

MARKETING

Sara Rotman Woman to Watch 2018

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Sara Rotman, strategist, chief creative officer at NewCo Branding, Inc.

By STAFF REPORTS

Sara Rotman

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Strategist and chief creative officer, **NewCo Branding**, New York and Los Angeles

"I don't want to hear the word "disruptive" from anyone ever again"

What do you most like about your job?

There are quite a few things I like about my job, but the thing I get the most gratification out of is crafting the unique strategies stories that define and drive brands.

This is the launching pad for all the other creative elements we produce and for me is the secret sauce to providing a successful trajectory for the brands we work with. And I truly enjoy working with team members to further develop them as creative and strategists.

What is the biggest challenge in your job?

In this new era of social, the volume of work that must be created for any brand has led to a commoditization of creative which can be both ineffective and disheartening. It has, in many cases, devalued the important work creatives have always done to insure brand success.

But as the use of social media has matured, and its value, or lack thereof, is more accurately assessed, what has happily emerged is a long known truth: good strategy and creative is still necessary and requires trained professionals to produce it.

Yes, the industry has to pivot to do these things more cost effectively to meet the high-volume needs of today's digital marketplace, but nothing replaces good strategic thought and impactful creative that is on brand.

What is your work priority for 2018?

To focus on working with clients who believe in powerful strategy and value the great creative necessary to bring it to life.

I am also interested in innovative approaches to getting a brand's message to market. I'd like to explore more long-form video and writing opportunities for my clients.

And I don't want to hear the word "disruptive" from anyone ever again.

What is your proudest achievement in luxury?

That would have to be the work I did with Tory Burch on her original branding. It's one of the things I'm best known for and something I'm grateful to have been a part of.

For me, that work is a perfect example of how a client and branding agency can work together as a team to achieve something truly special.

It was a wonderful collaborative effort and yielded timeless work that remains relevant almost 15 years later.

How do you see luxury evolving in 2018?

I think it's going to have to take a more personal, human and emotional bent.

Luxury now is more about special discovered experiences and uniqueness. Gone are the days of conspicuous consumption, thankfully, so true luxury will become something more subtle, curated and individual to each consumer.

Which means travel, hospitality and home will take a larger portion of the consumer's interest and wallet.

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