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Top 10 luxury beauty and personal care efforts of H1

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Karl Lagerfeld EmotiKarl icon

By JEN KING

Beauty marketers continued to improve consumer interaction by extending efforts beyond purely tutorialized content that has saturated recent campaigns.

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The marketers that left a lasting impression took engagement to the next level through quizzes, gaming and social applications. Though beauty tutorials are useful in exploring branded looks and educating about products, affluent consumers want a deeper connection to their preferred brands.

Here are the top 10 beauty and personal care brand efforts from the first half of 2014, in alphabetical order:

Aerin fragrance monogram image

Aerin's The Art of Fragrance microsite
Aerin Lauder's Aerin Beauty built awareness for its fragrance range with a microsite that emphasized featured botanicals found in its signature line of scents.

The granddaughter of late beauty mogul Estée Lauder, Aerin Lauder's eponymous lifestyle brand has a deep, personal association with fragrance. Aerin's dedicated microsite, The Art of Fragrance, allowed the consumer to explore the brand's scent profile through interactive touch points that motivated social sharing.

Aerin's microsite let the consumer design a floral monogram based off the flowers found in Aerin's fragrance collection or explore the ingredients. The monogrammed or personalized message could be shared via Facebook or Twitter and could be saved to personal and public galleries.

Also, the consumer could upload the monogram to Paperless Post where digital greeting cards can be sent to friends (see story).

Luca Dotto for Acqua di Gio

Armani's "Scent of Freedom" video
Italian fashion label Giorgio Armani increased consumer engagement by placing the viewer in the protagonist's role for its latest Acqua di Giò campaign video.

By clicking an icon on YouTube's view finder, the consumer could alter the perspective of the video to see the model's point of view or watch the scene normally. Although the viewer is not truly a part of the effort, allowing the consumer to decide how to watch increased engagement and was more likely to leave an impression (see story).

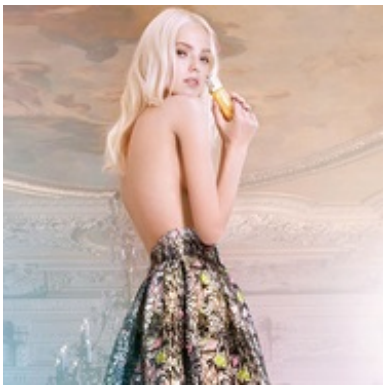
Chanel's Chance fragrance

Chanel's interactive Chance campaign
French atelier Chanel asked enthusiasts to make a move and explore its Chance fragrance collection with an interactive digital initiative that displayed the maison's playful side.

Chanel's Chance campaign played off the idea of unpredictability as a way to define the three different fragrances in the collection.

The first interactive featured showed a Chanel Chance bottle with flashing arrow icons asking the consumer to drag the bottle to the left or right. When pulled to the left or right, the bottles reacted with different choreography.

For instance, when moved toward the left the bottles danced on a tiered platform before jumping onto a trampoline forcing the bottles upwards. When the bottles stopped, a decanter of Chance Eau Fraîche was suspended in the air above bottles of Chance Eau Tendre (see story).



Dior's latest fragrance range, Dior Addict

Dior Addict two-screen experience
French atelier Christian Dior expanded its wonDiorland initiative's digital touchpoints with exclusive mobile content that enhanced the desktop experience.

By entering a device-specific four-digit code found on Dior's mobile site for wonDiorland, the consumer could discover additional content developed from the brand's latest fragrance, Dior Addict. The addition of this mobile-to-desktop tactic aligned with Dior's ongoing approach for the fragrance launch that included a dedicated Facebook account to attract brand enthusiasts.

Once successfully connected, the consumer could use the mobile device to navigate the

wonDiorland Web page. The mobile device showed a blue phone icon with a flashing beacon to direct consumers how to use the connected smartphone or tablet.

As the consumer glided her finger over the screen, the Web site reacts and pages updated (see story).

Dolce & Gabbana's Classic Cream lipstick

Dolce & Gabbana's "Get your creamy lips" social app
Italian fashion house Dolce & Gabbana added a social component to its Classic Cream lipstick campaign to include consumers in the conversation surrounding the new product line.

Using its Facebook account, Dolce & Gabbana created an application that recreated the in-store experience while also increasing product awareness using social feed elements. By allowing individualized participation, Dolce & Gabbana likely created a bond with its female consumers.

Dolce & Gabbana's Facebook app quiz is the first element the consumer came across where brand noted that "lipstick is poetry and beauty" and can "make every woman memorable."

To find out which shade is a good match, the consumer was asked to select her hair color, skin tone, eye color and the look she was trying to achieve. She could then select the appropriate boxes and click the "discover now" button (see story).

Estee Lauder's Pure Color Envy lipsticks

Estée Lauder #LipstickEnvy
Beauty marketer Estée Lauder introduced its latest Pure Color Envy sculpting lipstick with an online boutique that combined user-generated content with interactive features that

explored the range.

Estée Lauder's digital initiative aligned with the brand's fine-tuned digital approach when showcasing both new products and fan favorites alike. Understanding that digital campaigns should be both informative and engaging is a key to Estée Lauder's continued success in the beauty realm.

A click-through lands on the Pure Color Envy boutique Web site where a campaign video with model Carolyn Murphy can be viewed. When the video ended, the consumer could watch two additional videos to choose where Ms. Murphy went after she left the elevator. Including a pick-your-own-ending video allowed the consumer to be an active part of the narrative.

Estée Lauder included a section dedicated to user-generated content as well as images produced by the beauty brand. Estée Lauder created the hashtag #LipstickEnvy to create a community of brand and product enthusiasts (see story).

Guerlain's La Petite Robe Noire cartoon

Guerlain's La Petite Robe Noire fragrance campaign
French perfumer Guerlain built exposure for its La Petite Robe Noire fragrance with a digital effort that combined consumer interaction and personalization.

Guerlain's La Petite Robe Noire "Glamourometer" initiative was similar to a reward-based campaign where the consumer was rewarded as she interacted with the Web site. Interaction allows the consumer to feel that they are part of the brand's lifestyle and will likely result in repeat visits, especially if a prize is offered.

On the La Petite Robe Noir Web site, the first section explained that the Glamourometer was a type of point system that increased as the consumer played and shared La Petite Robe Noire surprises.

A high Glamourometer increased the consumer's chance to uncover where the La Petite Robe Noire bottles are hidden. A pink bar at the top of Guerlain's La Petite Robe Noire Web site kept track on an individual consumer's Glamourometer levels once they signed in.

Consumers were able to create personalized animations and play a game to try to win a Guerlain-branded Fiat 500 (see story).

Karl Lagerfeld's first fragrance launch

Karl Lagerfeld, creative director of both Chanel and Fendi, spent time curating the fragrance portfolio of his eponymous fashion label with an interactive digital touchpoint approach to increase awareness for the new range.

After a 10-day countdown of cartoon hands outfitted with Mr. Lagerfeld's signature studded black leather gloves, the brand officially debuted its namesake fragrances for men and women at London department store Harrods March 13.

Karl Lagerfeld's dedicated microsite, KarlParfums.com, allowed consumers to explore the fragrance through a campaign video short and editorial content.

To ensure a lasting impression among consumers who visited the microsite, Karl Lagerfeld also included a Emoti mobile application for Android and Apple devices. The app included various Karl Lagerfeld codes that could be incorporated into emails, text messages, Facebook posts or tweets.

The fragrance launch was also accompanied by an out of home tactic. If London consumers hailed a taxi cab adorned with black and white Karl emoti icons they received a free sample along with the ride (see story).

Marc Jacobs' Daisy

Marc Jacobs' continued Daisy launch
U.S. fashion brand Marc Jacobs built a community for its Daisy fragrance lovers by creating a virtual daisy chain that incorporated social media, the scent's ongoing campaign and in-store efforts.

The label reinforced its promotion of the Daisy fragrance throughout the month of January with fan-submitted images that created a sense of community among enthusiasts. Marc Jacobs elevated the promotion of Daisy with a series of physical events that fortified the relationship established online to increase engagement.

Marc Jacobs' celebrated Daisy Day Jan. 28 in New York, London and Berlin at various fashionable areas of the cities such as New York's SoHo and London's Covent Garden. Simple in execution but strong in branded gesture, Marc Jacobs handed out Daisy-scented gerber daisies to passersby.

From Feb. 7-9, consumers were invited to visit the brand's temporary SoHo boutique to experience Daisy and take time to relax during the chaos of New York Fashion Week.

The pop-up, which had Marc Jacobs apparel, accessories and fragrances for sale, only accepted "social currency" as payment and not the United States dollar. To make a purchase, the consumer had to use the branded hashtag #MJDaisyChain on social media platforms such as Facebook, Twitter and Instagram (see story).

Prada Candy Florale comic book

Prada's Candy Florale comic book

Italy's Prada expanded the narrative of the female protagonist in its Candy fragrance campaigns with a comic book.

Housed on a dedicated section of Prada's Web site, the comic book took Prada's "Candy" character on a sci-fi journey to discover the newest Candy fragrance, Candy Florale. Creating a comic book, rather than a social video, to tell this aspect of Candy's story allowed Prada to hold consumer attention longer using a more engaging format.

By scrolling, the consumer could read an excerpt of the Candy Florale comic. The first frame showed Candy yelling out to the universe that she wants a new fragrance. In the following frames, the consumer read about a rocket ship that transforms into a fragrance bottle before being delivered to Candy.

When the consumer finishes the excerpt, there is a prompt to download the full version

Back on Prada's Web site, the consumer could share four animated frames from the Candy Florale comic book on Twitter, Pinterest, Tumblr, Facebook or download for other purposes (see story).

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: //www.youtube.com/embed/rdnzwCQTIOg

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