

Marketing & Communications Watch

Building Brands and Businesses - Digitally

June 24, 2021



Some of the critical questions and issues we will be answering today

- How do you translate offline brand- and relationship-building online?
- How can we optimize the business results behind online communication?
- What is the best way to leverage social media for targeting and influencing?
- How can your company synchronize website, e-store, and omnichannel selling?



Today's Speakers



Amanda Bopp
Vice President, Digital
Marketing & CRM
Kate Spade New York



Esther Uhalte Cisneros
Executive Director, Global
eCommerce
Bobbi Brown Cosmetics



JP Kuehlwein
(Moderator)
Marketing Leader, M&C
Center
The Conference Board

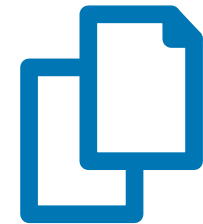
Earn Credit



CPE (NASBA)

- ✓ Click the link in the CEU Request Widget to sign up for credit
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- ✓ Click 'ok' for 3 popups that occur during the program
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THE ESTÉE LAUDER COMPANIES – OVERVIEW

We are the global leader in prestige beauty — delighting consumers with transformative products and experiences, inspiring them to express their individual beauty. We are the only company focused solely on prestige makeup, skin care, fragrance and hair care with a diverse portfolio of 25+ brands sold in approximately 150 countries and territories. Infused throughout our organization is a passion for creativity and innovation — a desire to push the boundaries and invent the unexpected — as we continue the bold work of our founder Estée Lauder.

25+

Prestige brands

150±

Countries & Territories

\$14.29 bn

Total Net Sales

48K+

Employees worldwide

SOURCE: THE ESTÉE LAUDER COMPANIES 2020

THE ESTEE LAUDER COMPANIES – BRAND PORTFOLIO

AERIN Beauty	Darphin	GLAMGLOW	Michael Kors Beauty
Aramis	DKNY	Jo Malone London	Origins
Aveda	Donna Karan Cosmetics	KILIAN PARIS	RODIN olio lusso
BECCA Cosmetics	Dr. Jart+	La Mer	Smashbox
Bobbi Brown	Editions de Parfums Frédéric Malle	Lab Series	Tom Ford Beauty
Bumble and bumble	Ermenegildo Zegna Parfums	Le Labo	Tommy Hilfiger
Clinique	Estée Lauder	M·A·C	Too Faced

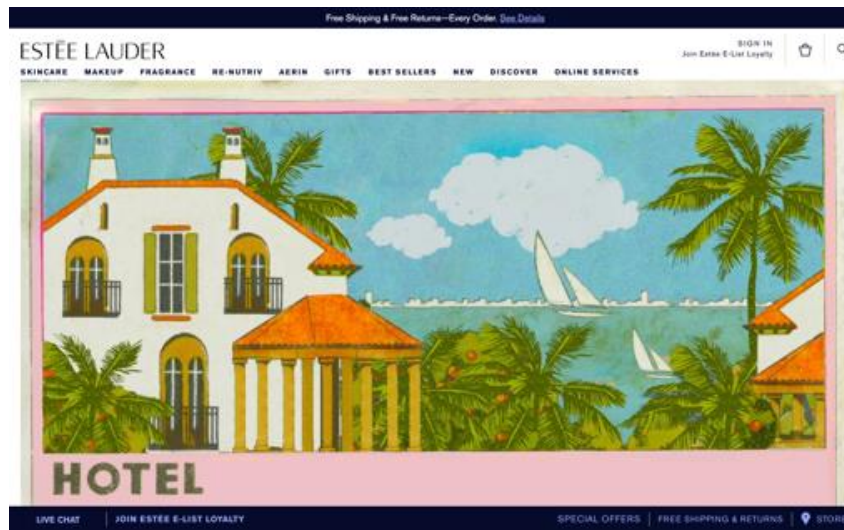
EVOLUTION OF .COM

- .com is a critical channel for a brand
 - **Revenue driver**
 - **Experience driver** – even more during the pandemic and post
- From electronic commerce to **experiential commerce**
 - .com as a place to transact
 - .com as a place to experience a brand
 - .com presence essential to the credibility and reputation of a brand

.COM PLATFORMS

BRAND.COM

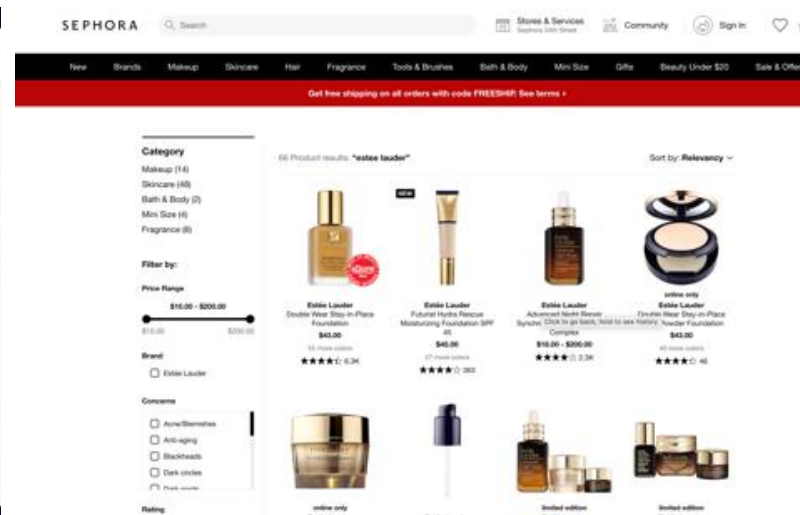
esteelauder.com



Full branding control

RETAILER.COM

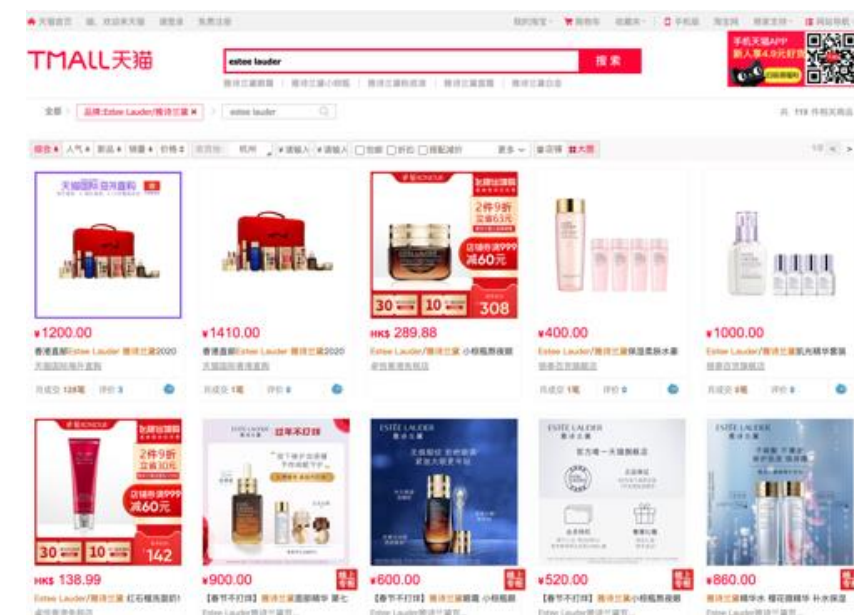
Estee Lauder on Sephora.com



Limited branding control

3rd PARTY PLATFORM

Estee Lauder on Tmall (China)



Limited to no branding control

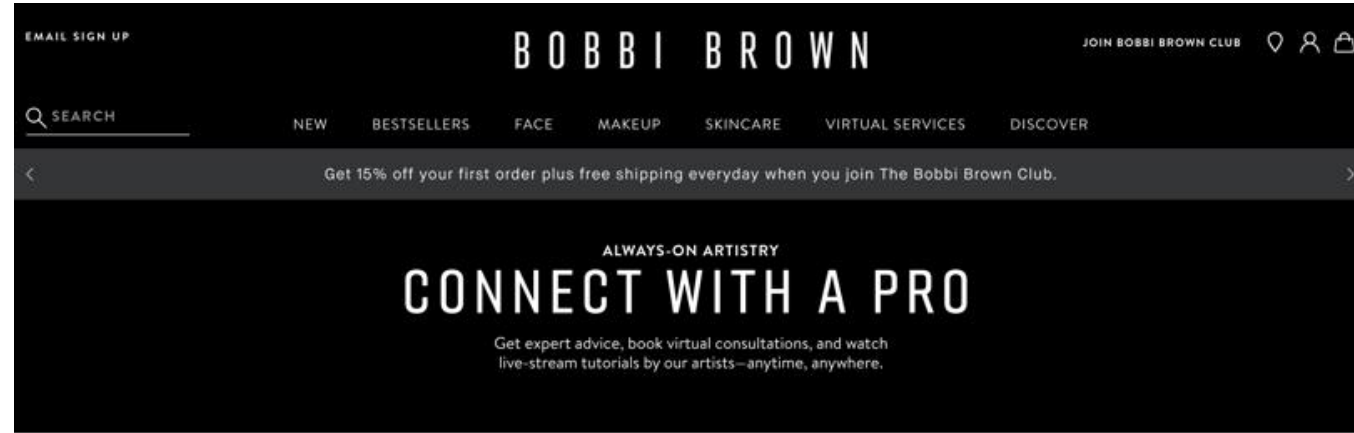
SOME .COM BRAND BUILDING PRINCIPLES

- Share the brand story
- Encourage consumers to participate
- Project a distinct brand voice and visual language
- Be consistent across channels
- Refine, optimize, iterate

IN-STORE



.COM



VIDEO CHAT

Chat face to face for quick pro tips.

Monday–Friday 10 AM–10 PM ET
Saturday & Sunday 12 PM–8 PM ET



VIRTUAL CONSULTATIONS

Book a complimentary video consultation with one of our artists at



LIVE CHAT

Ask for personalized product recommendations or the status of an order.



TEXT AN ARTIST

Get expert advice and order information sent right to your phone.



IN-STORE



.COM

EMAIL SIGN UP BOBBI BROWN JOIN BOBBI BROWN CLUB

SEARCH NEW BESTSELLERS FACE MAKEUP SKINCARE VIRTUAL SERVICES DISCOVER

Pick a Date Night In or Self Care Set with your \$75+ order. Plus, get free 2-day shipping with \$85+. Use code SHIPVDAY.

FOUNDATION

Home / Face FILTER SORT BY 11 products

TRY IT ON

TRY IT ON

GOLDEN ALMOND (W-088 / 6.75)

SKIN LONG-WEAR WEIGHTLESS FOUNDATION SPF 15

16-hour, medium coverage matte formula

★★★★☆ (336)

\$49.00

HONEY (W-064) SPF40

INTENSIVE SKIN SERUM FOUNDATION SPF 40/35

Protective formula, radiant finish

★★★★☆ (335)

\$71.00

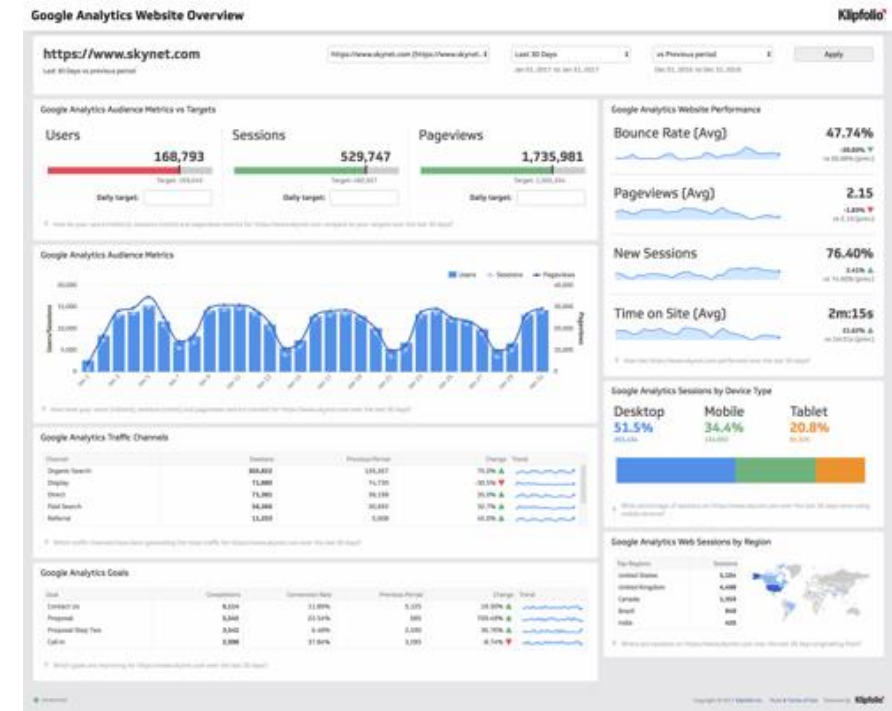
TRY IT ON, RIGHT FROM YOUR PHONE

Find your perfect shade of Skin Long-Wear Weightless Foundation and Intensive Skin Serum Foundation with Virtual Try-On.

SHOP FOUNDATION

REFINE, OPTIMIZE, ITERATE

- On-going measurement
 - You can only improve what you measure
- On-going testing
 - Change only one variable at a time
- Mobile vs desktop
- Avoid “paralysis by analysis”
- Add some art to the science
- You will never be done – enjoy the journey!





SOCIAL RISKS AND BRAND VALUE: HOW TO MONITOR, ASSESS, AND RESPOND TO SOCIAL JUSTICE ISSUES

VIRTUAL EVENT
June 30, 2021

**This event is Complimentary for
The Conference Board members.**

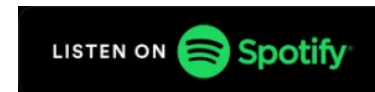
Register now at www.conferenceboard.org/social-risk

NEW Podcast Series: C-Suite Perspectives - Insights for What's Ahead™



Hosted by our CEO, **Steve Odland**, this bi-monthly series features in-depth interviews with thought leaders from The Conference Board to provide senior and C-suite executives with data-driven insights to prepare them for what's ahead.

Available on our website at <https://www.conference-board.org/podcasts/c-suite-perspectives-podcast> or on most popular podcasting platforms, including:



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Watch this short [video](#) to get started.

