

INTERNET

La Mer personalizes oceans' importance via interactive map

July 22, 2014



La Mer explores the world's "blue heart"

By JEN KING

Estée Lauder Cos.' Crème de la Mer is exploring the beauty of the world's oceans with an interactive map function to generate conversation about conservation efforts.

Sign up now

Luxury Daily

Powered by Google Oceans View, consumers can explore the oceans where La Mer sources much of its skincare ingredients. While other beauty brands may take enthusiasts to a private garden or a secluded mountain region, La Mer's connection to the sea may resonate among many more consumers

"By using Google Ocean view, La Mer adds value to this initiative by authenticating it with real, scientific data," said Bill Aurnhammer, CEO of [Aurnhammer](#), New York.

"With ocean conservation as the driving force behind this campaign, Google Oceans View reiterates the fact that in addition to skincare, the environment should always be a concern of ours as a global community," he said.

Mr. Aurnhammer is not affiliated with La Mer, but agreed to comment as an industry expert.

[La Mer](#) was unable to respond by press deadline.

Under the sea

The skincare maker introduced its interactive Google Oceans View map on its Facebook and gave a brief run down on how consumers can interact with this specific element of La Mer's Blue Heart campaign.

When consumers follow La Mer's link, the landing page is a Blue Heart microsite that explains the initiative further through blog postings, videos about ocean conservation and a Q&A with "emerging explorer" Dr. Andrea Marshall. Overall, Blue Heart's goal is to raise awareness for the need for healthy oceans worldwide as the "oceans play an essential role in our lives."



La Mer's Blue Heart microsite

La Mer's ongoing Blue Heart campaign is dedicated to protecting the world's oceans and is a celebration of the Earth's "blue heart." La Mer has partnered with the National Geographic Society for the third year and explorer-in-residence, Dr. Sylvia Earle and emerging explorer, Dr. Marshall.

The ocean map element of Blue Heart is found in the center of the microsite. A click-through lands on a description page with green circles representing La Mer stories about the ocean and blue for user-generated submissions.

"Allowing brand enthusiasts to include their own 'blue heart' ocean story to be plotted on the map adds to the growing trend in fashion of globalization and that narrows the gap between the brand and the consumer, adding a new level of personalization," Mr. Aurnhammer said.

When either circle is selected, a map loads with blue and green plotted points among the coastlines and in the middle of the oceans. A plus sign at the top allows consumers to add their own.

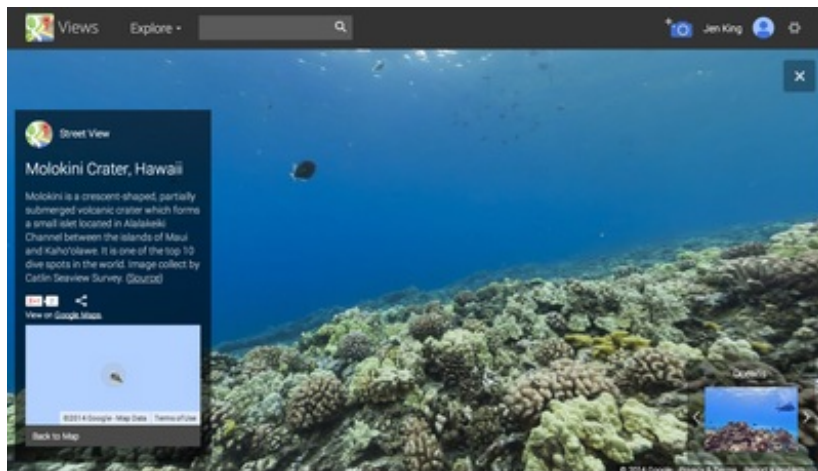


La Mer's Blue Heart interactive map

A filter allows consumers to view La Mer's ocean stories or consumers' Blue Heart memories. Some of La Mer's ocean stories are synced with Google Oceans View to show the aquatic habitat being referred to.

For example, La Mer included Molokini Crater in Hawaii as one of its ocean "street views." A click-through on the pop-up box loads the location on Google Maps where the consumer can learn more about Molokini Crater and explore the area's coral reef.

Additional Google Oceans View points include Colombia Deep in Mexico, the Devil's Crown off the coast of the Galapagos island Floreana, the Apo Islands in the Philippines and Wilson Island, Australia.



Google Oceans View of Molokini Crater, HI

Consumers are invited to share their ocean memories to be plotted on the map within 24 hours. Consumers can select between font style and seven ocean backgrounds to share their message.

Next, the consumer must select a location for their ocean memory and include their name. Entries to the map can be shared on Facebook, Pinterest, Twitter or by email.



Submission form for ocean memories

Although ingredients are not outwardly touched upon, consumers familiar with La Mer will understand the connection. The mapping function works to showcase what is important for the brand and its products, a tactic that has been used by other marketers.

For example, France's Christian Dior delved deep into the process of growing flora for its various fragrances and cosmetics with an interactive map illustrating the global sourcing of its flowers. Markers showed the 11 gardens around the world, and as the consumer hovers over a pin on the map, a box pops up with the name of the garden and what type of flower it produces ([see story](#)).

La Mer's Blue Heart microsite also includes an ecommerce prompt where consumers can purchase a jar of Crème de la Mer for World Oceans Day June 8 with a sea glass-inspired design. The bottle was available from May through June, but until supplies last, for \$450.



The Blue Heart microsite can be found [here](#).

Common cause

The world's oceans are being defended by other brands as well.

For example, French fashion house Kenzo partnered with Britain-based conservation group Blue Marine Foundation to help protect the oceans through fashion.

Kenzo launched a Blue takeover of both its London flagship store and its Web site, as well as a capsule collection to benefit the organization designed by the label's creative directors Carol Lim and Humberto Leon. As consumers are more and more interested in ecological causes, seeing a fashion brand take initiative on an issue had a positive impact ([see story](#)).

International brands can add a level of exposure that can catalyze a conservation effort.

"La Mer sourcing its ingredients from the ocean helps raise awareness for ocean conservation by letting consumers know that the very ingredients and products from the ocean that they use daily are in danger," Mr. Aurnhammer said.

"By using ingredients from the ocean, La Mer is bringing ocean conservation to the forefront of the conversation," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/N0HR6UAc090](http://www.youtube.com/embed/N0HR6UAc090)