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Estée Lauder appeals to millennials in new fragrance effort

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Kendall Jenner fronts Estée Lauder's Dare to Wear Red campaign

By KAYSORIN

Beauty marketer Estée Lauder is continuing its efforts to appeal to millennial consumers with a new fragrance campaign featuring model Kendall Jenner.

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Ms. Jenner appears in the "Modern Muse Le Rouge Campaign" campaign introducing Estée Lauder's latest fragrance. Ms. Jenner was selected as an Estée Lauder brand ambassador in November 2014, and her popularity among younger consumers makes her an ideal representative for the brand as it attempts to widen its audience.

"Kendall is today's modern muse," Richard Ferretti, global creative director, [Estée Lauder](#). "People are deeply engaged with and interested in her.

"She inspires her millions of followers every day and embodies the energy and spirit of what it means to be a Modern Muse.

"We wanted to give viewers an insight into Kendall on set so they could experience with her what really happens on an ad shoot," he said. "A behind-the-scenes video also acts as a teaser to the final TV campaign, provoking thought and leaving viewers eager to see more."

Seeing red

The Modern Muse Le Rouge Campaign campaign thus far consists of two images of Ms. Jenner to be used in print and billboard advertising. Additionally, Estée Lauder shared a behind-the-scenes video of Ms. Jenner on set during the photo shoot for the campaign.

"The Kardashian/Jenner clan (most notable, Kim, Kendall, and Kylie) have social media followings the size of some small countries," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles, CA. "Access to these kinds of numbers can be invaluable to a brand as far as exposure and reach that they otherwise would never have on their own."

Behind-the-scenes videos are especially appealing to a younger audience that is familiar with the process of modern advertising. As opposed to portraying the models as regular women, a behind-the-scenes video emphasizes their profession and the effort that goes into making campaign images.

Ms. Jenner originally achieved fame for her role on "Keeping Up With The Kardashians," a reality television series about her family and her famous older sisters. Reality television takes a similar approach to behind-the-scenes videos by ostensibly offering a more realistic portrayal of contemporary life.

The behind-the-scenes video for Modern Muse Le Rouge Campaign shows Ms. Jenner posing for photographers, having her makeup retouched and walking on a closed set. It highlights the production of the campaign, while simultaneously providing beautiful images of Ms. Jenner, thus functioning as an extension of the campaign itself.

Popular demand

While Estée Lauder shared the behind-the-scenes video on its Facebook and Instagram pages, Ms. Jenner herself released the advertising images on her personal Instagram. This has been a trend among other luxury brands lately, as they attempt to capitalize on the celebrity of their brand ambassadors.

For example, French fashion house Christian Dior recently leveraged pop star Rihanna's celebrity and modernity in the latest installment of its Secret Garden advertising campaign.

The singer was the first to release any of the campaign images, posting them to Instagram May 13 ahead of Dior's May 14 publication, creating a media frenzy and gaining the attention of her millions of social media fans. Building interest before the full campaign release May 18 helped draw an audience for the big reveal ([see story](#)).

Estée Lauder is likely eager to benefit from Ms. Jenner's extensive celebrity. Part of her role as brand ambassador will be to continuously post about the brand on social media, giving Estée Lauder access to her 28 million followers.

Ms. Jenner's previous campaign for Estée Lauder was successful in helping the brand appeal to a younger audience. The beauty marketer showed how its latest product

multitasks with a campaign fronted by Ms. Jenner in January.

Estée Lauder's Little Black Primer is described as a "lash multi-tasker" that can be worn alone or with a preferred mascara to boost effects. Ms. Jenner was selected by the beauty brand as its ambassador in November to align Estée Lauder's namesake products with a younger consumer sect, likely enamored by the model's notoriety ([see story](#)).

"This campaign will absolutely appeal to younger audiences," Ms. Kirk said. "If Estee Lauder's overall marketing goal is to connect with a young audience, then this campaign will be a success.

"They should be aware, however, that they might possibly alienate their core audience who typically does not identify with someone like Kendall Jenner."

Final Take

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