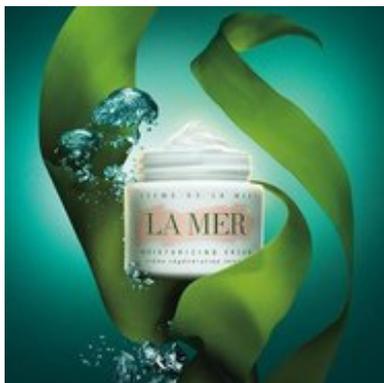


MOBILE

La Mer targets jetsetters with skin-protecting travel regimen

October 27, 2014



La Mer's Crème de la Mer

By JEN KING

Estée Lauder Cos.' Crème de la Mer is ensuring its consumers #ArriveHydrated with a travel regimen, product guide and a social conversation on Instagram and Twitter.

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Luxury Daily

La Mer is helping its consumers "fight the signs of travel fatigue" by dispensing knowledge on which products should be used and when with a curated regimen. The skincare brand's focus on a specific area of interest may convert consumers who have yet to make a purchase, but are intrigued by La Mer's offering and how its products will meld with everyday life.

"This is a great example of targeting a specific segment – the travel segment – for La Mer products," said Kristy LaPlante, associate director of digital strategy at [Merkle, Inc.](#), New York. "The creative treatment of the site is compelling; Le Mer does all the little things right, creating an engaging and informative visual that allows the brand to spend less time explaining its concept, and more time diving into it.

"The microsite's treatment is really pretty brilliant," she said. "Not only does the message connect well with the growing affluent female traveler segment, but the medium itself

also resonates."

"A study performed last year by MMGY Global and the Harrison Group found that women make up more than half of the affluent traveler segment, and that 9 out of 10 of them use the Internet to search for travel-related information, trips and supplies. This site experience certainly appeals to that audience."

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

La Mer was unable to comment directly before press deadline.

Destination skincare

Found on its Web site, La Mer is stressing that when traveling, especially by plane, "the journey is just as important as the destination." Protecting your skin's moisture while doing so can be achieved by following La Mer's travel skincare regimen and application ritual.

La Mer prepares its consumers for a "Before Boarding" and "En Route" ritual where the skincare brand outlines the best products to use to avoid harming your skin while traveling.

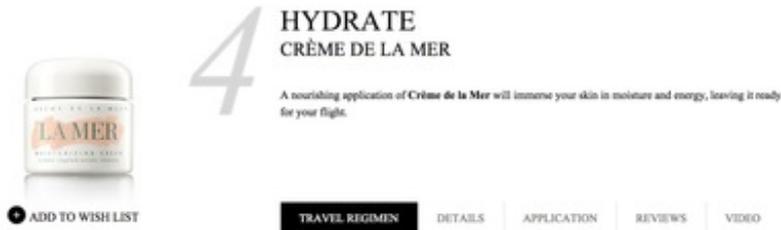


La Mer's Arrive Hydrated Web page

In "Before Boarding," the regimen includes four steps: prepare, revitalize, sooth and hydrate. For the four steps a product is featured with tabs explaining that item's travel regimen overview, formula details, an application how-to, peer reviews and summary video.

For example, La Mer's signature Crème de la Mer moisturizing lotion's Travel Regimen tab explains that it will "immerse your skin in moisture and energy, leaving it ready for your flight." "Details" boasts about the product's benefits while "Reviews" list testimonials from global consumers about their love for the lotion.

In "Application," drawn images show how to apply Crème de la Mer lotion and the "Video" tab elaborates the application process further. Each product includes a plus sign icon that allows the consumer to add the item to her wish list.

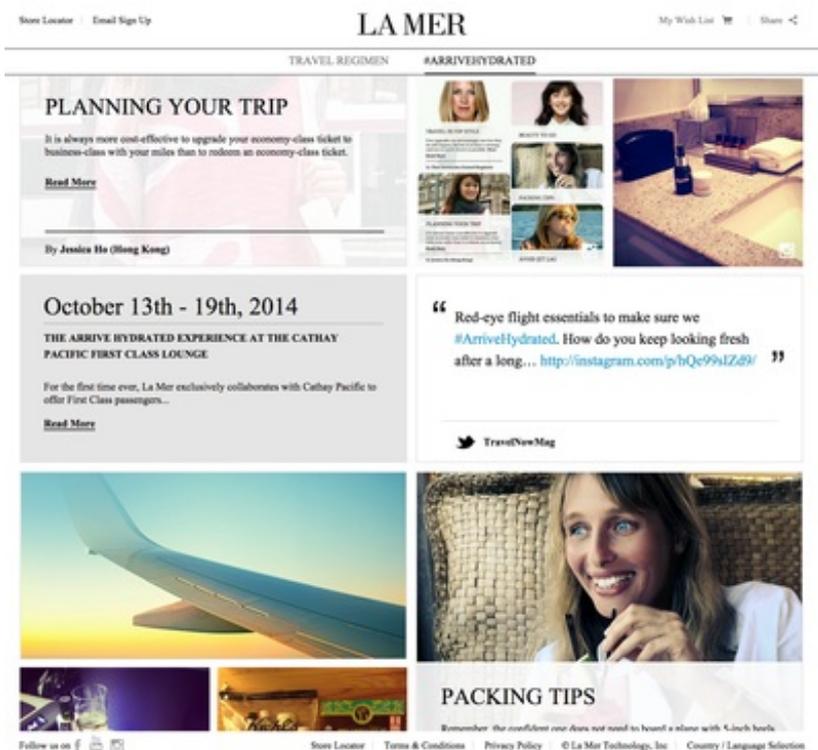


Crème de la Mer as part of the Before Boarding travel regimen

La Mer's "En Route" section includes five product steps meant to be used as in-flight upkeep after the precautionary "Before Boarding" ritual. These five products are meant to refresh, renew, hydrate, soothe and protect.

Like "Before Boarding," each product is expanded on through tabs that details the item's benefits, how to apply and reviews from peers.

The Web page's second focus is dedicated to the social conversation generated around the hashtag #ArriveHydrated. For this aspect of the initiative, La Mer worked with experts, editors and on-board crew to "weigh in on how to stay radiant from departure to arrival."

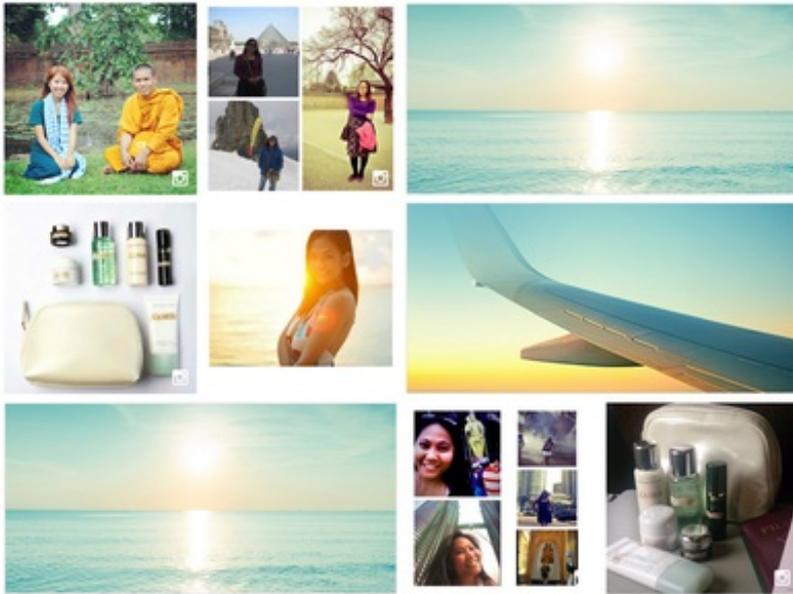


La Mer's #ArriveHydrated social conversation

When a consumer joins the conversation via Instagram and Twitter she might be featured on the #ArriveHydrated site as a "La Mer travel editor du jour." Consumers can filter the content to show "All," "Travel Experts," "Jetsetters" or "Our Events."

The "Travel Expert" section includes blog entries from female influencers in Hong Kong, France, China, the United States and the United Kingdom. Topics range from traveling in VIP style to avoiding jet lag and planning your trip and are structured as a numbered list like the skincare regimen.

"Jetsetters" features user-generated content from Instagram and Twitter, aggregated with the branded hashtag #TravelWithLaMer. Images submitted via Instagram shows La Mer products on vacation and travel photos from participants.



Jetsetter social feed on La Mer's #ArriveHydrated

For the last section, "Our Events," La Mer listed its Crème de la Mer event series. For example, from Oct. 13-19, La Mer offered first class travelers on Hong Kong's Cathay Pacific airlines a one-on-one 20-minute Arrive Hydrated Experience which includes a arm and hand message and product overviews.

Until the end of October, airports with La Mer beauty counters, in countries such as the United Arab Emirates, Germany, Turkey and Russia, will offer advice for travelers to care for their skin. While from Oct. 13 to Dec. 31 in the United Kingdom and Ireland airports, travelers can stop by La Mer's beauty counter for advice and a tailored sample trio.

Events continue for the month of December in airports in Thailand, Singapore, Malaysia, New Zealand and Australia. These consumers will receive tips from sales associates and will be gifted a 3-piece gift set with a purchase of \$1,200.

Through these various touchpoints, La Mer creates a user experience digitally.

"What this site does really well is creates a legitimate experience that is completely owned by digital," Ms. LaPlante said. "It doesn't so much replicate an in-store experience, so much as it defines what a solid and effective online experience should be.

"The combination of product application information, product details, user reviews, and video – without requiring a click to a different page – is truly remarkable," she said.

#TravelWithLaMer

La Mer has taken consumers on journeys connected to its skincare products before.

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

Powered by Google Oceans View, consumers could 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 ([see story](#)).

To promote its Intensive Revitalizing Mask, La Mer shared revitalizing tips from five different destinations with its enthusiasts. La Mer brought 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 shared background on the selected location and included 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 ([see story](#)).

User-generated content aggregated through a hashtag takes consumers on a journey alongside a brand.

"This section goes beyond a hashtag and truly connects the visitor with their personal travel plans, offering tips, planning resources, even in-airport experiences for their travel," Ms. LaPlante said. "This is the icing on La Mer's already delicious cake.

"There are so many great marketing lessons to be learned from this microsite experience," she said. "What La Mer has done here is truly impressive, and I think many brands could learn several valuable lessons from this campaign."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/5q-7UqIMmk8](https://www.youtube.com/embed/5q-7UqIMmk8)

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