

INTERNET

La Mer shares relaxation tips to promote latest skin care product

September 15, 2014



La Mer's new Intensive Revitalizing Mask

By JEN KING

Estée Lauder Cos.'s La Mer is allowing consumers to experience its new Intensive Revitalizing Mask digitally before the product lands at beauty counters.

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Luxury Daily

The energizing mask works to protect aging skin from stress and environmental aggressors by combining La Mer's iconic Miracle Broth with two new ingredients the Vitality Ferment and the Purifying Ferment. By noting that its trusted formula is incorporated into the new product La mer enthusiasts may be more inclined to pre-order during the digital experience.

"It's always good to get people to talk about your product before it's released," said Romey Louangvilay, chief curator & director of digital marketing at [Curate Directive](#), New York. "Conversations about a product that is yet to be sold adds to the excitement and anticipation of the product.

"The key challenge that La Mer, as well as other brands that generate pre-hype, is to find a way to sustain the momentum right before its available and after," he said. "Those are the two most difficult things to do and the La Mer is probably already have something in place

to leverage that momentum.

"One of the most difficult things in marketing is to educate new consumers and bring back loyalists. The tips and content they share on the website does just that in targeting new and returning consumers."

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

La Mer did not respond before press deadline.

Relax and revitalize

After a social media countdown on Facebook that included product and ingredient information, tips for beating stress and sneak peeks of the bottle of Intensive Revitalizing Mask, La Mer unveiled the name of the product. The final posting included a link to pre-order the mask before its availability in retailers and a direct link to La Mer's Intensive Revitalizing Mask microsite.



It's here. Introducing the NEW Intensive Revitalizing Mask. Now available for pre-order > <http://bit.ly/1nNT0ys> This energizing cream mask helps protect against the visible aging effects of stress and environmental aggressors. Discover more > <http://intensiverevitalizingmask.cremedelamer.com/>



La Mer's Intensive Revitalizing Mask post on Facebook

A click-through introduces the product on the homepage where consumers can either learn more, shop now or click a down arrow to learn about the three main ingredients of the mask. By selecting learn more, the consumer is automatically taken to the ingredients aspect of the page.

In the following section, La Mer shares revitalizing tips from five different destinations

with its enthusiasts. La Mer brings consumers to the Tiger's Nest in Paro Taktsang, Bhutan, the Abbey of Sénanque in Gordes, France, the Saiho-Ji temple in Kyoto, Japan, Sedona, Arizona and Helsinki, Finland.

For each location, La Mer shares background on the selected location and includes two "Revitalizing Secrets" connected to that place as well as an "Everyday Tip" to keep skin healthy. La Mer also included 50-second videos for the destinations that highlight its tranquility and how each location is relaxing in a unique way.



Tips from the Abbey of Sénanque in Gordes, France

The video for Sedona, Arizona, for example, focuses on the red rock landscape while Kyoto, Japan's segment explores the vegetation found surrounding the Saiho-Ji temple. The bits of information are accompanied by still images of the location.

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

La Mer Revitalizing Destinations: Kyoto, Japan

In the last section, "Application," consumers can view a short GIF that visually explains how the Intensive Revitalizing Mask should be applied using the fingertips. When the graphic is finished a message appears that reads "Applying the product now? Start the video and count down eight minutes to revitalize your skin."

When the play icon is selected an eight-minute video begins, which acts as a timer for the mask to set. La Mer's eight-minute timer video works on the ideas of relaxation by showing serene images of the ocean floor and its aquatic flora and fauna.

Embedded Video: [//www.youtube.com/embed/TID_AVtZOv0](https://www.youtube.com/embed/TID_AVtZOv0)

The new Intensive Revitalizing Mask 8-minute application countdown

After the consumer is prompted to scroll downward to view La Mer's five step skin care regimen including a treatment lotion, a serum, an eye treatment and moisturizer. La Mer's Intensive Revitalizing Mask is the second step to the skin care brand's regimen.

Consumers can then select a product to be brought to La Mer's ecommerce page. For the Intensive Revitalizing Mask the consumer can pre-order by filling out a contact page and will receive the product, which has a retail price of \$160, when fully available at the end of

September.

Be well

Brands now put more emphasis on total wellness when releasing campaigns.

For example, The Ritz-Carlton, Kapalua, HI, enhanced its wellness initiatives by recruiting fitness coaches to lead a four-day workshop Oct. 31 – Nov. 3 in 2013.

The “E Malama Kou Kino” or “Care for your Body” workshops invited both guests and local citizens to take part to help balance mind, body and spirit under the guidance of health and wellness practitioners. Increasing the credibility of the hotel’s fitness initiatives likely resonated with guests passionate about leading healthy lives ([see story](#)).

Also, British online retailer Net-A-Porter offered a seven-day body reboot program for consumers to learn a new work-out and recipe each day while viewing clothing options on the Web site.

The program consisted of a video and recipes for each day and workout gear suggestions from Net-A-Porter’s activewear. Net-A-Porter collaborated with Nike for this project to bring a training program to consumers that likely generated interest in the retailer’s newly launched activewear collections ([see story](#)).

Wellness efforts do not always need to be directly linked to a specific product.

"The microsite enables customers to learn a bit more about the product and provides a bit of a retreat to these mystical and far away lands — all developed around the theme of revitalization," said [Marko Muellner](#), digital and social media marketer, Portland, OR.

"Interestingly, the tips aren’t directly related to skin care and are therefore higher value.

"They educate, inspire and compel visitors to learn more and think of La Mer as a brand that’s focused on their holistic well-being," he said.

"An ad or a big promotion on the homepage of a website can only do so much, marketers are smart to provide deeper content on a resonant theme to both drive deeper engagement and product consideration but also brand loyalty and affinity."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/70LZ1bZZhpA](https://www.youtube.com/embed/70LZ1bZZhpA)

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