

ADVERTISING

Estee Lauder relies on brand ambassadors to bring makeup into Vogue

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Kendall Jenner and Joan Smalls for Estee Lauder

By FORREST CARDAMENIS

U.S. beauty brand Estee Lauder is relying on its brand ambassadors to bring consumers to its sponsored content.

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Estee Lauder's "Girls' Night!" post on Vogue's Web site contains three videos of Kendall Jenner and Joan Smalls, the faces of the brand, preparing for a night out. The enormous popularity of the pair and a sensible placement on Vogue will likely lead to increased awareness of and conversions for the beauty brand.

"Estee Lauder is tapping into the latest marketing trend: authenticity," said Juliet Carnoy, marketing manager at [Pixlee](#), San Francisco. "The brand is using the models authentic personalities to build the Estee Lauder brand.

"These types of videos resonate with millennial women," she said. "Today, more so than ever, women want to be their most authentic selves."

Ms. Carnoy is not associated with Estee Lauder, but agreed to comment as an industry expert.

Estee Lauder was unable to comment before press deadline.

Backseat party

At press time, Estee Lauder's post is the most shared article on all of Vogue. The social traction of the article is a testament to the popularity of Ms. Jenner and Ms. Smalls and indicates the post's success.

The post explains how Ms. Jenner and Ms. Smalls, as the faces of Estee Lauder, have access to all of the brand's products and can fix any problem, from the desire for a red lip to dull complexion.

Also included in the article are three different videos showing the pair prepare for a night out.

In the first video, the ambassadors apply make up while in their hotel. Both are dressed in red and take turns trying on a silver tiara as they coordinate blush, lipstick and mascara.

The video is sped up and heavily edited, with events occurring repeatedly and in rapid fashion to match the Qyeendom's "I'm A Star," which plays over all three videos.

Kendall Jenner and Joan Smalls Hit the Hotel Suite

In the second video, the two have changed, with Ms. Jenner wearing a black dress and Ms. Smalls in silver with matching earrings. They look into a mirror, when Ms. Jenner asks, "How do I look"? After more quick, sped-up shots

of the two dancing, they look in the mirror and simultaneously answer, "Major." They continue dancing, repeat the same about their lips, and then head out.

Kendall Jenner and Joan Smalls Master the Mirror Check

The third takes place in the backseat of a car on the way to the party. Ms. Smalls yells for the driver to turn up the music, and the two begin dancing in their seats.

After an abrupt cut, the two put on lipstick and then go back to dancing. "When the music and the lipstick are loud enough, a traffic jam becomes the best party in town," the article ends.

Kendall Jenner and Joan Smalls Throw a Backseat Dance Party

Several terms in the article are hyperlinked and take the user to a page on Este Lauder's Web site. Scrolling down, she will see "Kendall & Joan's Faves" and be able to purchase the products used by the pair in the video.

Vogue's readership extends beyond the affluent, and the easy access of the online version is a boon for young consumers. Accordingly, offering lipstick and eyeliner, which have lower price points, offers a chance for these younger consumers to convert and establish a relationship with the brand.

Entertain and advertise

Because a guise of entertainment makes the content more engaging to consumers and thus optimizes revenue, major publishers have recently begun welcoming sponsored content.

In one instance last April, jeweler Tiffany & Co. reached out to readers of New York magazine's The Cut with a promoted post about wedding planning.

The sponsored article features celebrity party planner Bronson van Wyck's suggestions for nuptial celebrations, for which he used Tiffany engagement rings for inspiration. Native advertising enables a brand to speak to consumers through engaging content that can be both entertaining and educational ([see story](#)).

Sponsored content is a tool used by all sectors and by brands that don't have as heavily marketable ambassadors, too.

Last August, German automaker BMW advertised and sponsored content on men's magazine Esquire's mobile site to promote its brand and 6 Class Series.

While some advertisements appeared to promote offers on the new BMW 6 Class series and landed on BMW's homepage, others allowed users to scroll through several images of BMW cars and redirected to another page on Esquire featuring BMW's sponsored content. The strategy promoted a partnership between Esquire and BMW and also allowed readers to discover BMW's 6 Class Series on their own ([see story](#)).

"Whether it's embracing their natural bodies, refuting the need to be 'likable,' or goofing around before a girls night out- women are tired of being manipulated to fit a mold that is shaped by brands for them, and not by them," Ms. Carnoy said. "However, if Estee Lauder were truly intent on capturing the purchasing power of millennial women, they would feature real customers to star in their marketing videos.

"Advertising campaigns like the Always #LikeAGirl campaign and the Dove Campaign for Real Beauty prove that women value a broader spectrum of defining themselves. Luxury beauty brands are behind in innovating their marketing to meet these new standards."