

MULTICHANNEL

Lancme plays mixologist for youthful beauty push

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Lancme's Juicy Shaker lipstick

By JEN KING

Beauty marketer Lancme is banning the boring with a digital campaign meant to shake-up its cosmetic offerings.

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Lancme's latest lip product to debut is called the Juicy Shaker, a pigmented oil-based lip stain that does not leave lips feeling sticky as with other lipsticks and glosses. Given that the formula separates due to the mixture of pigment and nourishing essential oil within, Lancme designed the vessel to mimic a mini cocktail shaker, which has served as inspiration for its digital promotions.

Lancme did not respond by press deadline.

Shake shake shake seora

Lancme's new lip product, Juicy Shaker, is a cross between the iconic Cocktail Shaker lipstick from the 1940s and its Juicy Tube lipgloss from the 90s. With a new product line for a new generation at an accessible price point of about \$21, Lancme may be able to appeal to a new market that has yet to experience its cosmetics.

In addition to promotions on its social channels such as Facebook and Instagram and consumer-facing email notifications, Lancme has created a dedicated Web site for the Juicy Shaker line.



Juicy Shakers by Lancme

The first section gives a product overview alongside colorful imagery showing the bottle design, applicator and its 14 color options. Each of the 14 shades reflect a different scent and taste that correspond with the color's name such as Berry in Love, Mint to Be and Great-fruit, among others.

A Web series, also shared via email, helps a consumer to "find [her] juicy flavor" by asking if she is irresistible, wild, daring, remarkable or sweet. The Web version phrases the section differently, with prompts for irresistible, wild, bold, dazzling or greedy lips.

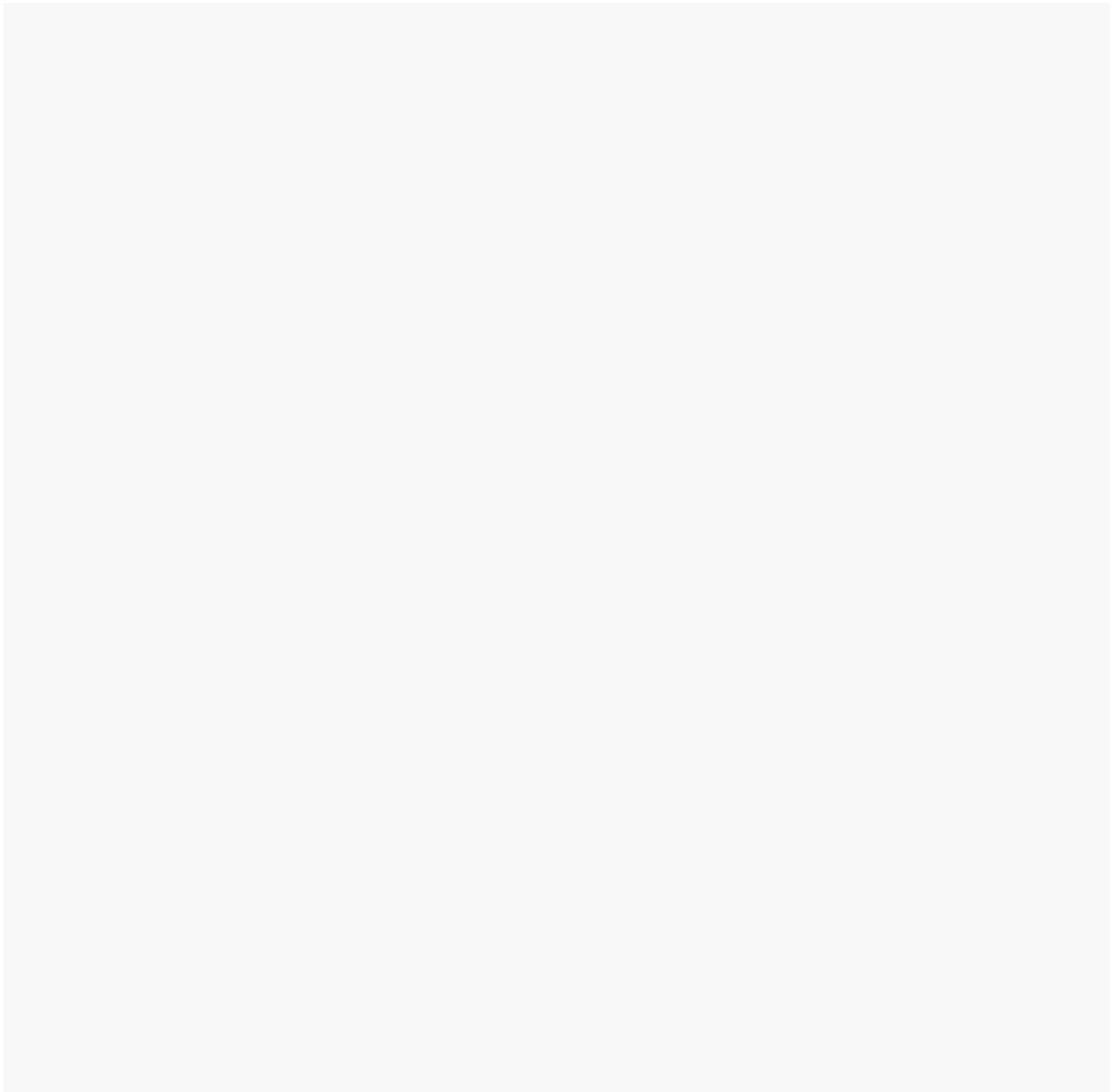
Either version plays the same video content that creates a "personality cocktail." For instance, if wild is selected, personified by a kitten, the video mixology includes a mango, a "feline touch" shown as the kitten meows and a "boost of confidence" envisioned as a pair of free weights. Once the ingredients are in the cocktail shaker, a magic wand taps the lid and the vessel becomes a Juicy Shaker in Mango Goes Wild.

The Mango Goes Wild by Juicy Shaker / Lancme

Lancme has also included a user-generated content aspect for its Juicy Shaker campaign. With such a whimsical concept, including consumers in on the fun will further product awareness, especially among a younger segment of women who frequently participate in digital activities shared by brands.

For "Shake Tape," Lancme first asks consumers to select an attitude from daring to sweet. Depending on the attitude choice, Lancme asks the consumer to take four selfies using different prompts to dictate the look in the image taken.

After the four images have been taken, the consumer is asked to shake her mouse to blend the "ingredients" together. A GIF image is generated using the photos and clipart that corresponds with the select attitude's Web series video.



#Regram: @lupitanyongo: "Shake it up! #Lancome #JuicyShaker #BanTheBoring #ShakeTape @lancomeofficial"

Make your very own Shake Tape using the link in our bio.

A video posted by Lancme Official (@lancomeofficial) on Mar 21, 2016 at 1:29pm PDT

On Lancme's Instagram account, brand ambassador Lupita N'yongo shares her Shake Tape with the community in a regram.

When a new product is released it is helpful if beauty brands pair the launch with a tutorial video to educate consumers on the application process that yields the best results. In Lancme's video, creative director of makeup Lisa Eldridge demonstrates how Juicy Shaker should be applied.

In the tutorial, Ms. Eldridge suggests dabbing from the center outward, layering for a more pigmented look or mixing different shades for a customized hue.

Juicy Shaker : Lancme tutorial with Lisa Eldridge

Future beauties

Across the luxury sector, brands are working to grab hold of the millennial market share. The beauty industry has done well at combining its expertise for the next-generation of affluent consumers.

For example, beauty marketer Este Lauder is appealing to the next generation of consumers with a collection designed specifically for a social media-savvy clientele.

The Este Edit began retailing exclusively through Sephora in the United States and Canada on March 15, with a coinciding launch campaign featuring influencers and models Kendall Jenner and Irene Kim. When developing the line, Este Lauder envisioned what its eponymous founder would do to disrupt the beauty market today, keeping heritage at the heart of this new brand extension ([see story](#)).

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