

WEBVTT

00:00:00.000 --> 00:00:00.370

<v Kelly Jarvis>Yeah.</v>

00:05:17.010 --> 00:05:17.630

<v Dennis van Schie>Umm.</v>

00:05:19.520 --> 00:05:21.890

<v Dennis van Schie>Hello everybody. Gareth, can you hear me?</v>

00:05:49.820 --> 00:05:52.770

<v Dennis van Schie>Anybody let me know if somebody can hear me.</v>

00:05:54.170 --> 00:05:55.410

<v Kevin Lee>Yes, we can hear you, Dennis.</v>

00:05:55.270 --> 00:05:56.270

<v Cris Cosgrave>But here you guys.</v>

00:05:55.700 --> 00:05:56.420

<v Anthony Taylor>We can hear you.</v>

00:05:57.280 --> 00:05:58.170

<v Dennis van Schie>OK, great.</v>

00:06:00.080 --> 00:06:01.960

<v Dennis van Schie>Gareth anyone already Gareth?</v>

00:06:07.100 --> 00:06:09.310

<v Dennis van Schie>I might be in the wrong, let me say.</v>

00:06:18.160 --> 00:06:20.250

<v Anthony Taylor>Can't see Gareth on this? Uh, Dennis.</v>

00:06:20.580 --> 00:06:24.480

<v Helly Summerly>I think he's just message, say his Internet dropped out, so he might be back in a moment.</v>

00:06:25.090 --> 00:06:28.920

<v Dennis van Schie>OK. Thanks, Kelly. He's in the channels, right?</v>

00:06:29.880 --> 00:06:30.860

<v Helly Summerly>He airs yes.</v>

00:06:31.540 --> 00:06:31.880

<v Dennis van Schie>OK.</v>

00:06:40.810 --> 00:06:42.370

<v Dennis van Schie>Joe was on as well, right, Joe?</v>

00:06:43.480 --> 00:06:45.430

<v Jo Sass>Yeah, I'm here too, Dennis.</v>

00:06:45.840 --> 00:06:48.130

<v Dennis van Schie>Wonderful or all lined up, getting ready.</v>

00:06:48.240 --> 00:06:48.590

<v Jo Sass>Yeah.</v>

00:06:50.620 --> 00:06:54.960

<v Jo Sass>Elvis was with us a moment ago, so I'm sure he'll be. He'll be back.</v>

00:06:56.170 --> 00:06:59.360

<v Dennis van Schie>OK, let me see how many people do we?</v>

00:07:08.000 --> 00:07:08.780

<v Dennis van Schie>Umm.</v>

00:07:15.540 --> 00:07:16.760

<v Dennis van Schie>Something's happening, Gareth.</v>

00:07:20.940 --> 00:07:22.570

<v Gareth Meredith>The pool.</v>

00:07:23.300 --> 00:07:23.790

<v Dennis van Schie>Yep.</v>

00:07:25.100 --> 00:07:27.870

<v Gareth Meredith>Hello I lost connection in Paris but I'm back again.</v>

00:07:28.880 --> 00:07:29.810

<v Dennis van Schie>That wonderful.</v>

00:07:31.960 --> 00:07:32.510

<v Dennis van Schie>Good.</v>

00:07:32.150 --> 00:07:34.730

<v Gareth Meredith>We are good to go, I think.</v>

00:07:35.650 --> 00:07:37.080

<v Dennis van Schie>Yeah, let me.</v>

00:07:39.770 --> 00:07:41.930

<v Dennis van Schie>See how many people there are.</v>

00:07:43.650 --> 00:07:45.650

<v Dennis van Schie>Jasper is there as well. Hello Jasper.</v>

00:07:49.120 --> 00:07:50.990

<v Dennis van Schie>I think cameras need to get off right?</v>

00:07:51.960 --> 00:07:52.810

<v Dennis van Schie>Hello, Sarah.</v>

00:07:57.090 --> 00:07:57.880

<v Dennis van Schie>98.</v>

00:08:06.980 --> 00:08:07.940

<v Dennis van Schie>Gareth, good to go.</v>

00:08:08.920 --> 00:08:10.100

<v Gareth Meredith>Good to go start.</v>

00:08:12.430 --> 00:08:12.840

<v Dennis van Schie>All right.</v>

00:08:14.500 --> 00:08:18.710

<v Dennis van Schie>And do people see multiple cameras on like Sarah for example?</v>

00:08:19.690 --> 00:08:25.850

<v Gareth Meredith>Yeah, I've just asked. Nothing like dropping people that we love. The town hall this way.</v>

00:08:28.820 --> 00:08:29.010

<v Dennis van Schie>But.</v>

00:08:28.430 --> 00:08:37.090

<v Gareth Meredith>I'm yes. So send a message if everyone can switch cams and mics off, it should be set that way. But we're still learning with Microsoft Teams.</v>

00:08:38.250 --> 00:08:41.500

<v Gareth Meredith>But you're good to go, Dennis. You're spotlight once every.</v>

00:08:42.990 --> 00:08:48.950

<v Dennis van Schie>Everybody continue. Alright. Thank you. Thank you. Thank you everybody. We are testing the new functionalities of teams.</v>

00:08:51.930 --> 00:08:53.260

<v Natasa Ferenczova>Choose word.</v>

00:08:49.600 --> 00:08:59.440

<v Dennis van Schie>And yeah, it's another town hall. This is not my last town hall, but the last town hall will be in in two weeks. The 10th of March.</v>

00:09:00.930 --> 00:09:21.370

<v Dennis van Schie>And I know that the 13th of March, Roman, the your new CEO from the 13th of March will also have a town hall and hopefully continue the same way as I've been trying to communicate with you on a regular basis on various topics to keep an open and honest and transparent dialogue with all of you.</v>

00:09:22.190 --> 00:09:51.740

<v Dennis van Schie>To highlight what what is important in the business and what is actually very powerful to, to share and to make everybody understood at the same time in the same way, right. And also, yeah, of course I'll start this town hall with a message of inspiration. And when I was preparing myself last night for this town hall, I decided that the the message of inspiration is actually.</v>

00:09:52.830 --> 00:10:21.570

<v Dennis van Schie>All the amazing thank you messages that I that I've received from you is now 2 weeks ago that the that we made the announcement of of me moving on and still today, two weeks later I get unbelievably wonderful personal messages from so many of you, even people that I've never physically met, right or just recently joined Colart. They're really all of you are many of you. Not all of you. Many of you really took the time.</v>

00:10:22.010 --> 00:10:37.060

<v Dennis van Schie>To to share your appreciation and to wish me well and to ask me if I was well and I can only confirm that I'm in a very good place. I'm really excited about the future and not only about my personal future, but also.</v>

00:10:37.740 --> 00:10:59.390

<v Dennis van Schie>The future of of colart, right. So thank you. Thank you. Thank you again for all your messages and your support. And it makes me think, actually, and this links to the number of high fives that is slightly dropping recently, but how important it is not only to to receive a nice messages.</v>

00:11:00.130 --> 00:11:15.440

<v Dennis van Schie>And messages of appreciation, but also to give them so please, right when you feel you love somebody, when you feel that somebody has done something special for you, say it. It's unbelievably powerful. And it's very, very strong.</v>

00:11:16.620 --> 00:11:23.690

<v Dennis van Schie>Yeah. Connection that you create as a result of it, between between people and in the end of the day, I've said it so many times.</v>

00:11:24.910 --> 00:11:27.040

<v Dennis van Schie>Any winning theme? Any?</v>

00:11:28.180 --> 00:11:50.410

<v Dennis van Schie>Organization Sports Club school. Family, right. It all starts and ends with with the people and the bond and the collective culture that that is created among them. So there was a message of inspiration. Keep giving high fives. Keep sending messages to each other of appreciation and yeah, build and learn from that.</v>

00:11:51.300 --> 00:12:17.010

<v Dennis van Schie>Then over to some business topics. First of all, I would like to spend a little time on of course the CEO transition. Earlier this week, Paul Schrotti and Roma, they were in, in the London in the in the hub to meet for the first time the GLT and it was a yeah, it was a positive session. Dominique and Bruno, they spent time with Romain on on the train, on the Eurostar coming from Paris.</v>

00:12:17.880 --> 00:12:20.020

<v Dennis van Schie>To London and in the afternoon.</v>

00:12:21.480 --> 00:12:49.850

<v Dennis van Schie>Every individual GLT member had time to to introduce themselves and to get that first connection going. Also, even if it was a very short session, Roman math. Ajita, of course, because as you all know, I took over the Chief Sustainability Officer role. Ajita reporting to me. And of course, that need to be continued in that sense as well. So, Roman, he gave, yeah, short speech when we when we met.</v>

00:12:50.420 --> 00:13:05.540

<v Dennis van Schie>One of the highlights, which I think is important to to address once more already said in the previous download and also in the written communication, but it's important for all of you to understand that the strategy that COLART is owned to.</v>

00:13:06.320 --> 00:13:36.770

<v Dennis van Schie>And the way that we have laid out our plans right is to be built on on by, by Roman. So there is no massive dramatic super plan or another team waiting around the corner to to take colart in a completely different direction. Paul Schrotti as well. He said one more time that right? So if Colart is now in a very structurally in a in a healthy place, the fundamentals are there, we've achieved.</v>

00:13:36.860 --> 00:14:07.490

<v Dennis van Schie>Amazing things and amazing results over the last 7-8 years and it is for a new leader to to give new ideas, to give new energy and to build on what what we all have accomplished in the last couple of years. So that's an important message. Also would like to repeat, the domain has already said he will start the 13th of March and he will have an induction period that Jane and the GLT is.</v>

00:14:07.580 --> 00:14:14.670

<v Dennis van Schie>Is currently planning on and. Yeah, of course. On travels to to the US and to China are in the books to the UK.</v>

00:14:15.280 --> 00:14:45.870

<v Dennis van Schie>There will be market visits starting in probably in in Paris and then in in London with the respective teams. I did announce actually last time that I would join Romain to to North America. That will not happen and also I will not travel to China so I will unfortunately not be able to shake hands with with many of you. But at the same time it's time for a new leader to to take to take space and to.</v>

00:14:45.970 --> 00:15:04.080

<v Dennis van Schie>Not be distracted by two guys rocking up. So that's the agreement I made with Roman and the plan looks pretty solid. He's gonna be busy meeting so many people after that meeting. Customers, of course as well. And seeing how our fantastic brands are being displayed in store.</v>

00:15:04.920 --> 00:15:09.390

<v Dennis van Schie>So what else to say about the CEO transition?</v>

00:15:10.750 --> 00:15:40.180

<v Dennis van Schie>I think I think that's the most important thing. Actually. I wanna say, yeah, onto a few other things. Yesterday we had the the year end audit meeting together with the Lloyd with Paul Schrotti, Lars Gunnar, the CFO from Lindengruppen, Ben, Liam and Jonathan were there as well. I'm very pleased to say that we we got super good feedback, the control, the clarity and the the way that we we absolutely have a grip of our business.</v>

00:15:40.430 --> 00:15:53.850

<v Dennis van Schie>Was very much appreciated by by the Lord and Linden Group of Management. And yeah, I think it's something to be proud of and something that says what level of maturity colart has reached. I remember very well.</v>

00:15:55.210 --> 00:16:21.910

<v Dennis van Schie>When I started, and also when Jonathan started, how how little we knew and how how much unclarity there was in, in the way that not only how the business was functioning, but also in the way that we were reporting and following the old accounting rules et cetera. So a great job done by the finance team and of course everybody else who made this happen. Then I would like to say that.</v>

00:16:22.650 --> 00:16:33.100

<v Dennis van Schie>The year has started off quite OK. Yes, according to budget we had, we have planned to relatively modest months, but I think both.</v>

00:16:34.250 --> 00:16:42.540

<v Dennis van Schie>B1 January and P2, February combined will maybe little bit soft tiny soft on on the top line on sales.</v>

00:16:43.170 --> 00:16:55.300

<v Dennis van Schie>But we believe that on on EBIT on profits we we look according to plan, which is of course very nice and Nice to to start this way and give us confidence for for the future.</v>

00:16:56.610 --> 00:17:26.600

<v Dennis van Schie>Then in terms of sustainability, I would like if you say a few things. First of all, we have started and I already mentioned this the the B Corp accreditation process. So far so good. And even if I will probably be on garden leave that day, the 5th of May is going to be the big day when B Corp will make the decision whether or not we did hit the 80 points that we need in order to become a B Corp company. So I will definitely show up.</v>

00:17:26.680 --> 00:17:57.330

<v Dennis van Schie>And and we'll be part of that decision making meeting and I see that in a way, as a absolutely wonderful celebration moment, for, for myself and everybody else in the whole company, of course, to. Yeah, to leave with the with that on that high actually there's gonna be really, really good. Then also I was I'm very, very pleased to see how our recycled canvas is actually getting massive traction. Looks like a Michael has decided to.</v>

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<v Dennis van Schie>Place the liquitex recycled canvas in in. I think more than 750 stores which of course is amazing because then in in in a very.</v>

00:18:10.590 --> 00:18:34.440

<v Dennis van Schie>Yeah. Strong way we we will get out and we get to the reach of this amazing proposition. So it took a long time, but I'm very proud that the traction is there and the supply team is fully on to this to to deliver on those volumes all right, looking at the clock, I'm yeah, the last thing I would like to say and that's a nice segue into.</v>

00:18:35.600 --> 00:19:05.150

<v Dennis van Schie>Who's coming next? It's actually Helly and Joe from the Winsor Newton team and that we're going to demonstrate and talk about the wonderful world of Winsor Newton. But before I hand over I'm very pleased to say that the brand preference study did actually show a very, very strong results and if one of the three brands that have been measured stood out, it clearly was Winsor Newton. Of course Helly is not that long with us.</v>

00:19:05.270 --> 00:19:29.520

<v Dennis van Schie>As the Winsor Newton brand director, but it's a fantastic place to to start her journey to turn Winsor Newton and even stronger, broader, better brand that is totally inspired by the artists that are attached to to Winsor Newton. So I'll leave it. I'll leave it here. I hand over to Hallie and Joe please take this stage.</v>

00:19:31.530 --> 00:19:31.720

<v Gareth Meredith>OK.</v>

00:19:34.610 --> 00:19:35.280

<v Dennis van Schie>Of course.</v>

00:19:31.790 --> 00:19:35.640

<v Gareth Meredith>Hi, Amir as well sort of introducing them too, so.</v>

00:19:35.720 --> 00:19:50.010

<v Gareth Meredith>Umm, so welcome Helly and Joe from Charbonnel in in Paris where I am today. So excuse the echoes from from the wonderful spot that I am in.</v>

00:19:51.250 --> 00:20:21.600

<v Gareth Meredith>Soon as Dennis, he just said, Helly and Joe are part of the Winsor and Newton Global brand team UM and I guess as the biggest brand within the call up portfolio this session, the Q&A session that we're running today, we're really interested to learn I guess more about the journey with Winsor and Newton and in delivering the brand position strategy and the execution of that strategy throughout 2023. So thank you both of you first of all.</v>

00:20:21.680 --> 00:20:23.000

<v Gareth Meredith>Spotlights on you, Helen.</v>

00:20:38.190 --> 00:20:38.530

<v Helly Summerly>I have.</v>

00:20:23.200 --> 00:20:43.040

<v Gareth Meredith>UM, our global brand director for Winsor Newsome, it'd be great if you could start off with a bit of an introduction and know a lot of people know you through communications, but I also appreciate for both of you actually it's your first time in one of these town hall sessions. So it would be great if you start off introducing yourself. Thank you.</v>

00:20:43.970 --> 00:21:16.740

<v Helly Summerly>Thank you so much, Gareth. Yes, so to everyone. I haven't met. I'm Helly Summerly and as Dennis mentioned, I joined Colart just over six months ago now. So well getting getting well into the journey with Winsor and Newton. And so my background is, I mean I'm a consumer marketer through and through. So and just say for 20 years or so. Now I've been working on consumer brands and I've had great privilege to work on some amazing global brands like Heinz and Nurofen and then later in my career I worked on some incredible lifestyle brands like the White Company.</v>

00:21:17.010 --> 00:21:43.010

<v Helly Summerly>Aspray Lalique LMS and most recently to before I joined Cal Arts and I was on the board of Director that Neal's Yard remedies as marketing and Innovation Director. So for those that aren't familiar with the brands and it it, it is a globally recognized brands and it's very specializes in health and beauty and Wellness and has really strong credentials in terms of ethics and sustainability.</v>

00:21:43.520 --> 00:22:06.320

<v Helly Summerly>And so I'm gonna hand over to Joe in a moment. But Joe also has a really has a really strong beauty background. So we have some really interesting discussions around some of the parallels that we see between interestingly the art industry and health and beauty. Maybe it's not not that obvious, but I think you know both both categories, we are driven by strong strong claims and and formulation development. Joe.</v>

00:22:07.160 --> 00:22:37.670

<v Jo Sass>Yeah, I mean, that's right, I've I've also, I'm relatively new, but I've been here a year and a half now. So I feel fully part of the the whole collar experience and and the parallels to me were immediately obvious. My background is colour cosmetics, so deeply immersed in the the, the

manufacturing. And I did work for a company that manufactured so pigmentation process, manufacturing technology, new product development all around colour, it was a very fast moving marketplace.</v>

00:22:37.750 --> 00:23:08.740

<v Jo Sass>And the consumers were hungry for new products and new colours on a constant basis. So I brought all that with me to colart, but also I used to in my previous role, I I I was privileged to work for a company that invested very heavily in consumer insight and I was really delighted when I joined Colart to find that that was exactly the same. So using a lot of consumer insight to find evidence to support the way that we can inspire the consumers. So that's really what I feel I've brought to colart and and helly's right.</v>

00:23:08.810 --> 00:23:16.490

<v Jo Sass>We've had lots of interesting discussions moving, colour and and skin care onto art and the practice of art.</v>

00:23:17.600 --> 00:23:47.430

<v Gareth Meredith>Thank you both of you and that's a great insight into both of your experience and background and really solidifies, I guess, why you're why you're a caller and why you're at Winsor Newton today working side by side and along side from a personal perspective, I can see how well you both work together or all of us being at the London hub. So it's brilliant to see that that life let's kick into some questions and if that's okay with both of you and we can just sort of start to explore the world of Winsor and Newton today and.</v>

00:23:47.520 --> 00:24:12.030

<v Gareth Meredith>What's happening in the future, so to start with Helly, throughout the latter half of 2022, we've had a lot at Colart about brand versioning across all of the brands, but I wonder if you can start by explaining, let's draw it back a bit, what is a brand? And then from there, how is it different from brand positioning? That would be great. Kickstart please.</v>

00:24:12.730 --> 00:24:43.380

<v Helly Summerly>That's that's such a great question and and one that I love answering. I think the I think the simple answer is there are probably as many definitions of what a brand is as there are probably brands in the world and I know everyone likes to commit a completely different stance. My from a very sort of purest brand point of view. And my my personal favorite definition is that a brand is very simply how itic this in the mind of the consumer. So it's very much an external thing. It's sort of fairly conceptual, it's not something that's necessarily that tangible.</v>

00:24:43.720 --> 00:25:13.330

<v Helly Summerly>And and it's really a combination of all the thousands and millions of interactions that somebody might have with the brand over the course of their life that all build up to this one picture that they hold in their head when they think of a particular brand. So a good a good analogy would be, you know, when you meet a person for the first time, you know, you have your first impression of them and then over the many months, weeks, years that you get to know them every time you interact with them or you see them behave, it all adds up to a different picture in your head that becomes deeper and deeper and richer.</v>

00:25:16.700 --> 00:25:17.180

<v Gareth Meredith>Hmm.</v>

00:25:13.500 --> 00:25:43.020

<v Helly Summerly>And they're getting to know a brand is a bit like getting to know a person from that point of view that is very much how they exist in our heads and but to your question in terms of how is that different from a brand positioning, the brand positioning is it's very much an internal framework as the way I see it and it's sort of, it helps us to govern all the things that we want the brand to stand for. So that over time, we do create this image of the brand in the consumers head, which is ideally as close as we would want to get it. The way that we sort of conceive it as a brand.</v>

00:25:43.480 --> 00:26:14.750

<v Helly Summerly>So again, it's sort of using using my my person analogy. You know, you think of all of the elements that make up a person when you think of them. You know, the way they talk, their voice, the sort of language they use, their hairstyle, the sort of clothes they wear, even the way they walk, their mannerisms, the way they they behave. It's all of those sort of aspects that create this real sort of 3D perspective that you get of a person. And it's very, very similar for a brand that every time you have an interaction with it or it shows up, it all adds to this, this impression of it. And it's really the brand positioning as the framework.</v>

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<v Helly Summerly>That enables us to sort of really plan for quite a detailed point of view how we want that brand to show up in the world. But I know Joe, you've also got quite an interesting definition of of of of what, a brands which I really love.</v>

00:26:28.290 --> 00:26:35.370

<v Jo Sass>Yeah, I mean, I I kind of quite simply, I've always thought that the brand is what's left when the sales people have left the room.</v>

00:26:47.080 --> 00:26:47.640

<v Gareth Meredith>Hmm.</v>

00:26:36.550 --> 00:26:54.790

<v Jo Sass>So when a brand or product is left on a shelf and the and and maybe a retail salesperson has moved away to talk to someone else, and this isn't there to pitch, it's what's left. It's the image. So it's everything about a thing that's not the thing itself, and that's the way that I like to think of brand.</v>

00:26:56.380 --> 00:27:17.610

<v Gareth Meredith>Nice. Great. That's really nice way to sort of really introduce some of the work that you're doing it Winsor and Newton and I guess I'm listening to what you're both saying, it really helps sort of set the pathway in terms of how you think and the and the way that you're that you're moving forward with with your strategy and the brand positioning.</v>

00:27:18.170 --> 00:27:36.640

<v Gareth Meredith>I'm interestingly we, I mean we've seen examples of great brands that have been part of our lives one moment and just disappeared the next. And I suppose thinking about Winsor and Newton, I'm not about to say that's the case with Winsor and Newton, but thinking about Winsor Newton, that's heritage 190 plus years.</v>

00:27:37.040 --> 00:27:39.830

<v Gareth Meredith>Umm that we can reflect upon.</v>

00:27:40.430 --> 00:27:40.980

<v Gareth Meredith>I'm.</v>

00:27:41.870 --> 00:27:46.450

<v Gareth Meredith>Can you tell us what happens when we don't protect a brand?</v>

00:28:01.660 --> 00:28:02.040

<v Gareth Meredith>Umm.</v>

00:27:47.820 --> 00:28:18.710

<v Helly Summerly>Yeah, I think I think that that, that that's a really good question. And I think we've probably all got our own personal examples of brands that you know we've seen sort of ever way over the years. And I think I suppose it's scariest thing about when you don't protect a brand is that you don't notice immediately. And I fortunately with brands erosion, you only tend to notice when it's too late. So what do we mean by brand erosion? Well it's it's kind of gradual, I suppose, ebbing and chipping away of what that brand really stands for and consumer's heads sometimes referred to as brand dilution or brand weakening.</v>

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<v Helly Summerly>And what that really means is that you know, if we go back to this example of having that really clear vision in our head of water, Brown stands for. If you suddenly start to see lots of inconsistencies within the brand, different colours or different types of logo or very different ways of communicating. Basically the consumer gets a bit confused and is to thinking well, actually what is this brand? It all becomes a bit fuzzy, a bit diluted and when they lose that clarity of what the brand stands for, that's when they're emotional attachment to it can really start to Wayne as well.</v>

00:28:48.820 --> 00:29:20.580

<v Helly Summerly>And that emotional attachment is what we want when the brand gets to the fix, the consumer gets to the fixture and they're distracted by messages and offers. And we want that. They don't probably not even aware they're going through it, but that completely subconscious are well, I recognize that brand. I love that brand. It has a it has a role in my life as a place in my heart. Hopefully, if we start to weaken that in the consumers mind, that's when you really start to see an issue. But again, as I say it, it's usually too late. Once you recognize you, you've actually got an issue with brand equity.</v>

00:29:29.600 --> 00:29:30.140

<v Gareth Meredith>Move.</v>

00:29:32.780 --> 00:29:33.250

<v Gareth Meredith>Umm.</v>

00:29:48.540 --> 00:29:48.990

<v Gareth Meredith>Umm.</v>

00:29:20.720 --> 00:29:50.800

<v Helly Summerly>And so I think you know a good example is, you know, even if like, we're to think, oh, well, I'll just use the logo outside of the brand guidelines on this occasion, I'll just make an exception for that. It's the, it's the, it's the snowball effect of all of that over time that if if everybody around the world thinks, oh, it's just this one occasion, doesn't matter if I do it or slightly changed the strap line, it all eventually ebbs away and ultimately our brands are some of the most valuable things we have as a company, aside from our people, obviously. But you know, our brands really are a source of great of.</v>

00:29:50.900 --> 00:29:52.480

<v Helly Summerly>Big value and equity for the company.</v>

00:29:53.380 --> 00:29:53.850

<v Gareth Meredith>Right.</v>

00:30:02.990 --> 00:30:03.910

<v Gareth Meredith>Ah yes.</v>

00:30:05.080 --> 00:30:05.580

<v Helly Summerly>Umm.</v>

00:30:05.970 --> 00:30:06.720

<v Gareth Meredith>Oh yes.</v>

00:29:53.720 --> 00:30:24.170

<v Jo Sass>I mean, I can think of a couple of brands that that I think are good examples of brands that have lost their way. You can probably visualize the BlackBerry logo and you can probably visualize MTV's logo, but both of those brands, I mean BlackBerry is nowhere and N TV is still kicking. But you know, it's not what it was. It's not hosting the biggest Music Awards in the world and it's not, you know, providing a platform for the most progressive new bands. So I think, you know, if you just think about those ones in your own life.</v>

00:30:24.230 --> 00:30:29.940

<v Jo Sass>Of disappeared it begin, you begin to realize how important it is to maintain that conversation and salience.</v>

00:30:30.300 --> 00:30:45.080

<v Helly Summerly>Yeah, I think that's really that's a really good point because I think you can you can damage your brand by saying the wrong things and still be really active. But you can easily damage a brand by saying nothing and just becoming irrelevant and just, you know, completely waning from a consumers awareness.</v>

00:30:46.230 --> 00:31:05.920

<v Gareth Meredith>Right Giants is coming and saying that she's loved loving the this this great discussion and I'm agreeing with it actually. So it's really nice to actually hear this journey in the story happens. So so we've understand, you know, what is a brand, what brand positioning means. And I guess the impact and the importance of maintaining those brand guidelines.</v>

00:31:06.060 --> 00:31:26.330

<v Gareth Meredith>Umm. So, Umm and and protecting that brand. So let's look at Winsor Newton specifically here now and if you can tell us a bit more about I suppose the process in building and developing that new brand positioning, what did it? What does it look like so we can understand that a little bit more in terms of how you come to where you are today?</v>

00:31:33.680 --> 00:31:34.790

<v Gareth Meredith>No, no.</v>

00:31:34.910 --> 00:31:35.300

<v Gareth Meredith>Yeah.</v>

00:31:27.230 --> 00:31:59.640

<v Helly Summerly>Yeah. Well, I think I think the first thing to say is that, you know, it's this isn't about saying that Winsor Newton is in the wrong place at the moment as a brand. It's purely about saying how do we how do we future proof it, you know for the next phase of its journey and you know it's it's really good practice as as brand management to be constantly reviewing your brand's health, constantly reviewing the market, how that's changed. And I think you know one one really key element of brand positioning is targeting. So understanding who you're consumer target is and therefore doing this constant sense check to make sure that what you're saying as a brand.</v>

00:31:59.860 --> 00:32:29.830

<v Helly Summerly>Is true to the brand itself, but also relevant to your consumer. So we talk about relevance and resonance a lot in marketing in terms of are we putting out messages that actually, you know mean something to our consumer as well as being true to what we're doing as the brand.

So what we what we did with this with this brand positioning process was so first of all to say it wasn't just the team sitting in a dark room for a few minutes thinking like Oh no, where should we go next? Oh, yeah, great. That's lovely. Strap line off we go. No, it was a really, really in-depth process.</v>

00:32:29.920 --> 00:33:01.460

<v Helly Summerly>And I think it took about nine months in total. I I joined sort of a couple of months into it. So I've had, it's been great timing to really, it's really get involved in that. But I think the thing to really say is that there was this is really credible. The work that we've done because it's taken a huge number of insights from right across the research that the team have done. So you know really, really understanding what consumers and artists really think to, to to inform that. And I think, Joe, you you were quite heavily involved at the beginning, weren't you in terms of the immersion study and how we integrated those learnings.</v>

00:33:01.890 --> 00:33:32.600

<v Jo Sass>Yeah, I mean we, you know, the fact that again that there was so much insight available to us to particularly artist insight that that led us to understanding what's going on in the mind of an artist, you know and what emerged was you know, there is a creative chaos at play that needs to be resolved that people want to feel part of a community and and have, you know, have a very strong identity. So we took all of that on board and developed a proposition that we hope will cut through but also resonate in a different way to other brands.</v>

00:33:33.630 --> 00:34:05.400

<v Helly Summerly>Yeah, absolutely. And so I think the whilst talking on board all these insights, all you know, it's also really important to us that we kind of identified what's the core brand truth. You know, we got fantastic heritage and legacy and what is that brand truth that has been that sort of golden thread if you like, throughout the brand's history. And what we identified was the fact that you know what really differentiates Winsor and Newton is that 190 years ago they understood the creative process so minutely. They understand it in such debt, they understood how to make it better.</v>

00:34:11.900 --> 00:34:12.360

<v Gareth Meredith>Umm.</v>

00:34:05.640 --> 00:34:35.750

<v Helly Summerly>So they really, as we say now with our new strapline, they were looking at the world through the eyes of the artist and it was only by really, really looking at the process of creating art and painting that they were able to come up with all the incredible innovations that they did, you know, to be the brand. But the huge legacy that we have today. So that's really the fundamental

insight is that we understand the creative process of so minutely. We see the world the way the artist does and that allows us to be really credible and really inform everything we do as a brand.</v>

00:34:35.890 --> 00:34:41.780

<v Helly Summerly>I know, Joe, you. You've got a great analogy in terms of you know, what they might be today in terms of innovators and.</v>

00:34:59.320 --> 00:35:00.070

<v Gareth Meredith>Umm.</v>

00:35:02.590 --> 00:35:03.040

<v Gareth Meredith>Yeah.</v>

00:34:42.690 --> 00:35:15.740

<v Jo Sass>Well, yeah. I mean I I don't know how much time we've got left, but I I do. I do always think and when I've got that Barstool test when somebody says to me, who do you work for and oh, what's that? I I actually always try and tell people that I feel like Winsor and Newton were like modern day Silicon Valley innovators. You know, they were just the same as the team at Apple. You know, they looked around and they thought they saw in their own community their friends, their colleagues and their peers were all stuck in studios and weren't able to use the light and get outside. So they invented a collapsible tube.</v>

00:35:15.820 --> 00:35:46.230

<v Jo Sass>And then, you know, they also then followed that with a paint set that you can put in your pocket. And then they followed that with a rotating brush cleaner. So. But all of this came from looking at the need through the eyes of their artist community. So I I see them very much as really modern day innovators. And I don't see them in any way as dusty old Windsor and Newton 200 years ago. And I what I'm proud of particularly proud of is that no other brand can say this. These are our stripes. We can say it, and we've got all of that rich heritage.</v>

00:35:46.330 --> 00:35:46.870

<v Jo Sass>Cheers.</v>

00:35:51.570 --> 00:35:52.010

<v Jo Sass>Yeah.</v>

00:35:52.970 --> 00:35:53.350

<v Helly Summerly>Umm.</v>

00:35:57.690 --> 00:35:57.980

<v Jo Sass>Yeah.</v>

00:35:47.900 --> 00:36:01.170

<v Gareth Meredith>That's amazing. You're actually bringing, you know that heritage, that story and that heritage from from those years ago, fast forwarding and and and making it so relevant for today. I love it. So brilliant story.</v>

00:36:01.710 --> 00:36:19.390

<v Gareth Meredith>I'm last question before we go on to your, your your finale importantly, how can we connect colart people to the brand and to become a brand ambassadors? And I probably just a little caveat, why would we want to do that too, I suppose, yeah.</v>

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<v Gareth Meredith>Umm.</v>

00:36:20.080 --> 00:36:50.210

<v Helly Summerly>Yeah, that, that that's a good. That's a great question. And I think you know when when we were looking at the brand positioning process we we talked a lot about purpose and you know and I think a lot of brands now are really sort of saying that they, you know as as human beings we want to be connected to this higher purpose. So whether that's about the paint brand that I buy, whether it's the company that I work for, I want to feel as though I'm adding something back that's more or I'm doing something that's more more purposeful than just driving a bottom line and a profit as important as all of those things are.</v>

00:37:09.670 --> 00:37:10.200

<v Gareth Meredith>Hmm.</v>

00:36:50.390 --> 00:37:23.140

<v Helly Summerly>And I think when we were sort of tried to try to identify what are the higher purpose for Winsor and Newton and we felt it was really about celebrating and elevating the

importance of art in, in helping us to grow as a society. And actually when you think about it, it's an enormous privilege to come to work and think that is part of my job every day is to promote the importance of art in society. You know, I really can't think of many causes that I would rather be involved in. And so we're really hoping that with the work that we'll start to share in the next few months, there were still at the very early stages of.</v>

00:37:23.220 --> 00:37:37.370

<v Helly Summerly>Now, translating all this into creative developments, but we're hoping to really, really inspire everyone, both externally and internally to become our brand ambassadors because ultimately, you know colart employees are the best ambassadors that we could possibly have for the brands.</v>

00:37:38.350 --> 00:37:55.710

<v Gareth Meredith>Fantastic. So celebrating and elevating and let's hope, UM, what you're about to show us is a great example of why people at colart should be celebrating and elevating so over to you Helly, just show us that don't forget to switch the sound on.</v>

00:37:56.190 --> 00:38:27.160

<v Helly Summerly>Thank you. Right. So let's pray for that. Pay for the technology gremlins to be at Bay are very slightly caveat. We've got a very, very, very short video to show you. It is pitch material from an agency that we are planning to work with. So it's not final creative reversing. So it's very, very work in progress. But when we saw it, Jerry and I were both quite emotionally I think taken aback by it to be honest. So we really hope that you'll have the same reaction. But as I say, it's very, very early days, but we just felt it really capsulates.</v>

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<v Helly Summerly>At least a little taste of where we'd like to go in the future with the brands, so keep your fingers crossed for the technology and let's give this a go.</v>

00:38:45.230 --> 00:38:53.620

<v Helly Summerly>The desire to make a mark to make our mark is as old and as fresh as individual and as collective as humanity.</v>

00:38:54.700 --> 00:39:12.130

<v Helly Summerly>Marks of passion and protest, professional dedication, pure imagination, mocks of strength and weakness. Tentative, bold, every force of nature, of human nature splashed and scribbled, streaked, stroked and daubed.</v>

00:39:12.780 --> 00:39:29.010

<v Helly Summerly>To make our marxes to grow outwardly, inwardly, to better our art ourselves, our society, to create and innovate, express or destress, we breathe it and sustain it, this shared desire.</v>

00:39:29.880 --> 00:39:38.990

<v Helly Summerly>Through the mark of quality, the mark of permanence through the mark of belief in what we can make of this blank canvas of a future of ours.</v>

00:39:40.280 --> 00:39:41.600

<v Helly Summerly>Through the eyes of the art.</v>

00:39:47.730 --> 00:40:08.780

<v Gareth Meredith>Amazing and thank you so much. I'm uh, Helly and Joe and I do hope the eyes through the eyes of the artist start to start to elevate people's be thinking about being brand ambassadors. OK, Dennis, we are passing this across to you.</v>

00:40:14.280 --> 00:40:31.600

<v Dennis van Schie>Yes, thank you very much, Joe and Helly, absolutely wonderful to see super talented people taking care and looking after our biggest brand and I'm I'm very, very proud to see not only for Winsor and Newton by the way, but also for Liquitex and Lefranc bourgeois. How?</v>

00:40:32.730 --> 00:40:37.770

<v Dennis van Schie>Really professional, detailed, rich debate has led to.</v>

00:40:37.850 --> 00:40:44.660

<v Dennis van Schie>Oh yeah, very distinct positioning statements frameworks target audience definitions.</v>

00:40:45.900 --> 00:41:08.750

<v Dennis van Schie>That will clearly give us a lot of a lot of inspiration to to build the brands even further out right in the end of the day, the brands are a big asset in our business and we definitely do not want them to erode or to weaken as as Hallie said so well done. Thank you very much. Creative chaos through the eyes of an artist. I love it. Well done.</v>

00:41:09.390 --> 00:41:15.120

<v Dennis van Schie>OK, wrapping up. Thank you. 203 Colart colleagues that were.</v>

00:41:16.440 --> 00:41:45.910

<v Dennis van Schie>Joining today, it was a it was an important tunnel, as every tunnel is important. I would like to close off by saying please have a couple of days left to finalize your performance reviews to set your targets for next year to also sign up for the Code of conduct might be boring, but very important that you all absolutely spend the time to understand how we behave, what's right, what's wrong all stipulated in the code of conduct. So please finish it off. We want to have 100%.</v>

00:41:46.230 --> 00:41:53.040

<v Dennis van Schie>Hit rate or compliance to both the performance review and the signage of the Code of Conduct.</v>

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<v Dennis van Schie>Last message is about.</v>

00:41:56.120 --> 00:41:56.730

<v Dennis van Schie>Learning.</v>

00:41:57.670 --> 00:42:28.940

<v Dennis van Schie>Actually, some of you know that uh, my mantra of lifelong learning is is very important to me. And actually one of the reasons why I'm so excited about the future is that I know I will learn a lot of new people, probably new industry. I will learn new problems, new challenges to solve, new organizations to meet. And I'm I'm very excited about that because it has to do with your indie individual personal growth, right, to get the most out of of your own capabilities and capacities.</v>

00:42:29.300 --> 00:42:58.690

<v Dennis van Schie>So and why am I mentioning this not to to brag about my own personal message and the way that I tried to live up to my mantra? It is because quite soon Gareth and the comms team will announce a campaign four weeks campaign, which is all around learning for you to get the opportunity at Colart to learn and to develop yourself. This will go through Colart LinkedIn. There will be for four weeks.</v>

00:42:59.220 --> 00:43:29.500

<v Dennis van Schie>Free access to learning assets and all kinds of things that you can pick up. It will also be very, very clearly campaigned around the Colart Academy with new courses coming up and also the third element of this, this learning campaign is all around Colart knowledge base. This is the result of actually a couple of years work from the consumer experience Team 3 branded from.</v>

00:43:29.860 --> 00:43:35.670

<v Dennis van Schie>Consumer care. Let's buy Stefano and it's the knowledge base is being built up.</v>

00:43:36.380 --> 00:43:51.370

<v Dennis van Schie>On the basis of all those thousands and thousands and thousands of questions that we get over the year from artist about our products, what works, what doesn't work, how to combine them, how to use them, what the brand stands for, et cetera. So check it out.</v>

00:43:52.080 --> 00:44:05.080

<v Dennis van Schie>Keep learning and yeah, I that was it actually. Have a great weekend and speak to you again in two weeks from now, which will be my last tunnel. Have a great weekend. Thank you.</v>