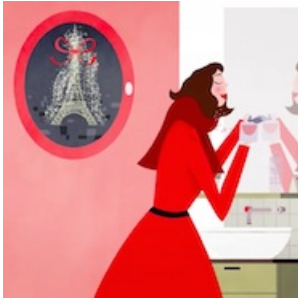


INTERNET

## Lancme leads into the holidays with whimsical countdown

December 10, 2015



*Still from Lancme's holiday countdown*

By SARAH JONES

Beauty marketer Lancme is setting off on a Parisian adventure to unite consumers in shared universal holiday experiences.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Since Dec. 1, Lancme has been revealing a new video vignette daily that follows the undertakings of the same heroine as she preps for the holidays, whether it means getting a Christmas tree or building a snowman. Keeping up consistent, amusing messaging around the holiday season is a way for brands to connect and engage with consumers while staying to-of-mind.

"[The concept for this campaign was] the daily life of a Parisian woman who embarks upon adventures leading up to the holiday," said [Tara Liggins](#), [social media director](#) at [Lancme](#).

"The goal is to give our U.S. consumers a dose of French culture while touching upon relatable moments that every woman experiences throughout the holiday season," she said. "Of course, this ties back to the effortless chic French DNA of Lancme.

"It opens the door to a Parisian holiday experience in a way that only Lancme can, unlocking a new key brand value with each day and experience our heroine encounters. Due to our French heritage, there is an authenticity in this approach and she's a credible source of aspiration."

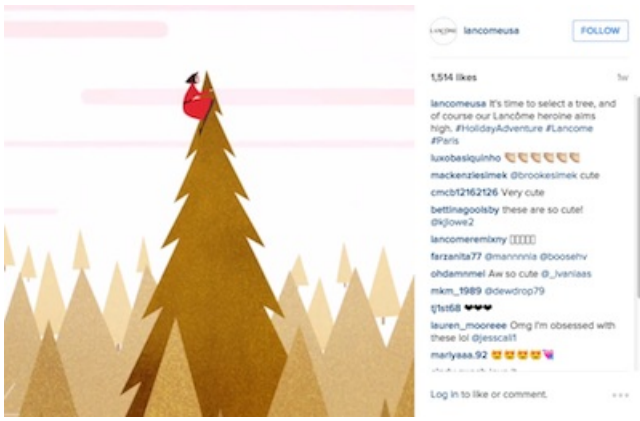
Festive atmosphere

Lancme's effort is being featured across its Instagram and Facebook accounts, with all the videos around 16 seconds long.

Introducing the series and its protagonist, Lancme released a first film at the start of December. An animation of a red envelope opens to reveal the woman in her Paris apartment.

As golden snowflakes fall outside, she opens the red curtains inside to see. Walking through her home, she throws on a red scarf and spritzes perfume. In the final frame, text reads, "Lancme wishes you allure."

Day two tackles the tree selection process, as the heroine visits a tree farm and "aims high," snipping the very top branches off a giant pine. This card comes with the wish of adventure.



*Instagram post from Lancme*

Demonstrating a wish for luck, Lancme displays how its star gets out of a tricky situation. After being handed a bunch of balloons by a mime, she floats up in the air, seemingly trapped, until a flock of birds pops the balloons.

Showing how its cosmetics can become part of the fun, Lancme depicts its heroine building a snowman, with the pice de rsistance a swipe of red lipstick to form the mouth. This scene comes with the wish of tenderness.

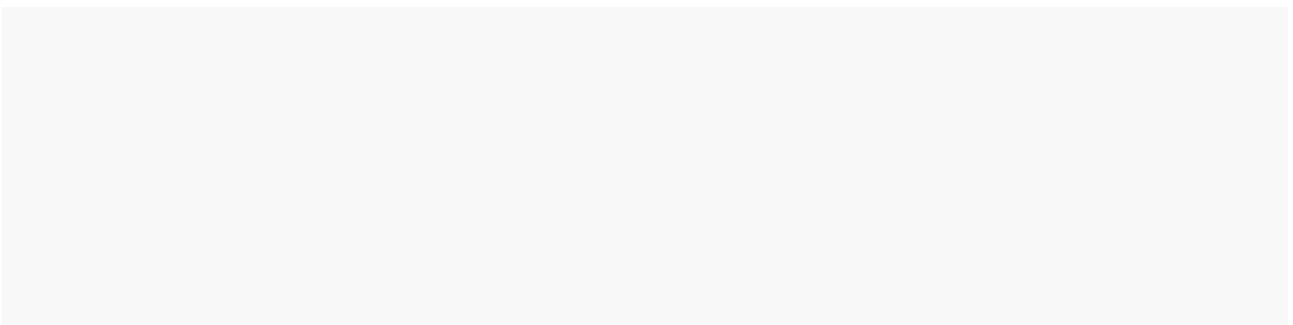


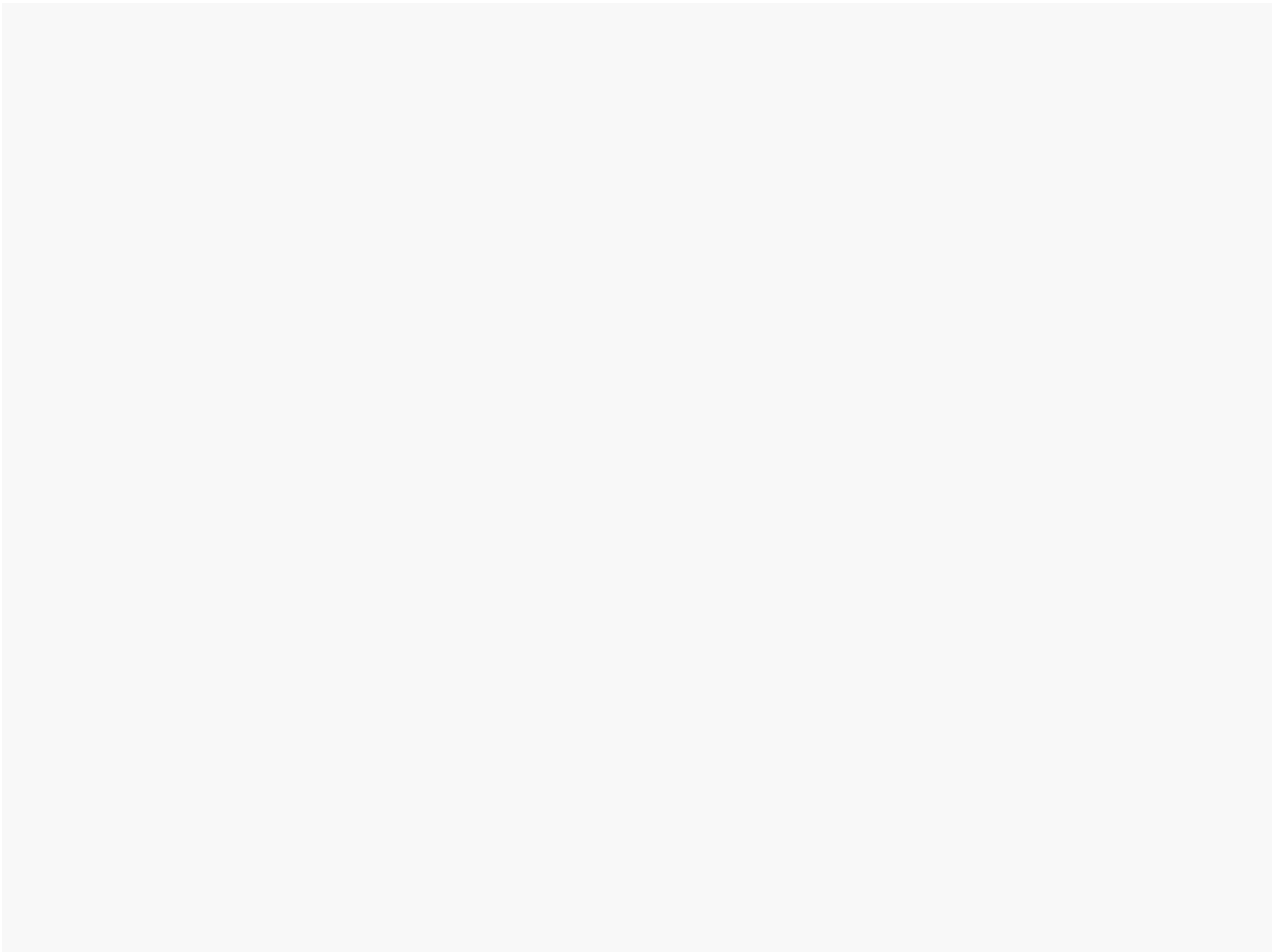
*Video still from Lancme social campaign*

In other scenes, she swings from a bridge via a strand of lights or goes out for festive drinks with a friend.

Throughout, classic Parisian motifs abound, including the heroine taking a turn as an organ grinder to accompany a dancing monkey.

Another shows the protagonist with her children, "borrowing" local landmarks such as the Eiffel Tower and the Arc De Triomphe to deck her tree. She also pulls the moon from outside of her window, replacing it with a similarly shaped croissant.





A video posted by LancomeUSA (@lancomeusa) on Dec 8, 2015 at 7:23am PST

Other wishes bestowed on viewers include vibes, freedom, spirit and style.

#### Countdown to Christmas

Other brands have played off the daily nature of an advent calendar, bringing consumers new surprises each day.

Shangri-La Hotels and Resorts is spreading a #WorldOfWarmth among its Instagram community through a participatory holiday tale.

The brand has unveiled an advent calendar on the social media platform offering its 32,000 followers a chance to win prizes for watching and interacting with brief Christmas videos. The continuity of the videos will encourage users to come back, which will in turn help the material go viral ([see story](#)).

Neiman Marcus is enticing its consumers who "Love to Give" with an Instagram gift guide.

For each of the "25 Days of Gifts," Neiman Marcus will post a short video to Instagram recommending a product for consumers to gift to friends and loved ones, with 10 percent of proceeds benefitting the Heart of Neiman Marcus Foundation. The outlet and charitable cause will keep Neiman Marcus top-of-mind among young consumers in particular ([see story](#)).

"Consumers have been delighted by the campaign thus far," Ms. Liggins said. "We've seen fans come back day after day and remark that they enjoy following her journey.

"The campaign will spread holiday joy in a non-promotional way and drive home the core values that we all can relate to," she said. "Lancme will benefit from the positivity and joy this campaign spreads as those feelings will be associated with the brand as well and we feel it is being well received as it's authentic to who we are and in keeping with our Frenchness."

#### Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.