

# Town Hall Meeting – Watch the video.

## What insight do you think everyone in the business should keep front of mind?

*“I would say that consumers expect the brands they buy to deliver quality and performance as per their expectations, but the brands that drive true engagement appeal emotionally to consumers, and therefore driving emotional engagement through our comms needs to be at the forefront to building a retaining consumer loyalty. Furthermore, consumers are keen to support and pay more for brands that drive the environmental drivers (supporting the artists' community and being mindful of their environmental impact and trying to be more sustainable). These factors can give us the added edge vs competitors, which the business is clearly supports”. – Jatin Kuckreja, Head of Category & Consumer Insights.*

On Friday 4th June, we held the fortnightly Town Hall meeting hosted by CEO Dennis van Schie.

Dennis started the session by reminding us to speak up, share what we feel, share ideas; this way, we can understand better how we can continue to strive and live up to our purpose to inspire every artist in the world. Dennis also announced that Colart's Sustainability Report is finally published; it proves that we are taking action. You can find it [here](#). He further highlighted the importance of following COVID guidelines. You can [read the article](#) published last week on the Intranet, where you can get the tips that Colart is giving in terms of travelling and other aspects.

Our guest at this week's Town Hall Meeting was the Head of Category & Consumer Insights, Jatin Kuckreja.

Jatin provided us with an excellent introduction, as it is a function still relatively new in Colart. He explained what they had done so far in these two years. He explained some achievements from the past two years and provided a flavour from insights and what we now know about our consumers, markets, and brands. To end, he shared with us some of the exciting projects that they have in the pipeline for the future.

Check out Jatin's full presentation [here](#).

## **In the previous THM, we re-introduced the Q&A function. We are happy to see that you are using it.**

We received a few questions, and many compliments for Jatin. He has answered one question in the introduction to this article.

Another important question was:

*Why do we start too late?*

Most of the time, we wait until we reach 100 attendees before we go live. But we understand the frustration for those that are on time, for that reason, and as Dennis wrote on the Wall, we will make sure we start on time next Town Hall Meeting.

If you couldn't make it to the live event. Check out the video [here](#).