

INTERNET

Dior microsite explains history, biology of ingredients in new product

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Bottle of the Dior Capture Totale Le Sérum

By KAYSORIN

French fashion house Dior is releasing its new Capture Totale Le Sérum with a microsite that allows consumers to learn as much as possible about the product before purchasing it.

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Luxury Daily

The site includes charts, interactive experiences, explanatory text, photo slideshows and videos to give users a comprehensive understanding of the serum's creation and its many benefits. The extensive information provided gives users the ability to develop an emotional relationship with the product.

"The minimalist design of the Capture Totale Serum's microsite perfectly reflects the product and encourages women to explore, play and learn," said Alexandra Press, director of digital development at **TAG Creative**, New York.

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

Dior was unable to comment directly.

Botanical beauty

The microsite opens with an image of the serum bottle and the tagline “The future is yours. Capture It! Instantly. And over time.” It then goes on to explain how the serum works to synchronize stem cells, allowing them to be more productive, regenerate faster and make the skin more firm and plump.

Two images of a woman’s face are presented, and the consumer is asked to determine in which one she looks “the youngest and happiest.” When the consumer clicks the correct image, information pops up explaining how the Longoza in the serum naturally plumps the skin from within, working to eliminate wrinkles, improve of firmness and decrease frown and smile lines.

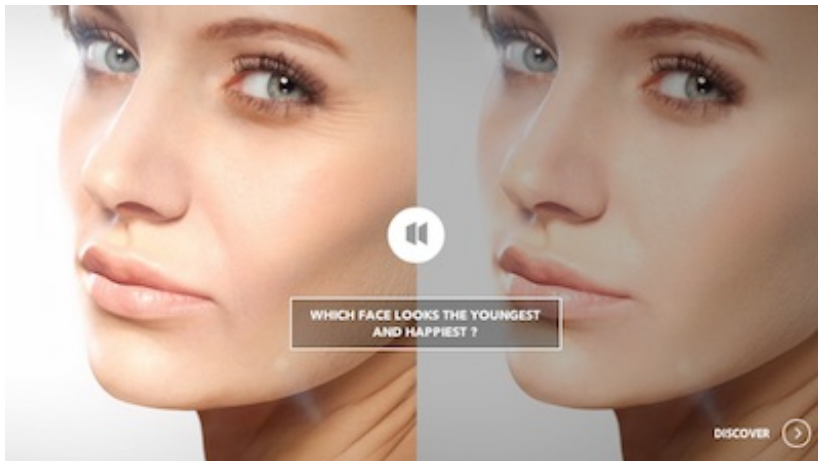


Image from Dior microsite compares two faces

In the next section of the site Dior lists some benefits of the serum with optional explanatory text to give consumers a comprehensive understanding of the serum’s advantages. According to the brand, the serum is especially successful in improving cellular synchronization to create more glowing and healthy skin.



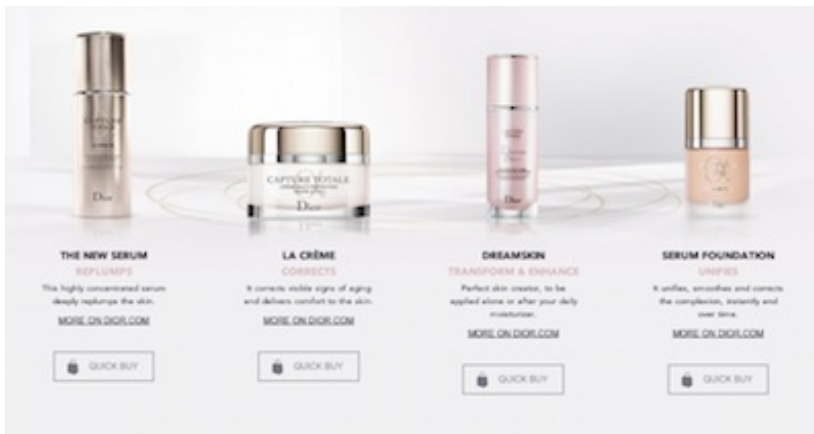
Image from the Le Sér   marketing campaign

The site goes on to elaborate on the history and biology behind the serum. A video explains how it is created from the seeds of the Boosted Longoza plant, which is located in the Dior gardens of Marovoay and Ranomafana in Madagascar where local individuals harvest the plants.



The Longoza plant that is harvested to make Le Sérum

The serum itself is one of four Capture Totale skincare products that act together “for maximum global age-defying effectiveness.” The four products include: the new Le Sérum, which replumps the skin; La crème, which corrects visible signs of aging; Dreamskin, which transforms and enhances to create perfect skin; and the Serum Foundation, which smoothes and corrects the complexion.



Four products from the Dior Capture Totale collection

Microsites and more

Dior often creates extensive microsites to market its new beauty and fragrance products. Videos provide complex narrative about the the creation of the product or the consumers who use it.

For example, Dior spread the message that its new Dior Addict Fluid Stick was not a lipstick with a multi-platform campaign.

The brand used a dedicated YouTube landing page, its new Backstage makeup microsite

and social media accounts to promote its lip product. By hitting all of its digital platforms with varied content, Dior was able to ensure that consumers received the message, however they interacted with the brand ([see story](#)).

Dior is not the only brand that uses microsites and videos to engage consumers. U.S. label Donna Karan created a microsite to highlight Cashmere Mist, a fragrance collection within the brand.

Donna Karan's microsite has several videos embracing the brand's passion and dedication to the general Cashmere Mist scent. The use of a microsite as a platform for the videos will likely clarify the brand's goals and ideals behind the fragrance to consumers ([see story](#)).

This educational approach is a good match for this type of beauty product.

"It's so important these days to know your audience and to cater to their online consumption habits," Ms. Press said.

"What we loved was the efficacy to learn," she said. "With a product like Total Serum it's an investment, so understanding that making this information accessible rather than cloaked under a shield of technology and scientific terms was a smart way to go."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/sqJ_RLS7bg](http://www.youtube.com/embed/sqJ_RLS7bg)

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