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SK-II gets Oscars-ready via Snapchat takeover

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Cate Blanchett for SK-II

By STAFF REPORTS

Japanese skincare brand SK-II is leveraging the buzz surrounding red carpet beauty with a Snapchat takeover.

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SK-II has invited top beauty influencers Jenn Im and That's Heart to take over its newly established Snapchat account, SKIIOfficial. During the week-long takeover, the beauty influencers will give followers insider access to actress Cate Blanchett as she prepares for the red carpet during the 88th annual Academy Awards Feb. 28.

Oscar-ready

For the first phase of the Snapchat takeover, Ms. Im will report live from the SK-II #ChangeDestiny forum. Her snaps will feature brand ambassador Ms. Blanchett, singer and songwriter Anggun and beauty entrepreneur Michelle Phan.

Regarding her partnership with SK-II, Ms. Im said, "Being beautiful is not only about how you look or what makeup you wear, but true beauty comes from confidence and learning to love yourself. I'm super excited to hear from such talented and inspiring women and share it live on SK-II's Snapchat."

In the second aspect of the Snapchat initiative, beauty creator That's Heart will host the takeover on Feb. 28. For her part, That's Heart will take followers behind-the-scenes to take a sneak peek to Ms. Blanchett's pre-Oscars beauty prep.



Jenn Im, SK-II's Snapchat ghost icon and That's Heart (from left to right)

During the snaps, followers will hear from Ms. Blanchett regarding her skincare secrets and beauty essentials to create a radiant "Oscar-worthy glow."

"I've always admired Cate's stunningly flawless look on the red carpet and can't wait to find out and share her top beauty tips in SK-II's Snapchat," That's Heart said in a statement.

Similarly, Japanese personal care brand Shiseido drove attention to its newly created Snapchat account through a blogger takeover.

On Jan. 12, Shiseido USA shared on its Facebook that the brand established a Snapchat handle and 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 ([see story](#)).

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