

MULTICHANNEL

Estée Lauder prompts cosmetic counter trials through UGC campaign

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Eva Mendes for Estée Lauder

By STAFF REPORTS

Beauty marketer Estée Lauder is helping consumers look and feel their best in photos with a sponsored contest in partnership with Glamour magazine.

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The #BestAngle campaign, which spans social media, in-store events and interactive participation at Estée Lauder beauty counters, will award four entrants with a trip to New York to be featured in a Glamour photo shoot that will be published in the magazine. With the rise of visual social media, women feel the need to look photo-ready at all times, which will likely help this campaign resonate with Glamour readers.

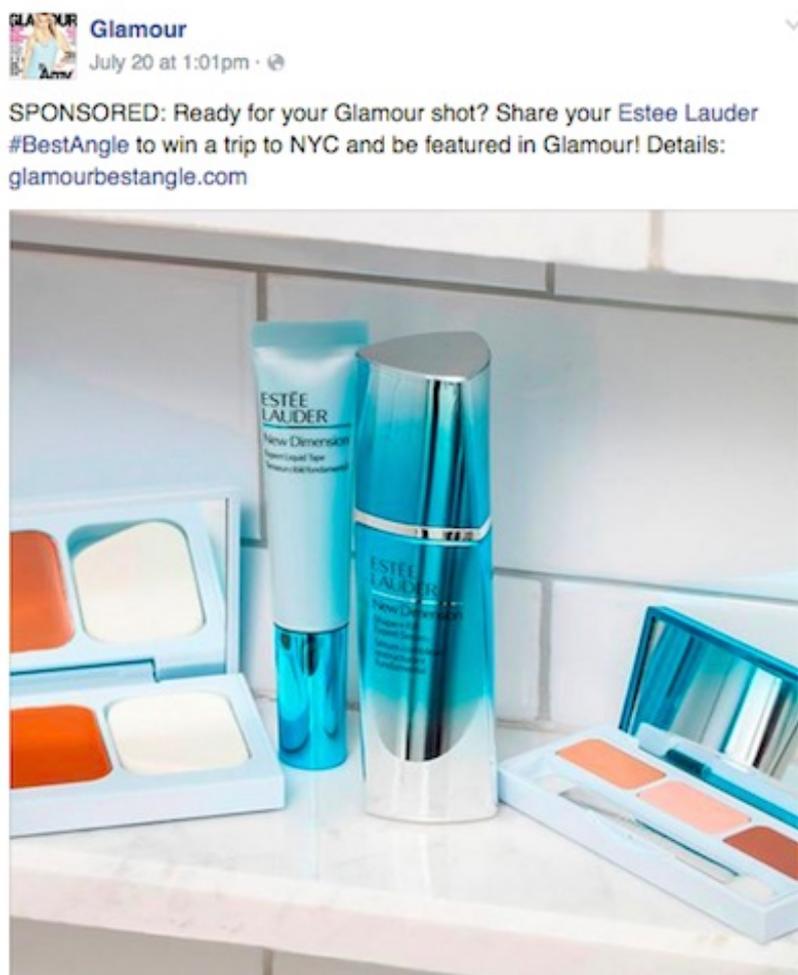
Face time

Estée Lauder's contest promotes its New Dimension Transformative Beauty Collection, which includes contouring and lifting products to help define the face shape. This is the first social media campaign for the products, which are being marketed on television and in print with advertising featuring actress Eva Mendes ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/86E7o7xUWIs>

Eva Mendes for New Dimension Skincare | Estée Lauder

The contest was introduced on Facebook with a sponsored post, which asks consumers if they are “ready for [their] Glamour shot.” This links to the microsite for the campaign, glamourbestangle.com.



Facebook post from Glamour magazine

On this page, consumers can enter the contest and explore more about the Estée Lauder brand and New Dimension.

To participate, consumers have to try New Dimension and share an image to Instagram, tagging it #BestAngle and #GlamourContest. For those who do not use Instagram, entries are also accepted via the microsite.

Estée Lauder counters will be equipped with digital touchpoints for consumers to enter in-store, perhaps after a consultation.

The beauty brand and the magazine will also be hosting events at three different Macy's stores in Los Angeles, New York and Houston on Aug. 29. Three bloggers dubbed New Dimension experts will be on hand to meet with consumers.

YOU COULD WIN A TRIP TO NYC
AND SEE YOURSELF IN *GLAMOUR*

Ready for your Glamour shot? Enter your #BestAngle for the chance to be one of four winners to travel to NYC for a professional photo shoot that will be featured in Glamour.

SHARE
YOUR
#BESTANGLE

DISCOVER NEW DIMENSION

MEET THE EXPERTS

ENTER TO WIN

ESTÉE LAUDER

HOW TO ENTER

Visit Estée Lauder to try New Dimension. Then post a photo of your best angle to Instagram using the hashtags #BestAngle and #GlamourContest

Not on Instagram?

[UPLOAD YOUR PHOTO HERE](#)

[RULES & REGULATIONS](#)

MEET THE EXPERTS

Meet our #BestAngle experts, Saturday, August 29th at these select Estée Lauder Counters in California, New York, and Texas



Mara Ferreira
M Loves M
[@maraferrera](#)



Krystal Blick
This Time Tomorrow
[@krystalblick](#)



Amy Havins
Dallas Wardrobe
[@dallaswardrobe](#)

Screenshot of Glamour microsite

On the microsite, Estée Lauder includes marketing for the products. A product testimonial from a user says she just began using it two weeks earlier, and she has already seen improvement in the contours of her face.

In a brand statement, Patricia Lopez, senior vice president, general manager, Estée Lauder North America, said, “We are thrilled to be partnering with Glamour on our first New Dimension social media contest. The New Dimension Transformative Beauty Collection offers women of all ages the opportunity to change their perspective and the way they see themselves – empowering them to define their own beauty.”

Fashion has also employed user-generated content campaigns to spur trials.

Italian fashion label Versace hoped to drive in-store traffic with a new club designed around its studded sunglasses line.

Versace’s Studs Ladies Web site asked consumers to go to a Sunglass Hut store, snap a photo of themselves trying on the brand’s eyewear and then post it to Facebook, where it would be picked up by the label and added to a wall of user-generated content. Many brands are wary of incorporating user-generated content on their own Web sites, but it can be beneficial for brands to have consumers’ voices as part of their digital presence ([see story](#)).

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