

MARKETING

Transparency in all business aspects will reflect in marketing

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Cadillac CT6 through the eyes of Jason Wu. Image credit: Cadillac

By BRIELLE JAEKEL

NEW YORK During Luxury Daily's Women in Luxury conference Sept. 26, a panel of women who have made a name for themselves in male-dominated fields disclosed the importance of transparency in management to foster an innovative environment.

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Social climates are changing and women are able to seek more opportunities than compared to even just the recent past, but doing so does not come without its hardships. Executives and founders from Cadillac, Facebook, Douglas Elliman, CreativeDrive and Leaders of Design Council during the panel, "Female Executives in Male-Dominated Fields" agreed that life should not be all about work and it really does take a village to balance family life and a career.

"I think as women, we are intuitive and we are taking in the constellation and responding," said Meg Touborg, Metworks and cofounder, leaders of Design Counsel "I think you need to show your work in the way I meant it; pause and try to explain how you got to what you got to.

"If I'm hesitating on something and not making a decision, explain that, too," she said. "It's a really good discipline to explain how you got there.

"When you start to do it you start to see wow I made a complicated decision taking all of these things into account."

Luxury Daily organized the Women in Luxury conference

Management transparency

Diversity and gender equality in the workplace come from all aspects of the business, especially the top. It is important that managers are transparent with their team members.

For instance, Morin Oluwole, head of luxury for Facebook and Instagram, revealed that when she took the opportunity to create her own division, a major motivator came from the top. She looked at another high-powered executive in Facebook, and how it was hard work to get where she is.



Cartier's Instagram post on California dreaming. Image credit: Cartier

Melody Lee of Cadillac explained that while there can be stereotypes and archaic thinking in regards to balancing family and a career, she feels it is important to be transparent with her team. This creates a cohesiveness and support in the team.

For instance, Ms. Lee makes her calendar public to her team members so they can see that is she is at a function for her kids.

Transparency in marketing

The concept of transparency and cohesiveness in business can translate to marketers' and retailers' customers as well.

Companies need to be cohesive and work together to create a seamless brand image. Ms. Lee explained that when creating a new brand identity, it took her two years of diligent effort and lobbying to make sure the initiative flowed through the entire business, and did not just remain a light-hearted and fleeting marketing ploy.

The director explained that she acted bullish with the engineering department to make sure the new Cadillac identity would be establish within design as well as marketing. This means marketing initiatives would have real substance behind them, instead of being artificial.



Cadillac's "Lost & Found" vignette that appeals to women

The concept creates transparency with marketing and sales to build a connection with consumers.

"Effective marketing requires a strategy that must be aligned with sales," said Amy Romero, chief marketing officer at CreativeDrive. "Marketing and sales must be aligned in order to successfully create awareness, connect with customers and generate revenue.

"It is all about the customer," she said.

One reason why that is so important is that millennials communicate their value systems through the products they support rather than traditional affiliations such as religion, making a company's social initiatives and positions all the more important.

During another panel discussion at Fashion-Culture-Design June 9 last year, an executive from Marvin Traub argued that a brand's corporate social responsibility is one of the ways to create value for shareholders. While not all in agreement, the panelists discussed the ways in which a brand's values impact its bottom line ([see more](#)).

Brands need to learn how to embrace women as part of their business and also as part of their audience.

A good example of this is a recent initiative from Italian fashion label Giorgio Armani, which brought together a panel of intelligent and accomplished women for its annual S Women's Circle campaign, supporting and emphasizing that women can and should be an accepted element of any industry.

The Armani Beauty campaign is primarily experienced through four videos the brand has produced, interviewing the featured women about their backgrounds and the importance of normalizing women in the workforce. Armani is emphasizing not just the women in the luxury industry, but outside of it as well ([see more](#)).

"It was probably two years of solid work to have a new brand identity established for Cadillac in which I didn't want the new branded identity to be this cute idea that would be given to engineers and have them laugh it off," said Melody Lee, director of brand marketing at Cadillac. "I went to engineers and made them be friends with me.

"We need this to be brand-led from all levels," she said. "It was a solid two-years of lobbying."

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