

INTERNET

Estée Lauder furthers Modern Muse campaign in Vogue vignettes

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One of two images of Ms. Jenner for the Dare to Wear Red campaign

By KAYSORIN

Beauty marketer Estée Lauder is expanding its campaign for Modern Muse with a series of short videos starring model Kendall Jenner, which will be featured on the Web site of Condé Nast's Vogue.

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Luxury Daily

From Aug. 24-31, Vogue will share a new vignette each day, imagining Ms. Jenner as a supermodel with superpowers that allow her to accomplish a wide variety of tasks such as moving boulders or pausing time. Maintaining a fresh campaign by consistently releasing new videos will help Estée Lauder keep consumers engaged and increase publicity for the product.

"Drip-feeding video content over a number of days is a great way to keep a campaign idea fresh," said Amy Gale, communications strategy director at **Isobar U.S.**, New York.

"Assuming the video content lands one idea, daily updates will help retain interest while they establish the new brand message.

"Slowly releasing content also allows Estée Lauder to tell a bigger story over time. Multiple video shorts allow Estée Lauder to explore the multi-dimensional nature of a

modern muse without being cumbersome or too repetitive in one video."

Ms. Gale is not affiliated with Estée Lauder, but agreed to comment as an industry expert.

Estée Lauder declined to comment.

Seeing red

The first video of the series centers on Ms. Jenner's search for the perfect fall wardrobe, which she ultimately elects to summon out of thin air. Her superhero powers allow her to conjure up the clothes and successfully warm herself for the fall weather.



Ms. Jenner catches a fur stole as it flies through the air

In the first shot, Ms. Jenner is seen walking down the street in a light tracksuit. The camera focuses on her patent leather white booties as she walks with a determined gait.

Ms. Jenner reaches behind herself and pulls up a red, crocodile jacket, which she slips into. She then reaches out a hand to catch a red fur stole, draping it delicately over her shoulders as she throws on a pair of dark sunglasses.



The model walks down a street in New York City

At the end of the short video, Ms. Jenner playfully jumps onto a yellow taxi, posing on the hood to show off her new red outfit. The screen then goes red with the hashtag #ModernMuse prominently displayed in the center.

Vogue will continue to release short videos showing Ms. Jenner using her superpowers to accomplish other unique feats. This strategy will likely keep Modern Muse and Estée

Lauder at the forefront of consumers' minds.



Ms. Jenner gives a final pose as she balances on a taxi

While creating one longer video can be effective, releasing a different shorter video every day ensures that the consumer will not forget about the campaign quickly.

The videos can be viewed [here](#).

Many musings

This new video series on Vogue will expand the campaign that has been in the works for the past several months.

Beauty marketer Estée Lauder has been continuing its efforts to appeal to millennial consumers with the fragrance campaign featuring model Kendall Jenner.

Estée Lauder cast Ms. Jenner in the "Modern Muse Le Rouge" campaign introducing the brand'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 ([see story](#)).

Ms. Jenner is not the only representative that Estée Lauder has featured in its Modern Muse campaigns.

In 2014, the beauty marketer looked to instill an emotional response in consumers with its digital effort around the fragrance, Modern Muse Chic.

Estée Lauder filmed intimate portraits of ballerina Almandine Albisson and actress Cody Horn, getting them to talk about what inspires them. Rather than strategizing and selecting representatives, Estée Lauder allowed campaign model Arizona Muse to select the women who are her muses, creating a more organic pairing ([see story](#)).

Ms. Jenner is an ideal fit for the Modern Muse campaign and by creating these short video vignettes on Vogue.com Estée Lauder can take advantage of that.

"Kendall Jenner is a great choice for this campaign for a number of reasons," Ms. Gale said. "Jenner is a 'brand' in her own right.

"She is accessible to the mass market and brings a huge social following. Furthermore

she is increasingly credible within the fashion community and regularly features in Vogue.com editorial," she said. "Jenner can rightfully support the brand idea of 'muse' as someone who is modern and extremely relevant to the fashion community."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/CbNB7qFFCv4>

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