

INTERNET

Dior emphasizes 20 years of scientific research for One Essential products

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Dior's One Essential New Generation detox serum

By JEN KING

France's Christian Dior is shining a light on the amount of toxins that build up on consumers' faces daily through its latest campaign for the brand's One Essential skin care line.

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According to Dior, 7 billion toxins build up in the skin each day and with the height of summer approaching, many consumers are likely interested in how to keep their skin care regimen seasonally appropriate. By including this type of figure in its product introduction, consumers may be more inclined to trust the benefits of One Essential's detox serum.

"As a beauty product, Dior is emphasizing the positive attributes through the lens of science," said Amanda Rue, strategist at [Carrot Creative](#), New York. "Touting the heritage or fashion house element does not give the same credibility in the beauty category. Consumers want to know about the benefits beyond the equity and cachet of the brand.

"It is likely that this digital experience will pique consumer interest," she said. "There are clear and concise facts that are impactful and memorable for the reader."

"This narrative perfectly positions One Essential as the solution to this problem, and gives substantial supporting evidence. While tactical and informational, it clearly conveys the benefits of the product without being overtly commercial."

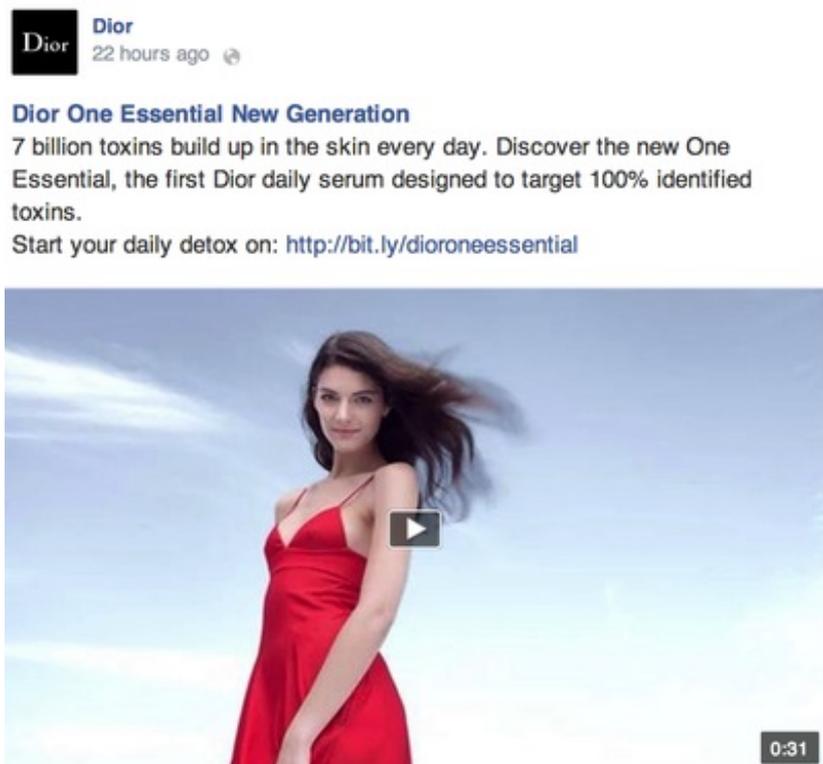
Ms. Rue is not affiliated with Dior, but agreed to comment as an industry expert.

Dior did not respond by press deadline.

Battle of the toxins

The label introduced the newest addition to its One Essential skin care line on its social media accounts. This particular item is part of Dior's One Essential New Generation collection of skin care products.

On Facebook and Twitter, the copy was nearly identical with both explaining that One Essential detox serum is the brand's first product designed to target 100 percent of identified toxins. Each post included a link to Dior's One Essential minisite for its detox serum and a 30-second campaign film.



Facebook post for Dior's One Essential New Generation detox serum

The film shows a woman in a red dress in a rainy city setting. As the woman poses and exits a cab, the female narrator speaks of the 7 billion toxins that build up in the skin every day.

Next, the narrator introduces One Essential's detox serum and the sun begins to shine as the voice over describes the benefits of using the product. Dior's film ends with the narrator saying that One Essential's detox serum is "a breath of life and energy for your skin."

Embedded Video: [//www.youtube.com/embed/BzKid-sdexw](http://www.youtube.com/embed/BzKid-sdexw)

Dior One Essential New Generation

By not giving much away about the product's composition or its uses, consumers who view the film may be prompted to click the link for additional information.

A click-through on the social media post's link lands on Dior's minisite for One Essential's detox serum. The first slide shows the product bottle in the center of the screen with dark clouds to its left and blue skies to the right. Copy iterates what the video explains.

In the next slide, titled "Beauty Enemies," toxins are discussed in more detail. As an analogy, images of a cloud-covered, gloomy cityscape is shown while a small text blurb notes that toxins caused by urban pollution counteract the skin's natural regeneration process causing the complexion to become dull.



Dior minisite section on toxins

Following this overview is a section that looks at the scientific properties of Dior's One Essential detox serum. With images of cells in the center, a text section to the right explains that Dior Science goes right to the toxin's mitochondria to "drain the cell's lung" to break them down.

This section also includes an approximately two-minute video that delves deeper into "cell detoxification" by showing the Dior scientists at work. The scientist in the video explains that Dior has been studying toxins for 20 years and the work has resulted in 10 patents, furthering the reputation of the brand's skin care products.

In the video, the Dior scientist notes that their research has uncovered properties in the red hibiscus flower that has detoxifying and energizing powers. The calyces of the flower are made into a powder before being incorporated into the serum.

Embedded Video: [//www.youtube.com/embed/qFaAQL_NhYQ](https://www.youtube.com/embed/qFaAQL_NhYQ)

Dior One Essential - Philosophy

The minisite ends with a call to purchase. Consumers can either click the "quick buy" button or be redirected to Dior.com for additional content and a video dedicated entirely

to the properties of the red hibiscus flower.

Dior's One Essential New Generation detox serum retails for \$125 and is available at department stores and through the brand's ecommerce site.

Mad scientists

Instead of putting its fashion affiliations at the front, Dior often relies on its ties to the scientific community when promoting its skin care lines.

For example, Dior generated interest in its One Essential skin care line through its Beauty Chronicles campaign that highlighted the product line and offered information.

Dior's multi-faceted approach paired a series of social videos along with content explaining the harmful effects the environment and stress has on skin to promote the benefits of its One Essential products ([see story](#)).

Also, during a social video for the brand's Dior Prestige skincare range the viewer leaves Christian Dior's rose garden and is brought inside a modern building to see the frozen Rose de Granville buds as they begin the process of becoming the nectar used in Dior Prestige as explained by Laure Pasquier, phytochemistry manager at Dior ([see story](#)).

An exchange of valuable information can stand alone in terms of consumer interaction.

"The site features an interactive story that moves the consumer from the problem of toxins, highlights the product as the solution and further explores the product's ingredients and functional benefits," Ms. Rue said.

"This allows visitors to feel a sense of education and discovery as they explore the product," she said. "It's possible that additional interactive touch points, while engaging, may distract the user from the core narrative."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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