

MOBILE

Shiseido goes “From Head to Toe” in Snapchat takeover

January 14, 2016



Shiseido Snapchat still

By STAFF REPORTS

Japanese personal care brand Shiseido is driving attention to its newly created Snapchat account through a blogger takeover.

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On Jan. 12, Shiseido USA shared on its Facebook that the brand had established a Snapchat handle and had invited a special guest to join in on the inaugural fun. Snapchat has allowed brand marketers to present authentic storytelling content in a variety of ways, from model and spokesperson takeovers to behind-the-scenes views of the runway and advertising campaigns.

A day in the life

Two days later on Jan. 14, Shiseido announced that From Head to Toe blogger, Jen Chae would be hosting a Snapchat takeover for the day.

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Our Snapchat is getting taken over by a very special blogger. Follow our snaps at ShiseidoUSA today to see From Head To Toe! #DayWithJenChae

Posted by [The Official Shiseido \(USA\) Page](#) on [Thursday, January 14, 2016](#)

Ms. Chae, who blogs about beauty products and style, also shared the news with her community of followers, expressing her excitement for the partnership in a video clip.

As of press time, Shiseido and Ms. Chae had only snapped introductory content that places a jar of the brand's Ibuki multi-solution gel against a red and pink background. The slides also tell consumers that the snapped content will be "a day in the life of Jen Chae," likely meaning that followers will be given a glimpse into her daily beauty routine.

Shiseido is using the hashtag #DayWithJenChae to promote the Snapchat collaboration as well.

As with Instagram and Twitter, brands have begun giving creative control to celebrities and ambassadors for a determined time frame to promote new products and projects.

For example, Italian fashion label Gucci provided an inside look at its latest advertising photo shoot by handing its Snapchat over to the campaign's star, actor and musician Jared Leto.

As a form of instant gratification for fans, the label announced Mr. Leto as the new face of its Gucci Guilty fragrance Dec. 11 and then immediately handed its Snapchat account over to the celebrity to document his perspective from the set. When campaign spokesmodels take on more of a role while promoting a particular brand, it lends a more authentic tone to collaborations ([see story](#)).

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