



colart

INTRODUCTION TO INSIGHTS AT COLART

TOWN HALL PRESENTATION – 04/06/2021

Insights

“The capacity to gain an accurate and deep understanding of someone or something.”

- Function is still new in Colart and was setup in 2019.
- Over 10 years experience working in insight and market research roles.
- Joined Colart in March 2018 and am based in London.
- Report into Stuart (Shopper).
- Most love the freedom my role allows me to challenge our ways of thinking through data and insights, impacting longer term strategic change.
- Role reaches out to all markets and involves collaborations with brands, marketing, digital, commercial and analytics teams.



What has Insights been able to achieve so far?

Since 2019, we have gathered insights through 14 independently conducted research studies, covering more than 7 countries, involving over 15,000 artists!

15,031



Consumers spoken to through qualitative or quantitative research projects.

14



Number of individual research projects conducted in the last 2 years.

7



Number of countries we have conducted research in.

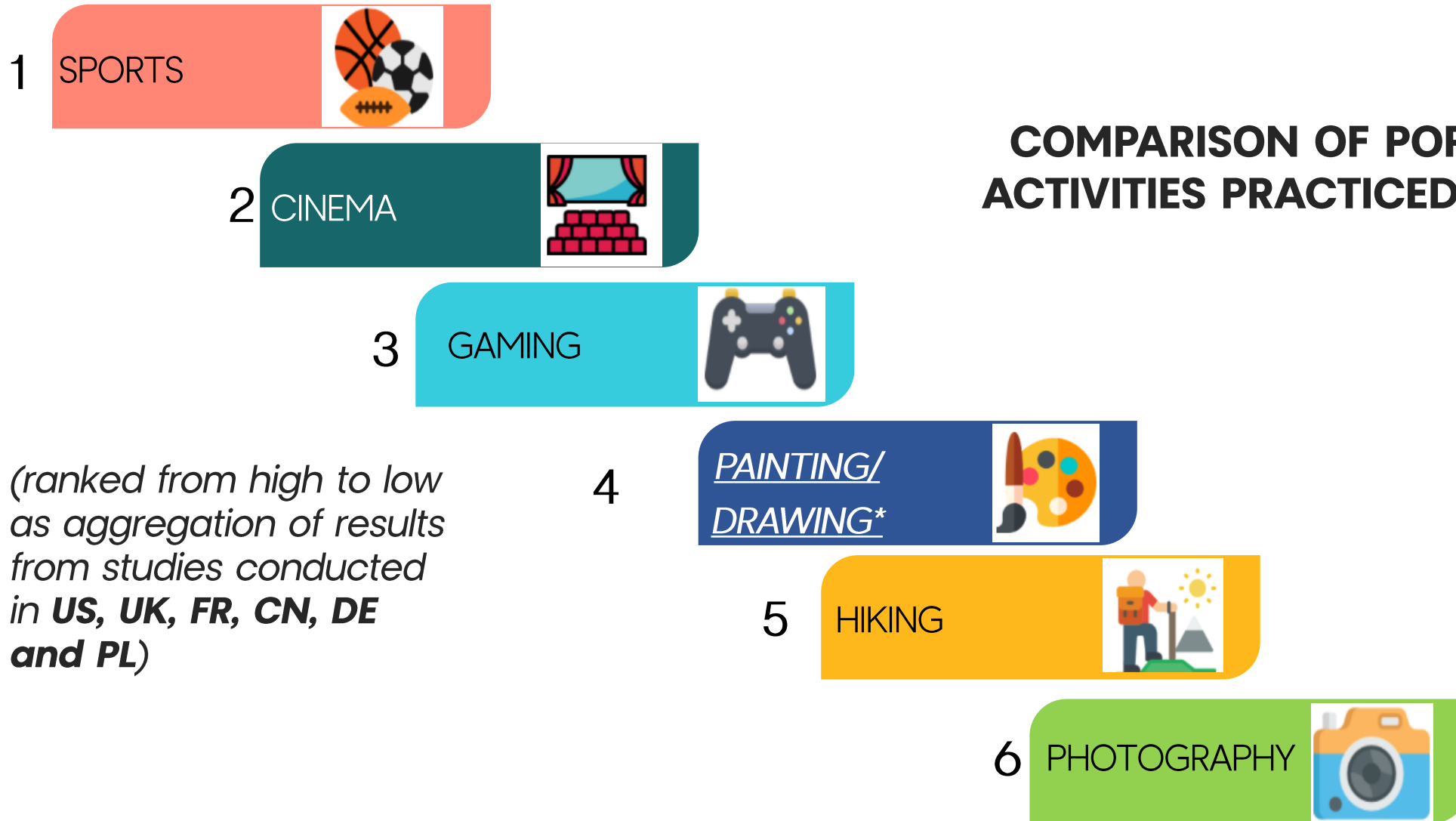
4,222



Number of consumer hours invested in various research programs to date.

What has this helped us learn about our consumers?

Painting/drawing is among the most popular hobbies among consumers in several countries

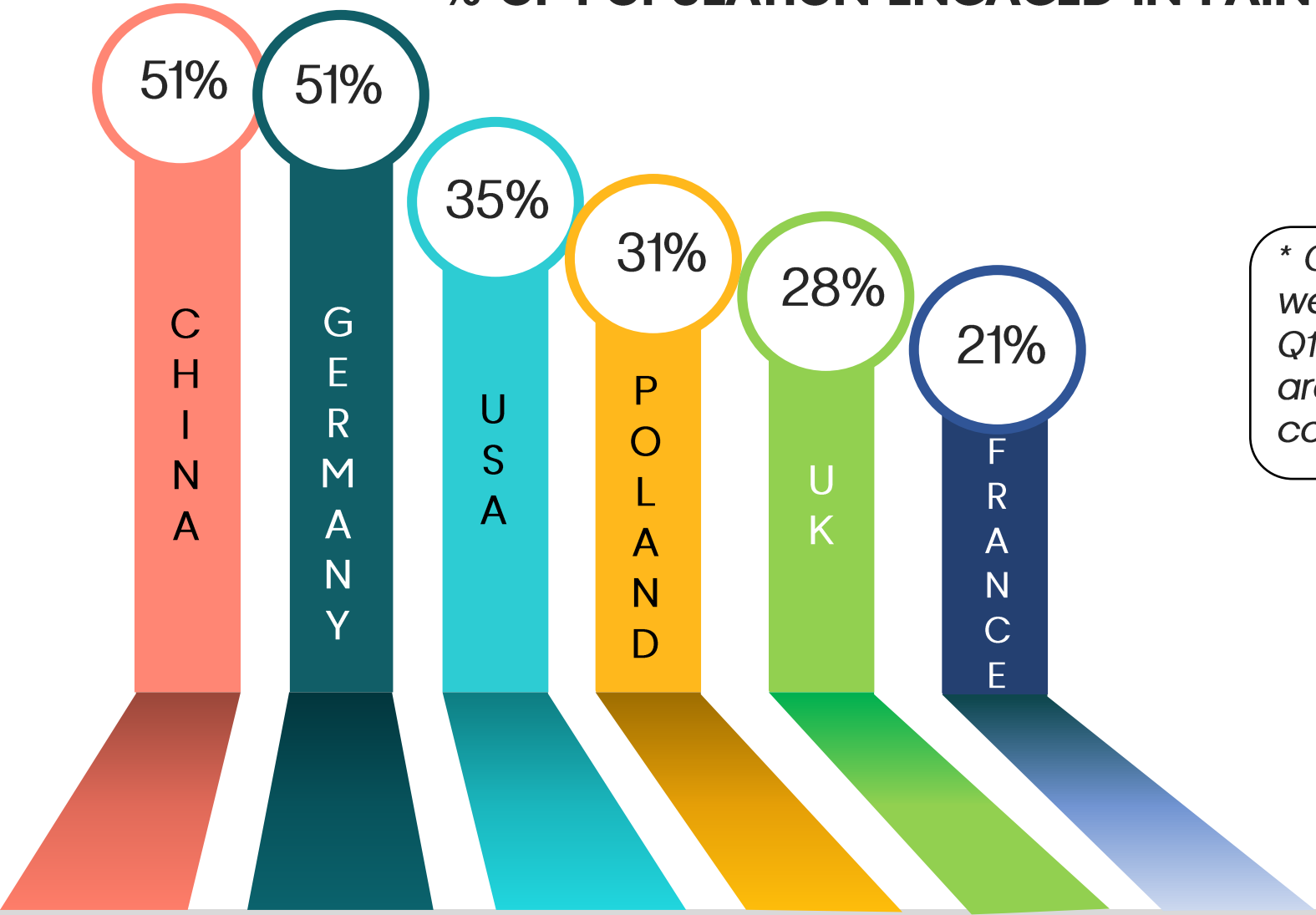


COMPARISON OF POPULARITY OF ACTIVITIES PRACTICED AS A HOBBY

(ranked from high to low as aggregation of results from studies conducted in **US, UK, FR, CN, DE and PL**)

Participation rates in painting/drawing vary between 20% - 50% of the entire population in our tracked markets.

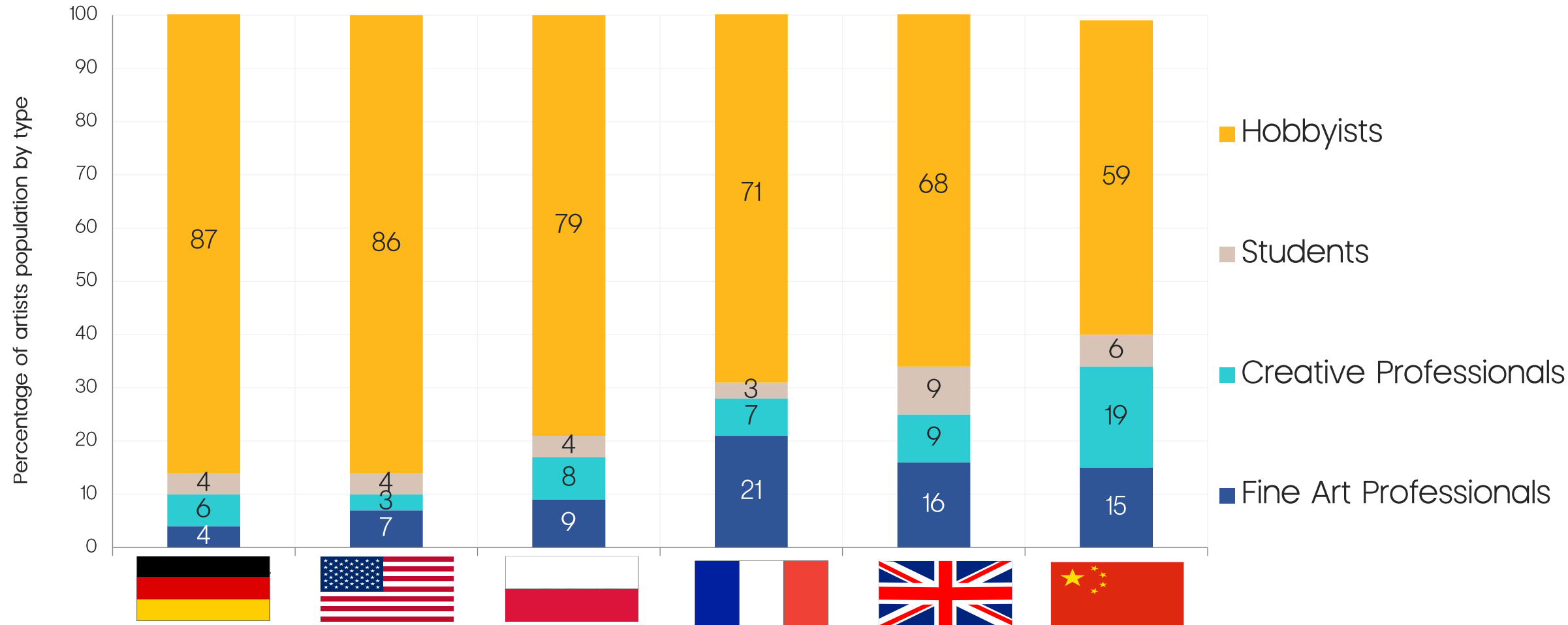
% OF POPULATION ENGAGED IN PAINTING/DRAWING



** China, Germany and Poland studies were conducted between Q4 2020 and Q1 2021, where the participation results are likely to have been higher - considering the pandemic impact.*

The type of artists in each country can vary, but Hobbyists always represent the largest consumer segment for any brand

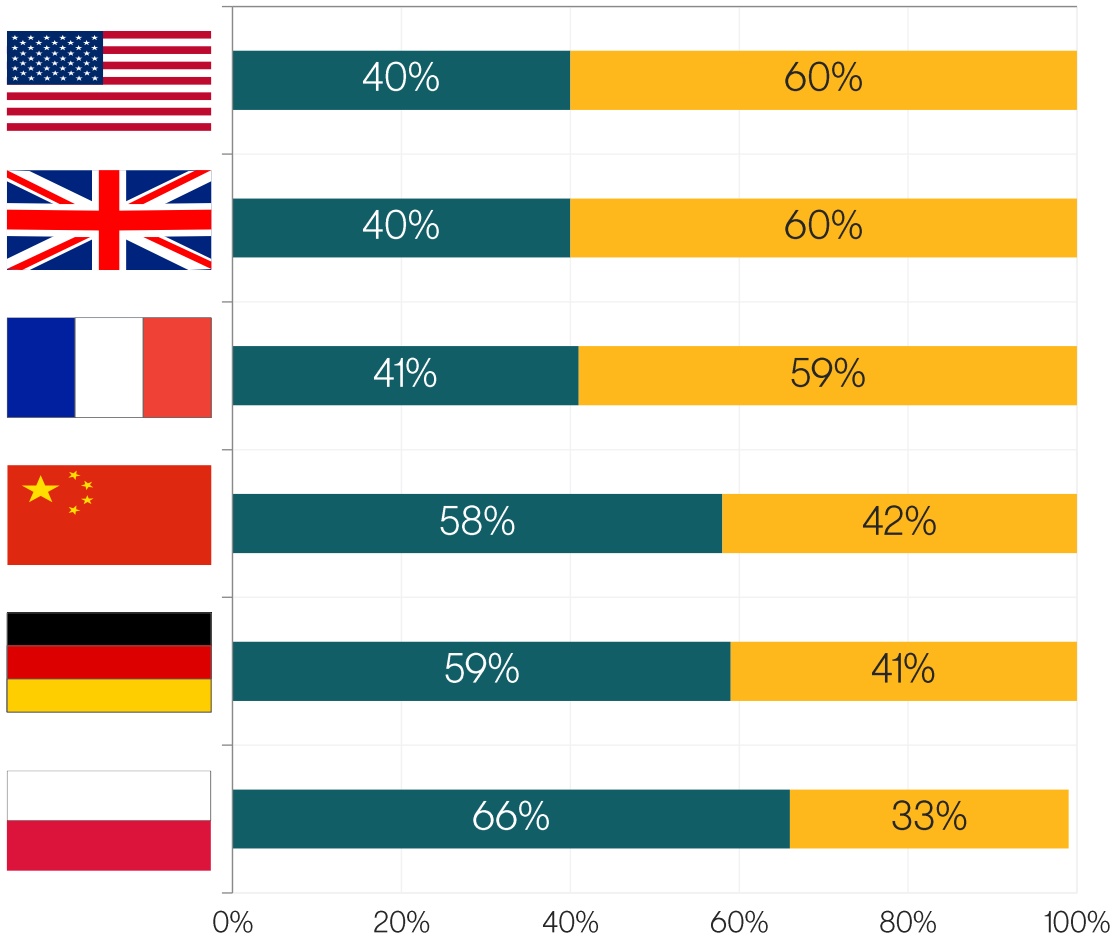
% BY TYPE OF ARTIST IN TRACKED MARKETS



Under 35s are the most actively involved age group in painting/drawing, while Females are more active in US, UK, FR vs Males in other tracked markets

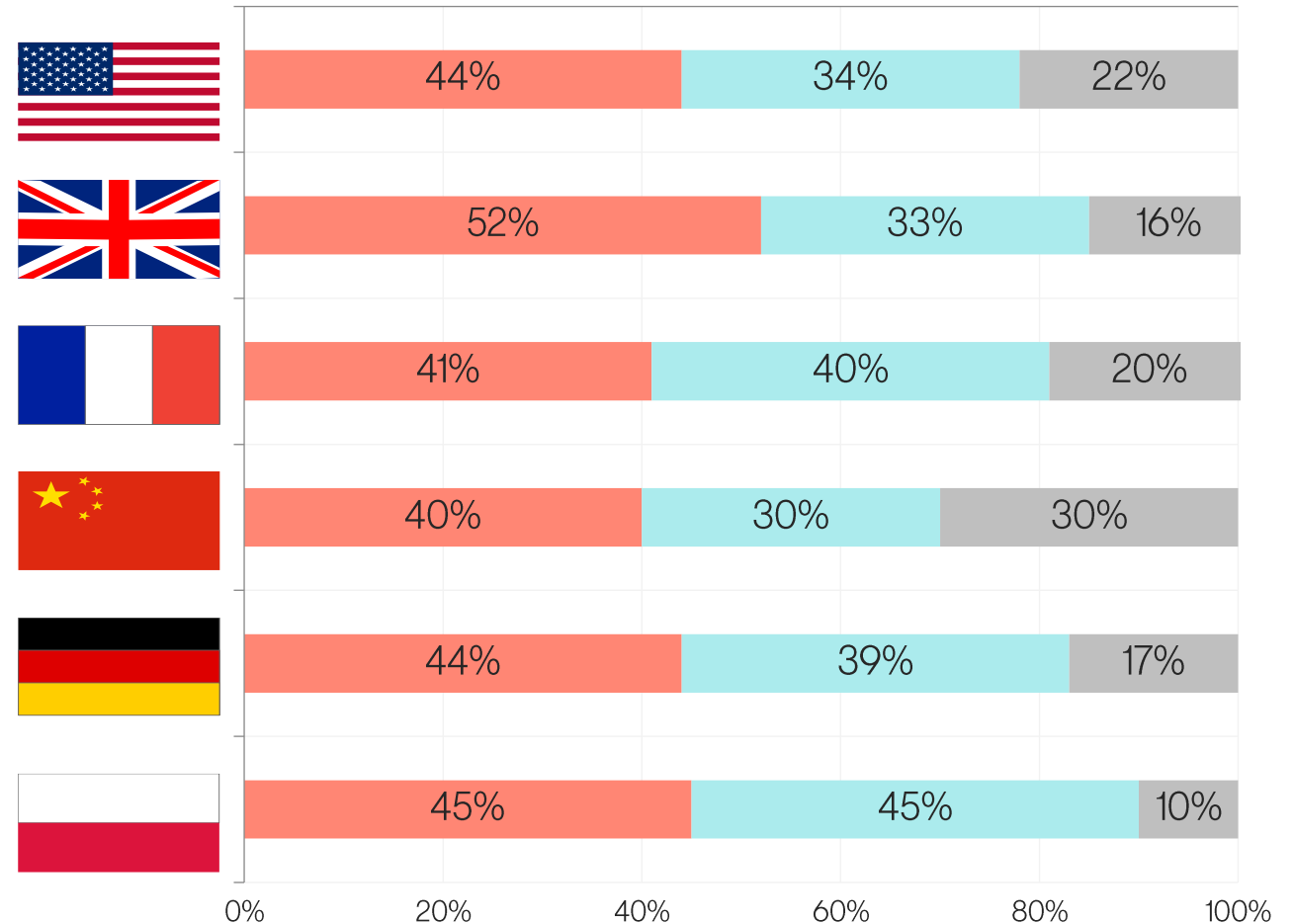
% BY GENDER IN TRACKED MARKETS

■ Male ■ Female



















% BY AGE GROUP IN TRACKED MARKETS

■ Under 35 ■ 35 - 54 ■ 55+



While basic products usage (Pencils, Brushes & Paper) remain high among artists in all markets, the other categories usage can swing a lot!

% OF ARTISTS IN EACH MARKET USING THE PRODUCTS

					
Pencils 	73%	67%	72%	82%	80%
Brushes 	64%	59%	68%	80%	68%
Paper 	58%	64%	68%	78%	75%
Markers 	56%	37%	56%	57%	35%
Fineliners 	54%	58%	56%	57%	32%
Acrylic paints 	50%	48%	42%	43%	54%
Canvas 	46%	39%	43%	77%	45%
Watercolour 	33%	45%	39%	77%	36%
Inks 	31%	33%	30%	55%	27%
Oil paints 	25%	26%	30%	64%	25%
Mediums 	12%	14%	20%	32%	49%
Average number of categories used	5	5	5	7	5

So there are lots of consumers - but how do they choose the brands they use and remain loyal to?

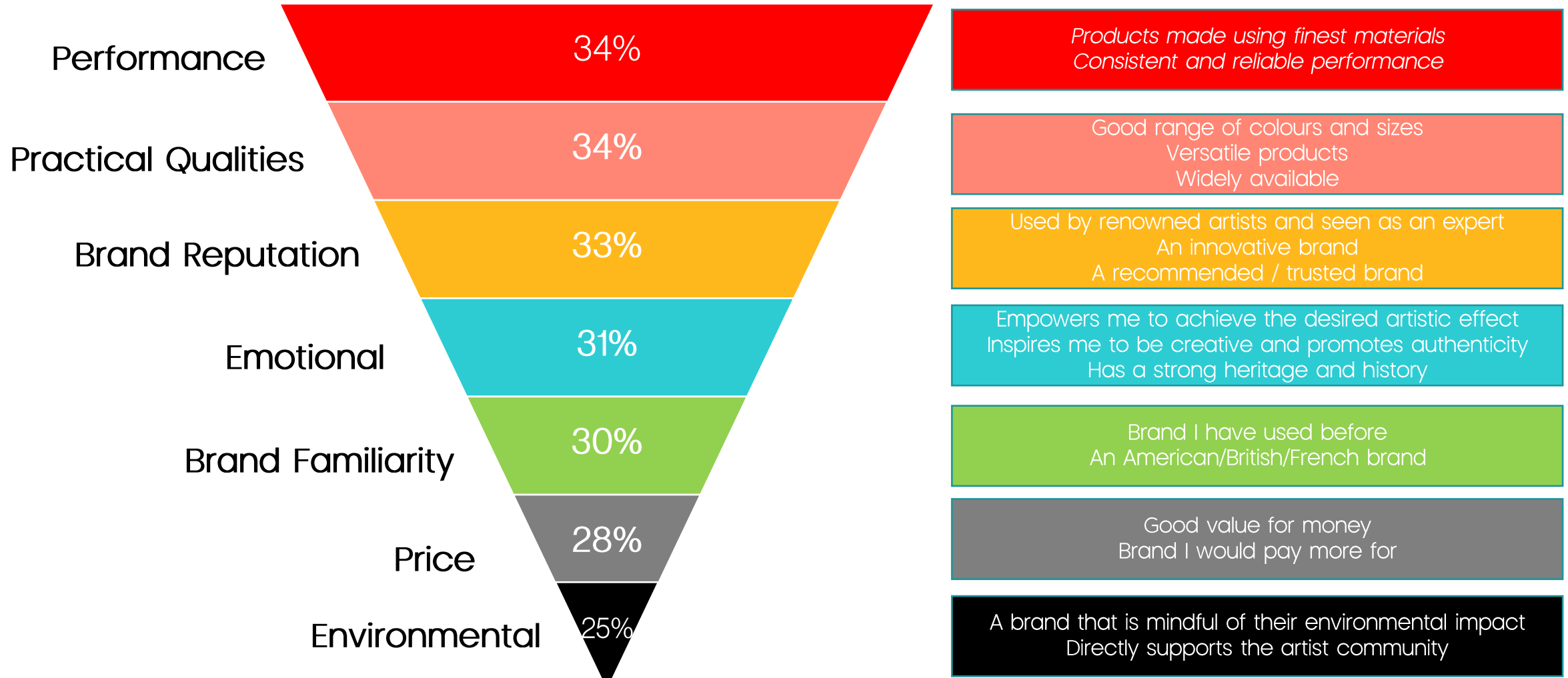
Through consumer research, we can identify the most relevant criteria artists claim drives their loyalty towards their chosen brands

Key criteria defined by consumer research that drives brand preference in art materials



Consumers rate brands as performing better in functional attributes (performance, quality, reputation), and less so among environmental, an opportunity for the future

% OF ARTISTS STRONGLY AGREEING THEIR PREFERRED BRAND MEETS THESE REQUIREMENTS



The drivers of brand loyalty, and what they would pay more for – boils down to a handful of reasons, all of which are essential to our brands strategy

KEY DRIVERS OF BRAND CHOICE AMONG ARTISTS



THINGS CONSUMERS WOULD PAY MORE FOR



What does this mean for our brands and long term strategy?

The strength of our brands comes as no surprise given how popular we are among our consumers!

56%

Of artists recognize our brands in our key markets, among top 3 market leading scores

5

Categories where our brands are the most preferred by consumers vs other competitors

55%

Of our brand consumers claim they have a strong emotional relation with our brands, among the top 2 market leading scores

72%




Of our consumers agree that we are a trusted, recommended, and consistent/reliable brand that drives their loyalty towards us

6

Average number of years our brand consumers have used our brands for



The result of these consumer insights therefore helps inform and validate our brand strategies, allowing us to leverage these to drive growth and consumer loyalty for our brands

Our Brands	Their vision	Conversion factors to achieve the vision
	Be the Nr.1 art material brand of choice for today's creatives, which they are willing to pay more for*.	<ul style="list-style-type: none"> • Improve the emotional connection with fine art professionals/students.* • Drive brand preference with creative professionals in graphic art. • Leverage the high brand trust with hobbyists.
	Be the acrylic "brand of choice" empowering artists* to create with confidence and no limits.	<ul style="list-style-type: none"> • Consistently innovate and deliver a portfolio that meets artists* needs from entry through professional, enabling users to push their boundaries • Emotionally engage with artists* throughout their journey to build authenticity, spark inspiration and foster sense of community. • Continuously prioritise sustainability with a holistic approach that integrates people, planet and profit
	Become the preferred brand for passionate painters and help free their emotions; endorsed by Fine Art Professionals.	<ul style="list-style-type: none"> • Be a respected and recommended brand by key prescribers • Be perceived as an accessible Fine Art brand that takes passionate painters seriously and guides them in their personal artistic journey, developing trust and emotional connection with them.

What else is on the Insights agenda for the rest of 2021?

We have some exciting new projects in the pipeline planned for the rest of 2021, that promise to take our consumer understanding to new heights!

Consumer Immersion Study

Brand Tracking (US, UK, FR)

Shopper journey in the post Covid world

POS & Consumer panel - US

Futurescope for art materials

NPD research into new categories

colart



JEAN-PIERRE LAÙRENS

*C'est les boloniers qui
je me joins à mes collègues*



ALBERT LEBOURG

THANK YOU!

7 June, 2021

For more details, please contact



Jatin Kuckreja

Head of Category & Consumer Insights

T +44 203 947 5848

M +44 738 894 8508

E jatin.kuckreja@colart.com