the session? Catch up by viewing the videos.

1. [Louise Booth Introduces.](#)
2. [TMW introduction.](#)
3. [Impact of COVID-19 on Digital and eCommerce.](#)
4. [Advertising opportunities on Amazon.](#)
5. [Insights into social commerce across Asia and China.](#)
6. [Q&A time.](#)