

MULTICHANNEL

Eres shows “a day in the life of” in Instagram film diary

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Still from #Jetlag in Eres

By JEN KING

French lingerie brand Eres is using Instagram to explore how a woman would incorporate its apparel throughout the course of her day.

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Housed predominantly on its Instagram account, the "#Jetlag in Eres" film diary, directed by Adam Neustadter, presents consumers with a perception of Eres' lifestyle and its loungewear, swimwear and lingerie categories. Scripting a narrative across posts on Instagram keeps the consumer engaged for longer and allows her to view Eres' campaign at her own pace and regardless of her international location.

"Brands with visual stories to tell are finding that Instagram is an engaging platform on which to share them," said Matt Langie, CMO of [Curalate](#). "Short-form lifestyle videos are an important part of this mix, enabling brands to keep Instagram users engaged with content longer and, in many cases, more deeply.

"Modern marketers understand that consumers don't engage with products; it's about experiences," he said. "The narrative nature of the campaign helps to position the brand's products within the context of a lifestyle for marketers, that's the sweet spot.

"The lifetime value of a customer increases substantially if they buy into not only the products you sell but the lifestyle you communicate."

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

[Eres](#) was unable to respond directly by press deadline.

A travel log

The first section of the narrative begins at 3 p.m. as the protagonist steps off an elevator with her luggage at The Line Hotel. A view of Los Angeles is shown from a window as she places her passport and room key on a table and begins to unpack.

While unpacking her clothing, she carefully removes her Eres lingerie from a small bag and spreads them out on her bed.

The next vignette advances in time to 7 p.m. to show the woman in her hotel room reading a book, napping and enjoying the view from her window. Fast forwarding to midnight, the woman is seen getting up off the couch and

changing into her bathing suit for a late night swim in the hotel pool.

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Introducing a mini film story where suspended time meets Eres iconic lingerie pieces. First glimpse on our Instagram : <https://instagram.com/eresofficial/#jetlagged> #ereslifestyle #travellinginstyle

Posted by **ERES Paris - Officiel** on **Friday, November 6, 2015**

In its last film clip, the woman is seen in bed as she starts her day. The camera follows her as she puts on her makeup, dresses and walks into the elevator as the video concludes.

Eres has also released a full-length version of the film diary on its YouTube channel. While the sequence does not change, the longer edition extends the scenes and includes a 4 a.m. vignette where the woman dresses and goes to the hotel bar for a nightcap.

Jetlag in Eres

Although there is no call to action, the Eres film series serves to show consumers different views of the label's categories. For instance, loungewear is shown when the woman arrives at the hotel and throughout her stay and swimwear and lingerie are shown in a familiar context rather than an overtly sexual manner.

Campaigns such as this allow for consumer exploration through awareness touchpoints that read as a narrative instead of a marketing push.

Scripted for Instagram

Beauty and fashion marketers continue to be enamored by photo-sharing application Instagram's organic reach, with 95 and 98 percent of brands in those sectors operating accounts, according to a new report by L2.

Instagram has presented marketers with a platform that is more engaging than Facebook or Twitter with fashion labels growing their communities by 27 percent to 2 million followers and beauty brands increasing by 30 percent, or 600,000 individuals. The popular app, which boasts 300 million monthly users, recently announced plans to open the platform to create a stronger relationship with all advertisers through the use of direct response within advertisements to grow revenue opportunities ([see story](#)).

A common approach to Instagram campaigns are those that unfold over a series of posts to come together as a larger effort.

Recently, department store chain Saks Fifth Avenue gave consumers a new way to experience its fall magalog through an animated Instagram feature.

For the launch of its biggest publication to date, the retailer decided to roll out the red carpet, working with Hscusa.tv to create 3D models of the books, enabling consumers to flip through the entire magalog virtually. Retailers are increasingly adding digital and social touchpoints to their publications, allowing consumers to interact with content via the channel of their choice ([see story](#)).

Instagram has also given brands an opportunity for inclusion.

French fashion label Chanel, for instance, asked consumers their sign on Instagram in a marketing effort for the Chance fragrance collection.

The Instagram content, exclusive to the platform, included GIF imagery for each of the 12 astrological signs to connect with Chanel enthusiasts on a personal level. The integration of the Chance fragrance aligns with the zodiac messaging as many consumers, especially those in Asia, may rely heavily on their signs to predict life events and chances as suggested by the scent's placement ([see story](#)).

"Whether or not a brand's products are prominently displayed is almost irrelevant today," Mr. Langie said. "Beyond conveying a sense of authenticity, including products within a larger narrative helps consumers to envision owning and wearing those items.

"To turn a moment of aspiration into action, Eres might consider ways to make it easier for their fans to discover and shop for the products that appeal to them on Instagram," he said. "A solution such as Curalate Like2Buy, for

instance, would enable Eres to drive users from individual video clips to either the full-length feature or any number of products showcased within the video."

Final Take

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