

WEBVTT

00:00:09.133 --> 00:00:12.563

Hello everybody. Yeah this is

00:00:12.563 --> 00:00:16.073

s the second town hall of the week and also the last

00:00:16.073 --> 00:00:19.523

town hall of this year, a year

00:00:19.523 --> 00:00:22.733

with lot, a lot of activities

00:00:22.733 --> 00:00:26.623

a lot of surprises of course, not to mention

00:00:26.623 --> 00:00:30.213

the invasion of Russia into Ukraine. The

00:00:30.213 --> 00:00:30.643

stock markets.

00:00:30.693 --> 00:00:33.883

Coming down to my macroeconomic

00:00:33.883 --> 00:00:37.193

outlook becoming gloomier and gloomier every single

00:00:37.193 --> 00:00:41.123

day. Recessions coming, how to prepare ourselves, et cetera

00:00:41.123 --> 00:00:44.163

Earlier this week, of course, we did spend time talking about

00:00:44.163 --> 00:00:47.233

the restructuring and some of the

00:00:47.233 --> 00:00:50.253

cost saving programs that had to happen to set ourselves up

00:00:50.253 --> 00:00:53.613

r success going forward an eventful

00:00:53.613 --> 00:00:56.943

year, let's go 2022 that of course

00:00:56.943 --> 00:01:00.073

every year is very eventful, but I must say in the seven

00:01:00.073 --> 00:01:00.653

ven years that I'm.

00:01:00.713 --> 00:01:03.973

With color and with you this was

00:01:03.973 --> 00:01:07.653

s one of the most eventful and the most intense I

00:01:07.653 --> 00:01:11.203

I must say that I've experienced so here

00:01:11.203 --> 00:01:15.143

e we are, the last town hall of the

00:01:15.143 --> 00:01:19.103

year. Later this town hall

00:01:19.103 --> 00:01:22.223

I will be joined by a fantastic team

00:01:22.223 --> 00:01:25.823

I will leave it as a bit of a cliffhanger. Right now I'm

00:01:25.823 --> 00:01:29.113

h, I'm very proud to say that we're going

00:01:29.113 --> 00:01:31.303

live somewhere in London, somewhere in.

00:01:31.363 --> 00:01:35.133

A's an amazing retail environment and

00:01:35.133 --> 00:01:38.423

you're gonna see and listen to one of

00:01:38.423 --> 00:01:41.483

the more advanced and truly

00:01:41.483 --> 00:01:45.513

engaging activities that we have developed over the

00:01:45.513 --> 00:01:49.593

the last couple of years. The team will bring it come to life

00:01:49.593 --> 00:01:53.103

and for now I'll move on my usual topics first of all

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ll, covid. Strange to say, right, because it's still. It's still

00:01:56.403 --> 00:01:57.913

definitely here. The numbers are going up.

00:01:58.993 --> 00:02:03.433

Here in the UK, hospitals are being clogged up

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normally in the winter, so already a bit more busy, but again

00:02:06.653 --> 00:02:10.263

covid is having an effect. Of course everybody has also

00:02:10.263 --> 00:02:13.463

read about the news in China where

00:02:13.463 --> 00:02:16.953

e protest the economic downturn, right? Clearly the

00:02:16.953 --> 00:02:20.313

ght clearly the The Zero policy is being loosened up by by the

00:02:20.313 --> 00:02:24.183

nd that would mean hopefully I was in Lamar earlier this week.

00:02:25.633 --> 00:02:29.193

Joking, not joking. Actually being quite serious to Dominique

00:02:29.193 --> 00:02:32.543

as well, that we really hope

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that loosening up the policies in China mean that Dominic and myself

00:02:36.393 --> 00:02:39.693

will be able to go visit tianjing

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and then maybe even Shanghai as well to finally after

00:02:43.023 --> 00:02:46.823

so many years, meet and see our people in

00:02:46.823 --> 00:02:47.223

China.

00:02:47.773 --> 00:02:51.613

So stay safe. Stay

00:02:51.613 --> 00:02:55.513

healthy. I can only recommend you to not

00:02:55.513 --> 00:02:58.653

to not let your guard down when it comes to looking

00:02:58.653 --> 00:03:01.743

after your health and looking after your colleagues, not only

00:03:01.743 --> 00:03:05.213

related to covid of course, but in general

00:03:05.213 --> 00:03:08.263

I that's what we are family, we look after each other and

00:03:08.263 --> 00:03:12.453

nd that's what we should continue to be doing. You might

00:03:12.453 --> 00:03:15.593

wonder what I'm reading. I'm reading this book at the moment. It's

00:03:15.593 --> 00:03:17.443

s a little present from my.

00:03:17.503 --> 00:03:20.783

My daughter real cut the last

00:03:20.783 --> 00:03:24.073

t inward man. Written by Leslie chamberlain

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May be relative of you, Steve. I don't know. It's very fascinating book

00:03:29.443 --> 00:03:33.033

It's about the insights in the life

00:03:33.033 --> 00:03:36.413

e of the beautiful Austrian poet I used to read. Real quite a lot

00:03:36.413 --> 00:03:39.743

when I was in my very romantic years when I was living

00:03:39.743 --> 00:03:43.243

g in Paris just after the university

00:03:43.243 --> 00:03:46.393

and real also actually later in the 20th

00:03:46.393 --> 00:03:47.713

century became famous.

00:03:47.763 --> 00:03:51.063

For his way of approaching life, his way of

00:03:51.063 --> 00:03:54.753

getting most out of life a more fulfilled

00:03:54.753 --> 00:03:58.343

d life, a life that is less anxious by

00:03:58.343 --> 00:04:01.663

his metaphorical and

00:04:01.663 --> 00:04:04.993

mystical and spiritual way of describing

00:04:04.993 --> 00:04:08.433

People love beauty that never dies anyway, so that's what

00:04:08.433 --> 00:04:08.703

I'm reading.

00:04:09.973 --> 00:04:13.463

The second piece of inspiration

00:04:13.463 --> 00:04:15.463

is it's all about you, actually.

00:04:16.183 --> 00:04:19.373

You give me an a tremendous amount of inspiration

00:04:19.373 --> 00:04:22.783

and what I was saying that and why I'm saying it

00:04:22.783 --> 00:04:26.123

now is what I thought when Paul, our chairman, asked

00:04:26.123 --> 00:04:29.443

e earlier in the week after the board meeting and

00:04:29.443 --> 00:04:32.763

nd the Global Child Forum that I participated in

00:04:32.763 --> 00:04:35.773

Sweden last week, right as I said he asked

00:04:35.773 --> 00:04:38.943

d me please Dennis, can you give me a couple

00:04:38.943 --> 00:04:42.393

e of highlights of 2022 because I'm going to give a

00:04:42.393 --> 00:04:45.553

speech at the Christmas dinner at Linden Group in

00:04:45.553 --> 00:04:45.983

n her goodness.

00:04:46.043 --> 00:04:49.273

And yeah, I would. I would like to know

00:04:49.273 --> 00:04:50.393

some pointers and some.

00:04:51.263 --> 00:04:54.973

Some ideas what you're most proud of. And then I started

00:04:54.973 --> 00:04:55.943

to think and I thought.

00:04:57.293 --> 00:05:00.963

I am actually blinded sometimes also by

00:05:00.963 --> 00:05:04.283

right the tough decisions we need to make and the

00:05:04.283 --> 00:05:07.663

saving program saying no and stopping things in times like

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this. But if I took a step back and I thought about what are the three most

00:05:11.143 --> 00:05:12.183

important things or the most?

00:05:13.723 --> 00:05:17.253

Inspiring achievements

00:05:17.253 --> 00:05:18.843

that I'm super proud of. The first one.

00:05:19.623 --> 00:05:20.133

Is.

00:05:20.903 --> 00:05:24.703

That in 2022 we had

00:05:24.703 --> 00:05:29.643

the best ever employee satisfaction in the

00:05:29.643 --> 00:05:33.083

time of collect, we move from very, very negative to a + 20

00:05:33.083 --> 00:05:36.983

score during the employment engagement

00:05:36.983 --> 00:05:40.603

Survey or just before summer during the summer. And that's an

00:05:40.603 --> 00:05:44.243

amazing result. I mentioned it yesterday as well when we're in the London

00:05:44.243 --> 00:05:48.063

hub discussing hybrid working and I

00:05:48.063 --> 00:05:50.693

I made a reference and a connection to.

00:05:50.753 --> 00:05:53.933

The culture being such an important

00:05:53.933 --> 00:05:57.413

t part of running a healthy business, are people

00:05:57.413 --> 00:06:00.933

entric culture is something I'm super proud of and

00:06:00.933 --> 00:06:04.643

ain we've developed that over so many years into the best position we've ever

00:06:04.643 --> 00:06:07.983

r had. This year, the second one is also something to be

00:06:07.983 --> 00:06:11.383

very proud and I think we have not talked about it or shout about it

00:06:11.383 --> 00:06:14.403

to enough. That is the fact that in 2022.

00:06:15.153 --> 00:06:18.403

We reached the best

00:06:18.403 --> 00:06:21.653

ever customer satisfaction score again and PS we measured

00:06:21.653 --> 00:06:25.363

every, every year and remember I think back in the day when I started

00:06:25.363 --> 00:06:29.163

201516 it was minus 20

00:06:29.163 --> 00:06:32.393

or something. This year we reach plus

00:06:32.393 --> 00:06:36.353

26 across the board, all geographical

00:06:36.353 --> 00:06:40.693

areas, all Cpus really meant we

00:06:40.693 --> 00:06:44.663

really were able to over the years step by

00:06:44.663 --> 00:06:45.693

y step increase the satisfaction.

00:06:45.783 --> 00:06:48.983

All of our customers amazing. The last one I mentioned

00:06:48.983 --> 00:06:52.873

to Paul and for his speech in Sweden

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is also something that is absolutely in line with

00:06:56.003 --> 00:06:59.583

our strategy, our efforts, our investments, right and that

00:06:59.583 --> 00:07:02.883

is the fact that we this year

00:07:02.883 --> 00:07:07.463

r we measured the best ever

00:07:07.463 --> 00:07:11.323

brand preference for professional artist and

00:07:11.323 --> 00:07:14.403

this we measure by asking a large

00:07:14.403 --> 00:07:15.213

group of artists.

00:07:16.173 --> 00:07:19.323

To tell to tell us what is your most

00:07:19.323 --> 00:07:23.413

preferred brand and 44.9% of professional

00:07:23.413 --> 00:07:26.773

artists mentioned one of our top

00:07:26.773 --> 00:07:29.823

p three final brands. Of course we have more

00:07:29.823 --> 00:07:33.723

brands definitely these days Nazrul is back up again and that's

00:07:33.723 --> 00:07:37.443

s one of the other highlights of course that we should recognize this

00:07:37.443 --> 00:07:40.843

year. So not bad, right, we talk about

00:07:40.843 --> 00:07:44.403

t money, super important. We have to make money. We have to save money in

00:07:44.403 --> 00:07:45.143

order to.

00:07:45.643 --> 00:07:48.793

To bring back some cash in order to pay down our

00:07:48.793 --> 00:07:52.173

debt levels, but again, we should not underestimate

00:07:52.173 --> 00:07:55.553

amount of work that all of you have delivered in order

00:07:55.553 --> 00:07:59.883

r to get to these fantastic results. So I'm super proud

00:07:59.883 --> 00:08:03.153

And then there were the top three I gave it to Paul and allows me to go

00:08:03.153 --> 00:08:06.703

into very inspirational of course, but it allows me

00:08:06.703 --> 00:08:10.073

to give you a few more highlights of the

00:08:10.073 --> 00:08:13.413

e year when it comes to business. I'm looking at the clock, I would really

00:08:13.413 --> 00:08:15.613

y would like to give the team enough time to.

00:08:15.683 --> 00:08:17.143

No, that was my chair.

00:08:17.823 --> 00:08:21.103

To give the team enough time to do

00:08:21.103 --> 00:08:24.533

their to do their thing later, but just a few more things. The

00:08:24.533 --> 00:08:27.803

month of November 11, even if we didn't hit

00:08:27.803 --> 00:08:31.103

the sales line it seems that again our saving programs and

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nd our Opex reductions most likely will lead us to

00:08:34.443 --> 00:08:37.873

hit our projected profit number

00:08:37.873 --> 00:08:41.113

which is of course good. We have one month to go and we're

00:08:41.113 --> 00:08:44.233

confident that we stay within the latest promises that we have made and

00:08:44.233 --> 00:08:47.173

this is significant, it's important even if we.

00:08:47.223 --> 00:08:50.413

Those money it is important that we build

00:08:50.413 --> 00:08:53.893

d back up that confidence that you get when you hit

00:08:53.893 --> 00:08:56.963

and deliver upon your promises

00:08:56.963 --> 00:09:01.083

right? Very, very important. It gives a boost. It gives boost for your confidence

00:09:01.083 --> 00:09:05.073

It gives a boost to our own ability to say, OK, this

00:09:05.073 --> 00:09:08.443

is our analysis, this is what we're going to do about stuff and then hitting

00:09:08.443 --> 00:09:12.473

g it is of course very important. So thank you then

00:09:12.473 --> 00:09:15.843

in a few other things I would like to call out in terms of business

00:09:15.843 --> 00:09:17.483

we have had 15 town halls this year.

00:09:17.643 --> 00:09:20.693

Amazing, right? We have plenty of content creation

00:09:20.693 --> 00:09:23.893

and videos all over the place and I really hope

00:09:23.893 --> 00:09:28.103

e that you appreciate the communication efforts that we do

00:09:28.103 --> 00:09:31.243

in terms of business. I'm very pleased to see how

00:09:31.243 --> 00:09:34.803

w Snazaroo is hitting and beating their budget big time

00:09:34.803 --> 00:09:39.183

with, of course Minehead in their new site

00:09:39.183 --> 00:09:42.623

delivering very, very good results also I was

00:09:42.623 --> 00:09:46.193

as in Lamar again this year and again it was so painful to see that the company was

00:09:46.193 --> 00:09:47.313

s underutilized.

00:09:47.473 --> 00:09:50.633

Quiet. Empty, right? Not a lot. Definitely not

00:09:50.633 --> 00:09:56.303

as much people as we used to have still, despite

00:09:56.303 --> 00:10:00.413

very, very low utilization of our assets

00:10:00.413 --> 00:10:04.563

s, the labor efficiency stayed above 100%. So and that's not

00:10:04.563 --> 00:10:08.033

easy. That's the result of careful planning to being

00:10:08.033 --> 00:10:11.393

the size taking decisive actions in order to

00:10:11.393 --> 00:10:14.633

stay efficient even if the load on your factory

00:10:14.633 --> 00:10:17.063

ry is coming down. I was also thinking about the digital.

00:10:17.203 --> 00:10:20.253

Targets that we have set for ourselves when it

00:10:20.253 --> 00:10:25.233

comes to email subscribers or when it comes to click through rates, almost all

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brands did hit all their targets so

00:10:28.443 --> 00:10:31.623

o thanks everybody behind that. It's an amazing work always

00:10:31.623 --> 00:10:35.233

in the background. We don't talk enough about it, but definitely

00:10:35.233 --> 00:10:38.823

worth worth calling out then I think it's

00:10:38.823 --> 00:10:42.013

s yeah, I think it's time even if I have a much longer list

00:10:42.013 --> 00:10:45.383

t and maybe towards the end I can call out a few more. Great

00:10:45.383 --> 00:10:47.383

highlights of the year. It's time to.

00:10:47.443 --> 00:10:50.863

Switch to east London.

00:10:52.293 --> 00:10:52.823

Enjoy.

00:11:01.313 --> 00:11:04.833

Hello everyone, I'm really excited to be here doing this

00:11:04.833 --> 00:11:08.043

town hall from a live shopping

00:11:08.043 --> 00:11:11.413

experience. Hopefully that actually means will start to

00:11:11.413 --> 00:11:14.523

unveil itself. I'm here with staff

00:11:14.523 --> 00:11:17.673

from UK marketing and Emma UK

00:11:17.673 --> 00:11:21.093

K sales and most importantly I'm excitingly

00:11:21.093 --> 00:11:24.673

here with Andy Carter who is the artist who's working

00:11:24.673 --> 00:11:28.603

with us today. So you know why

00:11:28.603 --> 00:11:28.903

we got this.

00:11:28.953 --> 00:11:32.103

Go get me one volved in this and why are we

00:11:32.103 --> 00:11:35.913

doing this video? I guess it's because over the last few years

00:11:35.913 --> 00:11:39.173

we can see that the Chopra experiences become more and

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more important, and certainly less so

00:11:43.053 --> 00:11:46.733

without the product, but also in other arenas. But what

00:11:46.733 --> 00:11:49.793

we can see from white from

00:11:49.793 --> 00:11:52.833

m school initiatives that markets are beginning to years

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t they do get engagement for shoppers either events

00:11:56.643 --> 00:11:58.853

ents or in store, especially bigger scale.

00:11:59.753 --> 00:12:03.343

But that added value for shoppers, not only now

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allows them to interact with our products and

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experiment and understand, but it also more

00:12:10.303 --> 00:12:13.323

e importantly, means they get that real emotional connection with our

00:12:13.323 --> 00:12:16.643

rand. So we've done bigger events over the last

00:12:16.643 --> 00:12:19.753

few years, what code drops you don't want

00:12:19.753 --> 00:12:23.433

Chelsea Flower show where we analyze a lot of the input that

00:12:23.433 --> 00:12:25.193

t we got from shopping with certain staff.

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About what they enjoyed, about those experiences and it

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really was getting to play with product, getting to learn, understand

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tips and techniques. Meeting artists, seeing

00:12:36.693 --> 00:12:40.273

how they use the products, getting involved with doing

00:12:40.273 --> 00:12:44.053

things like competitions with Chelsea Flower show the wonderful hand

00:12:44.053 --> 00:12:47.663

d painted watercolor flowers. But

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the challenge I got back right we say was well, these things great but

00:12:50.873 --> 00:12:54.373

we can't do them all the time because they take a lot of time and they

00:12:54.373 --> 00:12:56.273

take a lot of money staff.

00:12:56.393 --> 00:12:59.613

And so how can we make this happen more often

00:12:59.613 --> 00:13:03.723

And so we started the program a few months ago, work a little markets

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to kind of understand what these activations could

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be, the way that people continue to do them much more making

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it and we came up with called 3 Tier 2 hit

00:13:14.743 --> 00:13:17.833

and his toolkit and maybe having graphic

00:13:17.833 --> 00:13:22.513

card and we'll color and what it means if you can pop up and pop down

00:13:22.513 --> 00:13:26.363

wn either at the event or in the sweetest story very quickly.

00:13:27.213 --> 00:13:30.783

Investing in one piece of equipment you can utilize

00:13:30.783 --> 00:13:34.763

over and over again. This is the first one we're doing in the UK

00:13:34.763 --> 00:13:38.043

and you'll see I'm surrounded by these really lovely

00:13:38.043 --> 00:13:41.953

large, big band and they hold a lot of information

00:13:41.953 --> 00:13:44.993

about the poor product ranges in this case

00:13:44.993 --> 00:13:48.203

se of graphic art, they tell shoppers about what

00:13:48.203 --> 00:13:51.423

ifferences are there between now pray markers and

00:13:51.423 --> 00:13:54.933

d use with recommendations and tips and techniques, so they give that

00:13:54.933 --> 00:13:56.373

added value information.

00:13:57.383 --> 00:14:00.503

We also have QR codes on them and color

00:14:00.503 --> 00:14:03.573

r charts so shoppers when they're in store and scan those

00:14:03.573 --> 00:14:06.933

two arcades linked through to master classes and get

00:14:06.933 --> 00:14:09.853

that whole other level of engagement by going online.

00:14:11.083 --> 00:14:14.163

We move back also have a number of

00:14:14.163 --> 00:14:17.603

other initiatives going on at the event. So we've

00:14:17.603 --> 00:14:21.233

been making this fabulous display wrapping paper with

00:14:21.233 --> 00:14:24.523

artists Andrew Carter and comes as a gift

00:14:24.523 --> 00:14:27.703

with purchase, so anyone who purchases anything in the store

00:14:27.703 --> 00:14:31.663

can have this wonderful experience working away with the perfect

00:14:31.663 --> 00:14:34.713

piece of handmade wrapping paper at the event also

00:14:34.713 --> 00:14:38.783

running a competition which could be shared through

00:14:38.783 --> 00:14:40.493

h Instagram where bike shoppers.

00:14:40.553 --> 00:14:43.943

To complete one about half past card

00:14:43.943 --> 00:14:47.363

design half of his card design because it seemed as much less

00:14:47.363 --> 00:14:51.613

popular but much less daunting when it's in half designed already they

00:14:51.613 --> 00:14:54.933

hey complete the other half share it on Instagram

00:14:54.933 --> 00:14:58.803

gram, have the opportunity to win prizes. I don't know, Gareth, if you could for a moment

00:14:58.803 --> 00:15:01.973

st turn around and show our wall of postcards that

00:15:01.973 --> 00:15:05.143

we've already created, but you can see over the last couple

00:15:05.143 --> 00:15:08.393

e of days lots of shoppers have got

00:15:08.393 --> 00:15:10.383

involved with doing this Park Place park design.

00:15:10.653 --> 00:15:13.263

I've really enjoyed participating in that.

00:15:16.313 --> 00:15:19.403

We also have an artisan store, and there's gonna be more

00:15:19.403 --> 00:15:23.243

from him in a moment and he's doing some really fantastic live

00:15:23.243 --> 00:15:26.303

e artwork. They're not only would

00:15:26.303 --> 00:15:29.803

ake away that could pay for the purchase, but also

00:15:29.803 --> 00:15:33.003

they can get involved. So Andrew will do these brilliant moments where he's

00:15:33.003 --> 00:15:36.623

like well, you just straight holding it straight and then there's these wonderful

00:15:36.623 --> 00:15:39.783

artworks on fail, but Stefano created

00:15:39.783 --> 00:15:42.963

ted one this morning. I think Josh created one yesterday.

00:15:44.333 --> 00:15:47.493

So it really is because

00:15:47.493 --> 00:15:51.043

the level of engagement and that's all about creating that emotional connection with their brands.

00:15:52.223 --> 00:15:54.393

But I've got other people here. I'd like to talk to you.

00:15:54.733 --> 00:15:55.313

I'm just gonna.

00:15:57.003 --> 00:16:00.413

Quick question to Emma. So why do you

00:16:00.413 --> 00:16:03.133

think these shopper experiences author important?

00:16:03.773 --> 00:16:06.923

I think it's a great opportunity to drive extra football

00:16:06.923 --> 00:16:11.583

into stores and we have such a great arrangement

00:16:11.583 --> 00:16:14.753

product engagement and we do some amazing

00:16:14.753 --> 00:16:17.793

video content to Martin team bias, but

00:16:17.793 --> 00:16:20.993

to actually create an environment where consumers can come into store and try

00:16:20.993 --> 00:16:24.123

the product still the products and have a go and

00:16:24.123 --> 00:16:27.723

d really relaxed environment as well, it's really important especially

00:16:27.723 --> 00:16:31.053

during covid times on those opportunities like this have been

00:16:31.053 --> 00:16:33.783

well very limited if not non-existent so to be able to.

00:16:33.843 --> 00:16:37.113

Start this again is really great and for our

00:16:37.113 --> 00:16:41.193

accounts as it's really an opportunity to build our relationships up and

00:16:41.193 --> 00:16:44.753

great art approached me and said we have some opportunities and

00:16:44.753 --> 00:16:48.183

we used to do in store events and is there an opportunity to do

00:16:48.183 --> 00:16:51.273

something like this moving forward and say that's my approach

00:16:51.273 --> 00:16:54.473

to media and together we've created this, I'll say Amelia

00:16:54.473 --> 00:16:57.803

has created this fantastic pop up again and

00:16:57.803 --> 00:17:01.223

they're really on board, they're really enthusiastic and their

00:17:01.223 --> 00:17:04.313

customers themselves are really enjoying you know being in

00:17:04.313 --> 00:17:04.473

this environment.

00:17:04.533 --> 00:17:07.643

And network products and specifically

00:17:07.643 --> 00:17:10.833

Promark watercolour, again fantastic product with

00:17:10.833 --> 00:17:14.483

pigment based and again just try and then to give me the

00:17:14.483 --> 00:17:17.923

e opportunity to try and fill and really play with

00:17:17.923 --> 00:17:21.543

product. I think it's bringing something like all this I remembering that

00:17:21.543 --> 00:17:25.093

first conversation we had with great thing that sort of

00:17:25.093 --> 00:17:25.313

f stuck with me.

00:17:26.153 --> 00:17:29.613

The first thing he said he was

00:17:29.613 --> 00:17:33.153

s quite quiet, was not a single other brand has come to us with an

00:17:33.153 --> 00:17:36.783

approach this of an event that's so increased that works

00:17:36.783 --> 00:17:39.813

s on social media, that engages shoppers

00:17:39.813 --> 00:17:42.933

get them into school and gives them this much

00:17:42.933 --> 00:17:46.593

information in one experience. And I think that's really important

00:17:46.593 --> 00:17:49.963

and really set apart from our competitors. And Emma and I walked away

00:17:49.963 --> 00:17:53.303

rom that just thinking that's it in a nutshell, that's

00:17:53.303 --> 00:17:55.553

s what you want to hear exactly. And the.

00:17:55.613 --> 00:17:59.063

Great thing as well. We will be able to pop this up in another store

00:17:59.063 --> 00:18:03.473

So this is almost like our first of our basis on this top tier event, but as you can

00:18:03.473 --> 00:18:06.653

see the graphics, the information is absolutely fantastic

00:18:06.653 --> 00:18:09.953

Have an artist install as well to really bring the

00:18:09.953 --> 00:18:13.393

product to life. I think again, it's just working really, really well and the

00:18:13.393 --> 00:18:16.683

feedback so far has been fantastic and just

00:18:16.683 --> 00:18:20.013

very quickly on that popping up and popping down, so being Banos doesn't

00:18:20.013 --> 00:18:23.163

literally rolled down as a better fit

00:18:23.163 --> 00:18:25.473

folds down to a little case and then we can.

00:18:26.773 --> 00:18:30.813

I'll pop it up here, which is why it's so good

00:18:30.813 --> 00:18:33.833

from the point of view of people's time and cost of

00:18:33.833 --> 00:18:34.883

being kind of bent eagerly.

00:18:36.333 --> 00:18:39.353

Because we will be able to utilize and again, I

00:18:39.353 --> 00:18:42.593

guess that's one of the messages I really want people to take

00:18:42.593 --> 00:18:45.643

home from that, but

00:18:45.643 --> 00:18:49.633

unfortunately interestingly over to Andrew

00:18:49.633 --> 00:18:52.803

today, so you have had the opportunity to be involved in a couple of these events.

00:18:54.693 --> 00:18:58.403

What do you think the benefit is for artists? Well, the benefit

00:18:58.403 --> 00:19:01.763

for artists is actually coming along and seeing the material being

00:19:01.763 --> 00:19:01.943

used and.

00:19:02.363 --> 00:19:05.503

I'm what's wonderful being here

00:19:05.503 --> 00:19:09.213

is one is experimenting with material

00:19:09.213 --> 00:19:13.123

taking chances, taking risks if you're trying a product

00:19:13.123 --> 00:19:16.343

t, viewing a product online, you're not really able to see

00:19:16.343 --> 00:19:19.453

what it does and one of the best ways of learning

00:19:19.453 --> 00:19:22.523

g is to try something out and so being

00:19:22.523 --> 00:19:25.633

here actually at the shop, being able to try out these all these different

00:19:25.633 --> 00:19:28.863

nt market pens is absolutely fantastic

00:19:28.863 --> 00:19:32.073

d I've been yesterday and will be until.

00:19:32.123 --> 00:19:35.953

Sunday, just trying these different markers

00:19:35.953 --> 00:19:39.113

out, playing around with the different color ranges to

00:19:39.113 --> 00:19:42.463

see what can be done in I suppose. Hopefully quite a

00:19:42.463 --> 00:19:45.753

fluid way and what we're doing when people come

00:19:45.753 --> 00:19:49.403

to the shop and at the moment I'm able to sort

00:19:49.403 --> 00:19:52.523

t of start some pieces and invariably people want to get

00:19:52.523 --> 00:19:55.583

involved and have a go themselves and try

00:19:55.583 --> 00:19:58.743

some things out and I suppose being here offers people

00:19:58.743 --> 00:20:02.303

e a situation where they can lose their fear. That's the biggest thing.

00:20:02.363 --> 00:20:06.473

One of the hardest things in teaching, really, if you're trying to teach online, you

00:20:06.473 --> 00:20:09.583

can't be there to say don't worry, just do it

00:20:09.583 --> 00:20:12.693

see what happens. And the pens themselves, the pro

00:20:12.693 --> 00:20:16.193

o markers, such wonderful things to work with. So instant. I mean you

00:20:16.193 --> 00:20:20.533

look at piece like this, which I didn't do actually, it was one of

00:20:20.533 --> 00:20:23.863

ur another artist from outside because getting lots of people to practice with

00:20:23.863 --> 00:20:27.133

e things. This is by Helen Island and she's made this piece and

00:20:27.133 --> 00:20:31.633

ce and I think it's just a really beautiful piece of work in itself an

00:20:31.633 --> 00:20:32.113

an amazing thing.

00:20:32.213 --> 00:20:36.533

Wouldn't have been done without that situation

00:20:36.533 --> 00:20:39.913

being given to us to, say, design a piece of wrapping paper

00:20:39.913 --> 00:20:42.993

So I think that's terrific

00:20:42.993 --> 00:20:46.933

Thanks, Andrew. Wonderful to have you as always. Thank

00:20:46.933 --> 00:20:50.383

you. To staff market perspective. What is the benefit to

00:20:50.383 --> 00:20:51.083

o local markets?

00:20:51.993 --> 00:20:55.863

I think really it provides an amazing template. I've been really

00:20:55.863 --> 00:21:00.843

fortunate to be involved in the Chelsea flower show, the Colts Yard. We couldn't once

00:21:00.843 --> 00:21:04.373

spun different because it really responded to different kinds

00:21:04.373 --> 00:21:07.493

of audiences, locations, spaces. So you've

00:21:07.493 --> 00:21:11.053

got these really, really agile templates that can be rolled

00:21:11.053 --> 00:21:14.413

out and replicated and you've kind of set the bar of what

00:21:14.413 --> 00:21:17.923

t Beth looks like, which really raises the credibility of

00:21:17.923 --> 00:21:21.593

our brands, but also maintains that kind

00:21:21.593 --> 00:21:21.913

of opportunity.

00:21:22.193 --> 00:21:26.213

Really reach all of our audiences, understanding how cool it is to

00:21:26.213 --> 00:21:30.043

differentiate so that we really encourage professionals and

00:21:30.043 --> 00:21:33.463

hobbyists and every kind of artist audience

00:21:33.463 --> 00:21:36.613

to really respond to the materials, but also

00:21:36.613 --> 00:21:39.693

so what the brands are really about and how you can then

00:21:39.693 --> 00:21:43.183

follow up by offering opportunities to really understand

00:21:43.183 --> 00:21:46.253

how you can debate, tutorials and use

00:21:46.253 --> 00:21:50.293

all the facilities that are available provided by the brand

00:21:50.293 --> 00:21:50.713

d on the key insight.

00:21:52.433 --> 00:21:53.053

Like never again.

00:21:53.683 --> 00:21:57.923

Pull off this, but actually our products can be quite intimidating. And our

00:21:57.923 --> 00:22:01.593

brands would be quite intimidating and by one of these experiences

00:22:01.593 --> 00:22:04.813

s that we do say what it's for everyone to

00:22:04.813 --> 00:22:08.533

enjoy, experiment, have fun, get me to be

00:22:08.533 --> 00:22:09.373

top and artists. It's just.

00:22:10.993 --> 00:22:14.333

That's right, because I think people don't actually think about navigating

00:22:14.333 --> 00:22:18.313

a website in order to get education information and insights and

00:22:18.313 --> 00:22:23.783

d this is a really, really accessible stepping stone into thinking, actually I

00:22:23.783 --> 00:22:26.853

alize I could actually watch tutorials or

00:22:26.853 --> 00:22:30.343

terclasses, so it really does

00:22:30.343 --> 00:22:33.553

give people that sort of immediate that way. Because you're

00:22:33.553 --> 00:22:36.593

meeting people, you're explaining it to them, and suddenly it doesn't feel

00:22:36.593 --> 00:22:39.333

I intimidating and it feels like a resource.

00:22:40.033 --> 00:22:44.223

Popping off. That's why, Andrew, who are educators? Really

00:22:44.223 --> 00:22:48.683

does bring home that Windsor and Newton. It's whole history and legacy

00:22:48.683 --> 00:22:52.093

provides education as well as materials of the really

00:22:52.093 --> 00:22:55.143

really high standard and that is constantly seeking to work with

00:22:55.143 --> 00:22:58.623

this artist because that's the legacy of the brand and

00:22:58.623 --> 00:23:02.173

d innovation in terms of materials really responds to that and this is

00:23:02.173 --> 00:23:05.463

s really innovative as with coal drops yard and Chelsea flower

00:23:05.463 --> 00:23:09.343

how. So it makes it really brings to life how dynamic the brand is because of.

00:23:09.403 --> 00:23:12.513

How you've managed to optimize and

00:23:12.513 --> 00:23:15.563

create these opportunities for brands and

00:23:15.563 --> 00:23:15.633

2nd.

00:23:16.763 --> 00:23:20.603

What's really exciting about these events is beginning

00:23:20.603 --> 00:23:23.783

site aspect of it, which I didn't necessarily expect that, but every time

00:23:23.783 --> 00:23:27.213

we do it we walk away from the game

00:23:27.213 --> 00:23:32.063

e. My goodness shoppers don't understand how to use probot water my

00:23:32.063 --> 00:23:35.173

My goodness, they're daunted by understanding how to

00:23:35.173 --> 00:23:38.653

use media different way together and so

00:23:38.653 --> 00:23:42.293

I mean obviously we have fantastic Insight team that bring up

00:23:42.293 --> 00:23:43.523

up the business, yeah.

00:23:44.993 --> 00:23:49.503

That in-depth time with chocolate was just so valuable. And I

00:23:49.503 --> 00:23:52.893

noticed that more to the collar and ployees. Thank you

00:23:52.893 --> 00:23:56.633

so much. Everyone was helped out by starving. They're really

00:23:56.633 --> 00:24:00.693

appreciate it is that they walk away kind of feeling

00:24:00.693 --> 00:24:04.303

g quite pointless from the experiance, right? I've got it and that's the

00:24:04.303 --> 00:24:05.713

e next, you know? Yeah.

00:24:05.773 --> 00:24:08.833

Client and so I think that side of it

00:24:08.833 --> 00:24:11.313

is really interesting, something I didn't necessarily expect.

00:24:12.883 --> 00:24:16.193

Alright, so

00:24:16.193 --> 00:24:19.423

yeah, just to finish off our meant to start with, we call

00:24:19.423 --> 00:24:22.563

this explore play great. So that's

00:24:22.563 --> 00:24:25.853

sort of mantra I guess about 3 tier

00:24:25.853 --> 00:24:29.073

retail experiences. So we're encouraging people to

00:24:29.073 --> 00:24:32.593

o explore our products to play with them

00:24:32.593 --> 00:24:36.143

create something and it's that halo effect that's really

00:24:36.143 --> 00:24:36.183

y long.

00:24:38.263 --> 00:24:39.543

That would be given after them.

00:24:40.303 --> 00:24:44.013

For me, from the retail perspective, what

00:24:44.013 --> 00:24:46.073

I really like markets to get home every day.

00:24:47.173 --> 00:24:50.623

That this is very scalable, so we have very small version.

00:24:52.123 --> 00:24:55.653

And this is that large button once you've invested

00:24:55.653 --> 00:24:56.593

in one kit of parts.

00:24:57.873 --> 00:25:00.063

Graphic art seemed to Galleria.

00:25:00.743 --> 00:25:04.293

That's good. Then you can just take that

00:25:04.293 --> 00:25:07.563

and do it over and over again. So it's a real

00:25:07.563 --> 00:25:12.473

long term benefit to that shopping, get added value shopping engagement

00:25:12.473 --> 00:25:15.963

and mentioning Astrid actually in

00:25:15.963 --> 00:25:19.113

in Germany we've already seen one of these pop tarts pop

00:25:19.113 --> 00:25:23.173

op down again 8 times, absolutely over

00:25:23.173 --> 00:25:27.253

the answers to that which she fully invested in two sets

00:25:27.253 --> 00:25:29.593

of watercolor and this taking it from there.

00:25:29.823 --> 00:25:30.843

Right shoulder pain.

00:25:30.903 --> 00:25:33.313

Yeah, in great feedback.

00:25:34.983 --> 00:25:38.243

Being excited to see the 2020

00:25:38.243 --> 00:25:40.113

hopefully more markets utilizing their.

00:25:41.273 --> 00:25:45.113

Sports Store and started to really

00:25:45.113 --> 00:25:46.153

understand why that's so valuable.

00:25:47.623 --> 00:25:51.383

So that's it from me, I guess I'll

00:25:51.383 --> 00:25:55.703

leave everybody on Monday to let's have

00:25:55.703 --> 00:25:59.703

an opportunity to make sure our shoppers explore playing great little

00:25:59.703 --> 00:26:00.093

bit more.

00:26:00.963 --> 00:26:04.543

Attacked again that everyone that's been involved in making this work.

00:26:12.313 --> 00:26:16.093

Thank you so much. Amelia. Emma, Steph, Andrew

00:26:16.093 --> 00:26:19.503

Well done. Super proud of you and if anything, listening

00:26:19.503 --> 00:26:23.493

to you right there clearly in

00:26:23.493 --> 00:26:26.773

n store shopper experience is back after

00:26:26.773 --> 00:26:30.753

the long also called sometimes period of

00:26:30.753 --> 00:26:33.963

the pandemic everybody was saying sitting on, sitting at

00:26:33.963 --> 00:26:37.113

t home online was booming but we do know that

00:26:37.113 --> 00:26:40.633

at we need physical contact, we need physical interaction, we need

00:26:40.633 --> 00:26:41.083

human interaction.

00:26:41.143 --> 00:26:44.633

In order to inform myself in order to

00:26:44.633 --> 00:26:47.763

explore, play and create as you

00:26:47.763 --> 00:26:50.873

just said, Amelia, I also liked your concept of

00:26:50.873 --> 00:26:53.993

f pop up and pop down. I never thought about that

00:26:53.993 --> 00:26:57.283

actually, and there's definitely a new contact

00:26:57.283 --> 00:27:00.643

concept in relation to the way that you've made

00:27:00.643 --> 00:27:03.943

this setup so efficient for multiple

00:27:03.943 --> 00:27:07.743

users. It's so fantastic. Thank you very much

00:27:07.743 --> 00:27:11.163

And I'm definitely convinced that there is nobody else in our category

00:27:11.163 --> 00:27:11.243

in our.

00:27:11.293 --> 00:27:14.393

Ministry who put so much emphasis and

00:27:14.393 --> 00:27:18.063

time and investments in creating this

00:27:18.063 --> 00:27:21.203

additional engagement that in the end leads to

00:27:21.203 --> 00:27:24.663

the emotional connection that we would like to have and insights that you mentioned as

00:27:24.663 --> 00:27:27.743

s well, Amelia are very important not only through surveys and

00:27:27.743 --> 00:27:30.773

d research but being in the game when

00:27:30.773 --> 00:27:32.933

artists are actually come coming to stores.

00:27:33.613 --> 00:27:36.623

Trying to find things that they need in order to

00:27:36.623 --> 00:27:39.683

test and explore I'm a little bit

00:27:39.683 --> 00:27:42.923

t blinded by the sun in my in my face and

00:27:42.923 --> 00:27:46.343

I hope you can still all see me. Thank you

00:27:46.343 --> 00:27:49.483

very much again for 2022.

00:27:50.283 --> 00:27:53.473

I want to know the order as you

00:27:53.473 --> 00:27:56.603

the performance review window is

00:27:56.603 --> 00:27:59.623

open again and if there's anything I would like to encourage you it's

00:27:59.623 --> 00:28:03.013

s not necessarily be already all over your diaries of maybe

00:28:03.013 --> 00:28:06.563

you should actually and put those meetings in with your line managers, but

00:28:06.563 --> 00:28:09.953

t it's very important that you activate the

00:28:09.953 --> 00:28:13.533

360 degree feedback. I've said it last year I think

00:28:13.533 --> 00:28:16.953

k as well I want to repeat it again for me always the best way

00:28:16.953 --> 00:28:20.233

to have an objective feedback.

00:28:20.293 --> 00:28:23.433

Is through this 360

00:28:23.433 --> 00:28:26.823

degree sessions or surveys that we leave because then

00:28:26.823 --> 00:28:30.783

n you get objective input and insights from people

00:28:30.783 --> 00:28:34.223

that you work with, not just the conversation with your

00:28:34.223 --> 00:28:37.323

line manager. I'm really blinded now, almost I'm

00:28:37.323 --> 00:28:40.363

m gonna do it like this may be better, yes?

00:28:41.003 --> 00:28:45.073

So performance reviews get the

00:28:45.073 --> 00:28:48.973

e three 60s in. Plan your plan, your meetings with your line manager

00:28:48.973 --> 00:28:52.033

and really have that crucial conversation about expectations. How

00:28:52.033 --> 00:28:55.093

people feel, what has gone well

00:28:55.093 --> 00:28:56.673

what has not gone so.

00:28:56.733 --> 00:28:59.933

And of course that will allow

00:28:59.933 --> 00:29:03.403

us to draw a line for 2022

00:29:03.403 --> 00:29:07.193

and look forward for 2023 because

00:29:07.193 --> 00:29:10.323

colart, right, we are an artist brand

00:29:10.323 --> 00:29:13.863

centric business. We are here to inspire

00:29:13.863 --> 00:29:17.383

every artist in the world and are we have done so for the last

00:29:17.383 --> 00:29:20.653

couple of years and we will continue to do so in

00:29:20.653 --> 00:29:24.113

the next years to come. Thank you. Thank you

00:29:24.113 --> 00:29:26.503

Thank you so much for this year. Thank you.

00:29:26.553 --> 00:29:29.853

For all your achievements that I've mentioned in

00:29:29.853 --> 00:29:33.033

the beginning of this town hall and I wish you a very

00:29:33.033 --> 00:29:36.293

y, very happy holidays, I hope you take a

00:29:36.293 --> 00:29:40.483

break, charge your batteries and I'll see you next

00:29:40.483 --> 00:29:40.823

year. Thank you.

00:30:08.373 --> 00:30:10.483

You still see you and I'm still alive.