

INTERNET

La Mer prompts branded consumer memories to fete 50-year anniversary

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Crème de la Mer

By SARAH JONES

Estée Lauder Cos.' Crème de la Mer is illuminating the unique story present behind each of its jars through a user-generated content campaign.

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Launching during the brand's 50th anniversary, #MyLaMerStory asks consumers to share a photo of their crme and elaborate on what it means to them on social media for the chance to have their photo appear on La Mer's Web site. For a skincare company, having actual users endorse a product can be more effective than even branded communications.

"Fans love to share content with brands, and feel an overwhelming sense of excitement when their content is reposted or repurposed on ecommerce sites," said Matt Langie, CMO of [Curalate](#). "UGC increases a sense of loyalty within the consumers who are featured, and subsequently inspires other fans to submit their photos and share their stories as well."

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

La Mer was unable to comment directly before press deadline.

Beauty routine

La Mer introduced its campaign on social media through a series of videos.

One humorous take depicts the life of La Mer jar as captured from its perspective. After setting the scene of a bathroom vanity, the camera shifts to a point-of-view shot of a woman opening the jar and carefully removing a small amount of product out with a spatula. She then presses the formula into her skin slowly, savoring the moment.

The lid is replaced, and is opened again by a man, who dips his fingers into the jar to scoop out the product, then quickly slaps some onto his bearded face. Next, a young girl wearing a towel turban lip syncs to a song while spreading the cream on her face, blowing kisses into the mirror once finished.

Presumably the next morning, the woman returns and peers into the jar, looking perplexed at the altered state of the contents. She then yells to her loved ones.

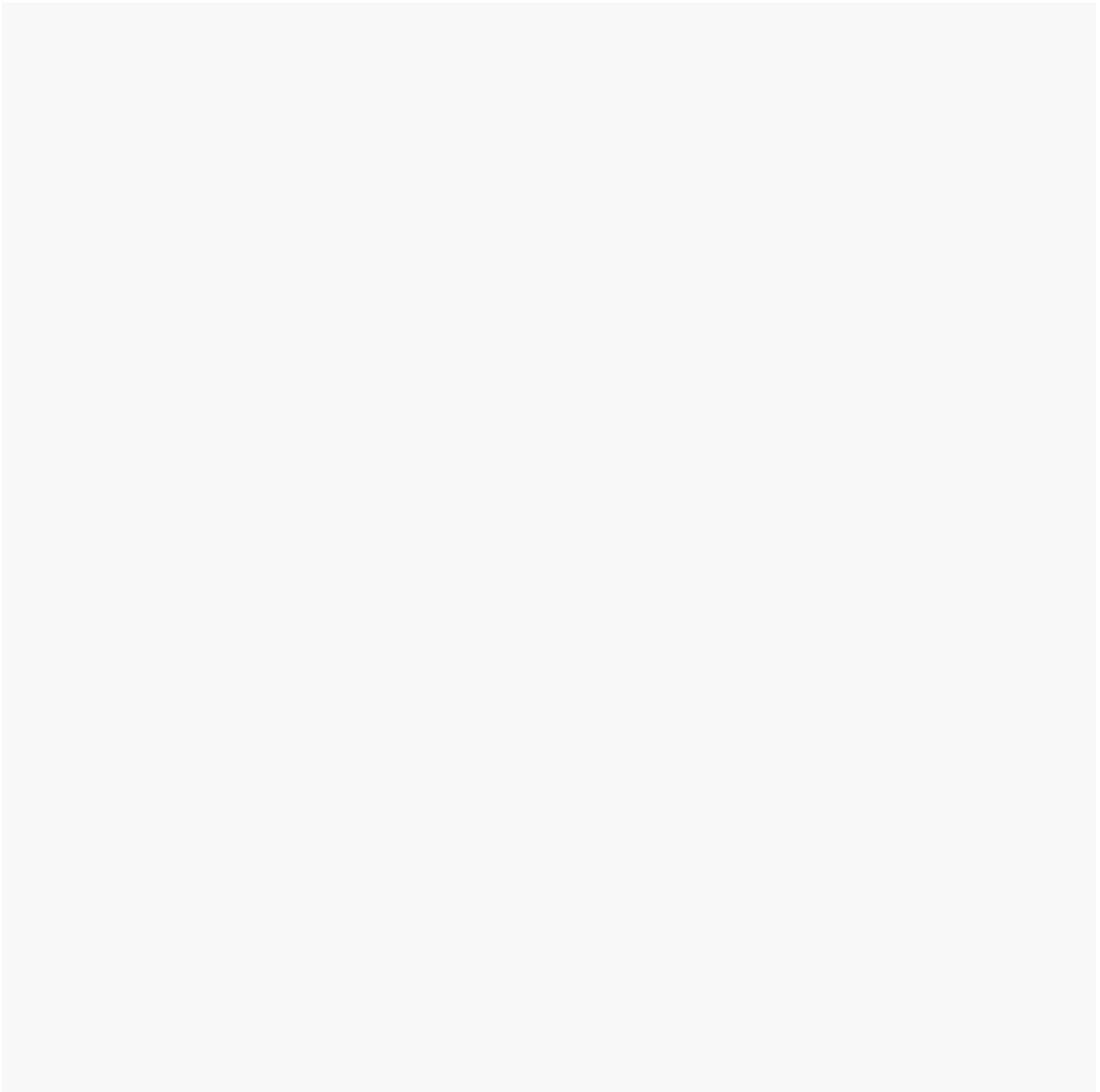
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There's a story in every jar. Join La Mer as we celebrate the icon of Crème de la Mer. Share a picture to Instagram with hashtag #MyLaMerStory and be featured in our gallery at LaMer.com/MyLaMerStory

Posted by [La Mer](#) on [Wednesday, September 30, 2015](#)

Comments on the video from consumers show they relate to the film, with users saying they have to hide it or proclaiming that they do not share their La Mer.

Sharing her perspective in a short film is model Chrissy Teigen. As she is made up on a photo shoot, she talks of her first introduction to La Mer, when her makeup artist Mary Phillips used it on her "head to toe." She explains "it just felt like luxury to me," and got hooked.



@ChrissyTeigen shares her #MyLaMerStory - "she would use it on me head to toe and it just felt like luxury to me, so La Mer is my go-to" Watch her story and share yours with a picture or video and hashtag #MyLaMerStory LaMer.com/MyLaMerStory

A video posted by [La Mer \(@lamer\)](#) on Oct 3, 2015 at 6:45am PDT

Photographer Alice Gao similarly shares her experience with the cream, talking about how her mother's preference for skincare over other splurges such as shoes rubbed off on her.

Other tastemakers featured will be makeup artist Ms. Phillips and fashion writer Derek Blasberg.

At the end of each film, La Mer invites consumers to share their own story, linking to a page on its Web site.

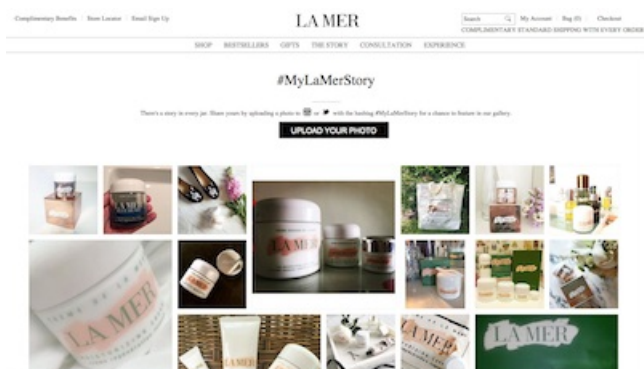
Here, La Mer enthusiasts can show their affection through a picture and text, either uploaded directly to the site or shared via Facebook or Twitter.



Instagram post from La Mer

Users have responded with images of their hands holding the jar or their La Mer products displayed with pride on countertops. One caption calls it the "holy grail," while others explain their skincare regimens.

Some of the images in the gallery are unprompted user generated content from before La Mer's campaign, showing a natural inclination of consumers to talk about the brand to their friends and followers online.



Screenshot of #MyLaMerStory hub

The #MyLaMerStory campaign is global, with a particular focus on Thailand. Its country-specific Instagram account shared videos of national celebrities that consumers would be more apt to recognize.

A "Celebration of an Icon" event was also hosted at the Four Seasons private residence in Bangkok, complete with a giant bottle of La Mer positioned next to the sea.



La Mer at Four Seasons Private Residences Bangkok

La Mer is also celebrating its half century with an event in Los Angeles Oct. 13. The brand is using Snapchat to give access to special appearances and exclusive sights.

Social statements

As social media matures, marketers increasingly turn to each of the major platforms with distinct purposes in mind.

For luxury beauty markers, photo-sharing social application Instagram is regarded as a quick and effective tool to attract busy, affluent consumers on-the-go. From brand announcements to product awareness and beauty tutorials, Instagram's cross-cultural format allows marketers to engage consumers on a level unmatched by other social platforms ([see story](#)).

Este Lauder Cos.' Crme de la Mer introduced a new Illuminating Eye Gel treatment with two promotional campaigns that highlighted the emotional appeal of the brand by sharing the individual stories of dedicated consumers.

The "Through Their Eyes" campaign gave readers the opportunity to see short videos of "Illuminating Moments" between high-style couples that use La Mer, while #EyesLightUp allowed users to create an online photo mosaic of the things that make their own eyes light up. While both were inspirational and connect with consumers on a personal level, the campaigns were not necessarily as developed as they could be ([see story](#)).

This latest effort from La Mer has the potential to extend beyond the anniversary, creating a broader consumer conversation about the brand.

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York