



# Reinventing traditional industries of marketing & business

Editorial by Sandra Pedro, CMMP

Fashion tells us a lot of stories. We can identify eras and cultures just by looking at clothes and fabrics. Fashion is as old as mankind and sustainability is reinventing it.

I could do a list of apparel brands that use organic fabrics and advocate for sustainable life style. Yes, Patagonia is one of them (it even advocates for conscious consumption) but there are many more. This time I will reflect on how a luxury fashion brand is reinventing its cor-

porate culture for a more sustainable business.

The Italian luxury fashion brand [Versace](#) built a new culture of sustainability throughout the entire company. The change is held in three pillars: (1) learning, (2) contribution and (3) engagement.

First, its leaders understood how important it is to know how luxury and fashion impact the world and what sustainability means for busi-

ness and people.

Next, a collaboration of ideas took place to help make the business more sustainable, from bottom to top, from raw materials to supply chains. Collaborators and partners help along the process to create greener practices and well-being. Everyone has a voice to embrace a sustainable approach for more trusting relationships and sustainable growth.

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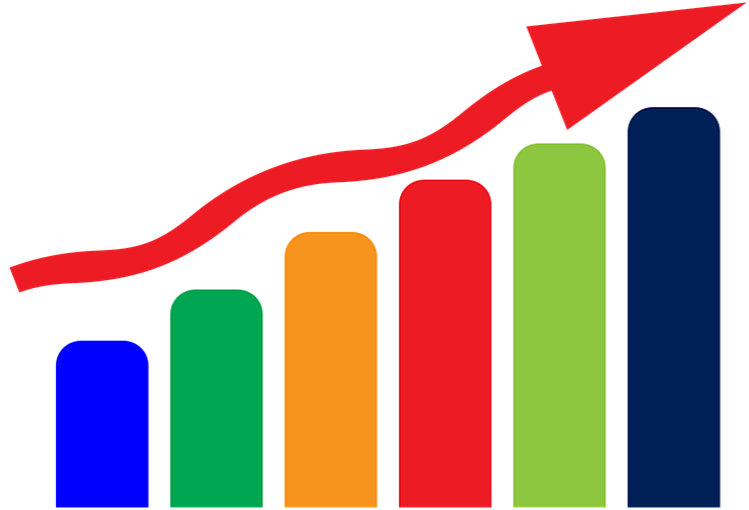
## Brand Influence - How does a brand become influential?

*By Caroline Berryman, CMMP*



Trustworthiness, having a strong presence in the marketplace, a leader in innovation, being a good corporate citizen and engaging with its customers are the top five ways a brand can become influential with its customers. In order for a brand to have influence on its customer, it is important for the brand to make its customers feel uniquely special, provide them with lots of information, make them feel involved in the decision making process, tell a great story that's worth sharing, make realistic promises and always provide the highest level of customer service, especially for online purchases. An influential brand contributes something meaningful to the consumer - making their life easier, more comfortable, more interesting or completely changing what they do or how they see the world.

Brands can also impact people very differently depending on a customer's age so marketers must communicate and differentiate the brand's offering or unique selling point in order to mar-



ket effectively to different generations. Google does this very well across multiple generations, effectively influencing people who are part of the Gen Z, Millennials, Generation X and Boomers generations.

The influence that a brand can have is constantly evolving and today's marketers must be focused on generating stronger connections with their customers. Here's a list of brands that do this incredibly well, according to The Association of Canadian Advertisers and The Institute of Communication Agencies in partnership with Ipsos in the "Top 10 Most Influential Brands in Canada — a comprehensive study measuring and ranking today's brands in Canada and the world". Google is number one, followed by Facebook, Apple, Amazon, Microsoft, YouTube, Walmart, Visa, Netflix and Samsung.

Today's brands are going the extra mile by hiring brand ambassadors who are hired to help build long-term relationships with their customers, and brand influencers who help brands attain quick wins in the short term with their customers. Both of these strategies help to reinforce the brand's personality and grow a brand's customer base.

Today's consumers won't settle for inferior products and broken promises and will often pay more for a product because of its USP, excellent customer service or its good corporate citizenship. Therefore, brands have to work much harder to retain customers and acquire new ones and influence is becoming the main force behind maintaining customer loyalty and market share.



# Workplace Digitalization - How excessive should automation be?

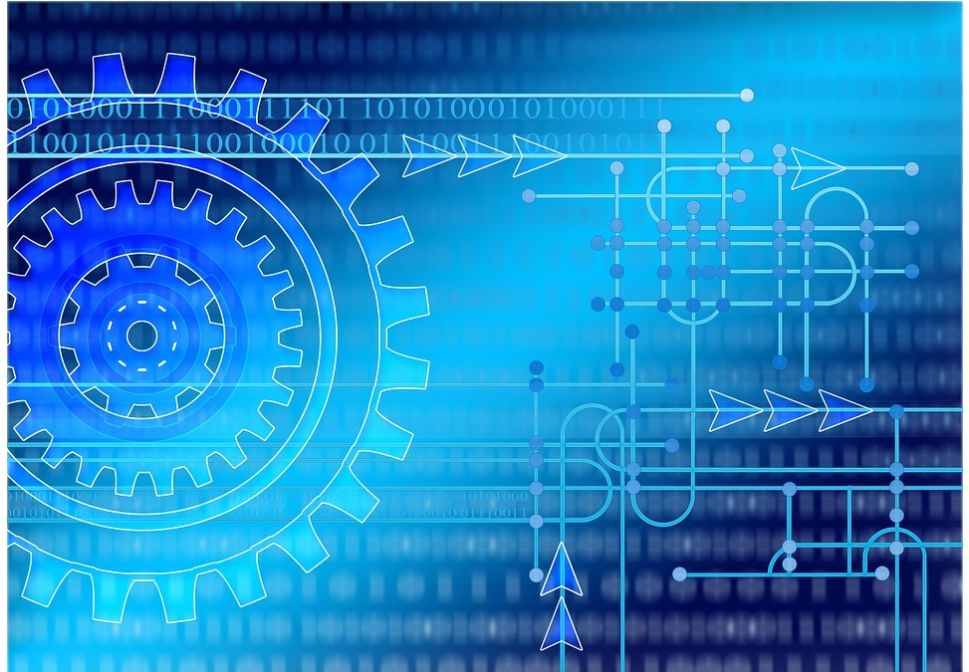
By Stephanie McCredie



We live in a rapidly transforming digital world, where our 24-hour global economy requires businesses to have smarter workflows in order to remain efficient and competitive. The greatest demand currently on our workforce is the need to automate processes and digitally transform operations.

Digitalization aims to transform and improve business operations in order to increase performance and productivity, decrease expenditure, and generate greater customer experiences and value. Digitalization may begin with the implementation of digital technologies into a workflow and the replacement of mundane tasks with fast automated processes but its focus is on strategically transforming operations in order to develop a more efficient workplace that makes space for economic growth.

Some major aspects of digitalization are the rapidly growing factors of automation and artificial intelligence (AI). Their goal is to use technology and robots to replace human tasks so allowing a business to operate at maximum efficiency at minimum costs. However, the idea of robots replacing humans has



caused a stir in the media and a feeling of uncertainty in society.

A study by McKinsey Global Institute predicts that technologies like robots, machine learning, artificial intelligence (AI) and automation could potentially displace up to 30% of work activities across 46 countries by 2030, depending on the speed of adoption by each economy. It reports that these advancements could see a dramatic impact on society similar to that on agriculture during the Industrial Revolution.

Since the 1980s and the global rise in technology, we have seen a multitude of business processes replaced by computers but along with those advancements we have also seen a similar rise in the creation of new technological job types. Therefore, as the world dives deeper into artificial intelligence and as digitalization transforms the workforce, we should see a continual rise

of new job types being birthed and current roles being transformed as employees learn new digital skills.

J.P. Gownder, who leads Forrester's research into the impact that automation technologies have on the future of the economy, writes, "There's a lot of talk these days about the bleak future of employment: Claims that robots will steal all the jobs are commonplace. But the future of jobs isn't nearly as gloomy as many prognosticators believe. In reality, automation will spur the growth of many new jobs, including some entirely new job categories. But the largest effect will be job transformation: Humans will find themselves working side by side with robots."

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## Reinventing traditional industries

*By Sandra Pedro*

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Finally, a process of continuous internal and external communication and engagement was implemented to stay on top of sustainability efforts for true change. Versace redefines glamour with all of these perspectives in mind and in their everyday practice.

Italy is the world's biggest luxury fashion producer and it is enjoying a growing movement of businesses who are leading the change for greater impacts and more positive influences around the world.

Versace joins other Italian fashion houses in altering the future of the fashion industry, their impacts on the planet and their responsibility with people and the environment. It understands that is the path for adding value, greater competition, innovation and leadership.

This change of perception in the fashion industry is a good example that "business as usual" is off business. Assessing impacts and risks, benefits and improvements are vital aspects to reshape business practices and corporate culture.

It's a long process, in which all agents are change-makers. Therefore their voices should be heard, whether it be collaborators, suppliers, partners, shareholders or other stakeholders. Everyone is important in helping find more sustainable paths for the interconnection of businesses, the environment and for all people.

If you have other examples, please share with us. We look forward to hearing from you!

## Workplace Digitalization

*By Stephanie McCredie*

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**Digitalization (including automation and artificial intelligence) should not be about eliminating humans from the process but about freeing them to do what only humans can do best.**

The excessive use of robots has proven to be a manufacturing hindrance for the American multinational corporation, Tesla. CEO and co-founder, Elon Musk, recently acknowledged that the company has mistakenly relied too heavily on robots for production - "Yes, excessive automation at Tesla was a mistake," he tweeted recently. "To be precise, my mistake. Humans are underrated."

It is without doubt that automation would bring a negative effect on some job types, jobs that require one-on-one human connection, such as in education, healthcare and hospitality. No robot or automated process should replace the human touch, empathy, emotional intelligence, intuition, or planning and management skills.

A rethinking of the current workplace is required. Humans need not be underrated in order to make space for automation and artificial intelligence. Digitalization should enhance employee contribution and provide greater value to both the employer and its clients.



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