

FRAGRANCE AND PERSONAL CARE

Shiseido invites millennial consumers to kiss virtually on peer-to-peer platform

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Shiseido's Rouge Rouge lipstick collection

By JEN KING

Japanese beauty brand Shiseido is puckering up to a younger consumer demographic via a connected digital experience.

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In an effort to get "up close and personal" to millennial and Generation Z consumers, Shiseido has developed the "Rouge Rouge Kiss Me" concept. The effort, built around the brand's Rouge Rouge lipstick line, is Shiseido's first interactive digital campaign and was developed with Tokyo-based creatives teamLab and its talent collective including CGI animators, engineers, mathematicians, architects, editors, programmers and graphic designers.

"As a brand, creating and increasing touch points of Gen Z is part of our growth plan, and our aim with Rouge Rouge Kiss Me is to make the makeup experience more fun for them," said Hiroko Ozeki, international business planning at [Shiseido](#).

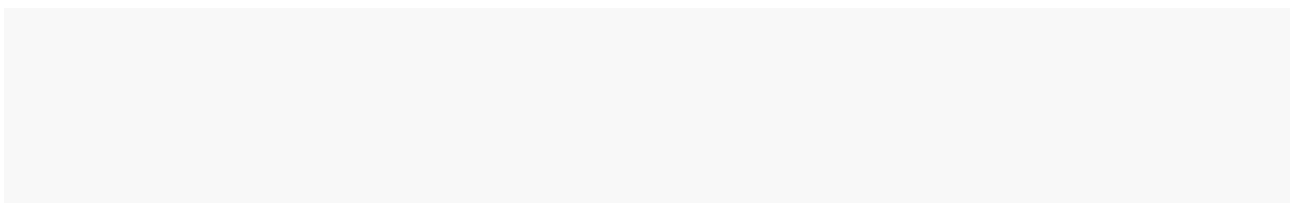
"As well as the kiss monsters bringing awareness to the Rouge Rouge collection, the digital campaign has also been launched with the aim of raising awareness for the brand generally," she said.

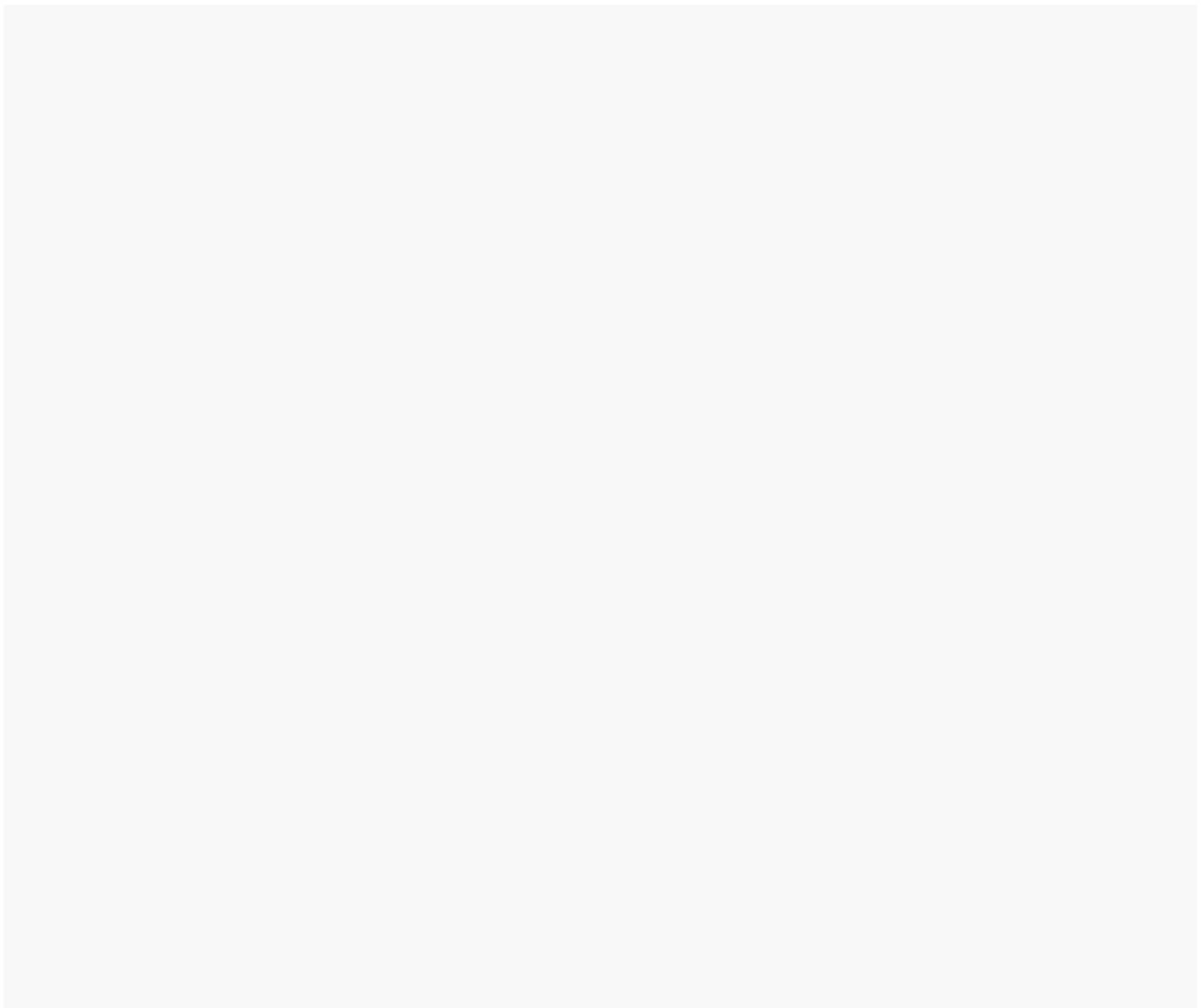
"The lipstick collection is launching globally over the coming weeks so the two go hand in hand."

Kiss kiss

Shiseido's Rouge Rouge Kiss Me effort is housed on a dedicated mobile Web site. Choosing mobile as the catalyst for the effort will allow Shiseido to easily reach younger consumers who are proficient at using digital and social media.

With that in mind, Rouge Rouge Kiss Me was created to be interactive and shareable across social platforms.





Create your own ? Kiss Monsters and share them with your special someone or friend through your smartphone ?
LINK IN THE BIO ? Red is the first color ? 16 #new shades #lipstick #RougeRouge #RougeRouge2016
#RougeRougeKissMe by teamLab #Makeup #innovation #ShareLove #ShareKisses ? #ShareScience
#BeautyEveryday ? #ShareBeauty with #Shiseido

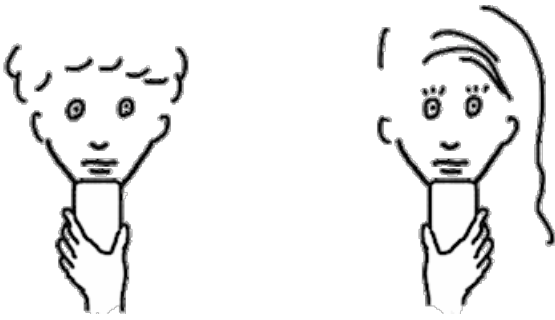
A video posted by SHISEIDO (@shiseido) on Jul 5, 2016 at 6:58am PDT

"By combining our knowledge of the consumer and our key Shiseido color offering, we have been able to create a fun, engaging and sharable game that connects its users – and they don't even have to be in the same country to take part," said Ruba Abu-Nimah, creative director at Shiseido, in a statement.

"We have produced realistic color-rendering in real time, and have added a sense of play for the consumer to enjoy," she said.

To activate the experience, the consumer must be on a mobile device to "kiss [their] special someone or friend through [her] smartphone." Choices include Japanese social platform Line, Twitter, Google+, Pinterest, Facebook and WhatsApp.

When the preferred platform is selected, the user's mobile device will generate an automated message to share with a friend or loved one.



Shiseido GIF for Rouge Rouge Kiss Me

Once another individual is selected, the user is invited to input her name and pick a lipstick color from the 16-shade Rouge Rouge collection. A "kiss by yourself" option is also available.

After names and colors are selected and the consumer pair is ready, a countdown on both screens automatically begins. When the clock reaches zero the consumer and friend are told to kiss the smartphone's screen.

Doing so morphs the kiss into a personalized illustration in the shape of puckered lips and in a true-to-life depiction of the selected lipstick shade. After, a GIF appears on the screen of animated lips.

The image can be shared via the aforementioned social platforms or be saved as a standard photo or in GIF format. At this point in the experience, consumers are also encouraged to shop the Rouge Rouge lipstick collection on Shiseido's mobile ecommerce site.



Examples of the Rouge Rouge Kiss Me animations

"One of the most important things about a campaign like Shiseido's Kiss Kiss Rouge Rouge is supplementing the mobile experience with traditional and social advertising," said Melody Adhami, president/COO of **Plastic Mobile**, a Havas company. "So the awareness does not specifically from the mobile campaign, but as a combination of all efforts they use to activate it.

"When looking specifically at how it will resonate with Gen Z consumers, it does have novel factor in being able to share something as personal as a kiss," she said. "However, there are a lot of moving parts in the experience (have to both have applications open at the same time, have to send a link to the second person) that may act as a barrier to reaching the stage where they share the image on social media.

"If there is no benefit to the user of sharing on social media (such as discounts, contests), it may deter some people with sharing something so personal, which limits the awareness created by the app."

Shiseido's desktop launch site for Rouge Rouge Kiss Me, which offers consumers a scannable QR code for mobile devices, can be found [here](#).

Branded communications

Peer-to-peer communication allows a brand to interact directly with a consumer while subtly pushing product in a fun and entertaining way.

For example in 2013, British fashion house Burberry engaged consumers in branded peer-to-peer communications through a partnership with Google where users could send loves notes around the world.

The label created a microsite for the Burberry Kisses campaign that lets consumers send and view notes that have been sent. Burberry is likely trying to convert its followers' closest companions to brand enthusiasts ([see story](#)).

Similarly, Swiss watchmaker IWC Schaffhausen is taking communication to new heights as it promotes its pilot's watches.

The Skywriter campaign allows users to write a message in the sky and share it with third parties. An interactive and social campaign will help attract a younger consumer segment to the brand while subtly offering an introduction to the brand's latest watches ([see story](#)).

"Since Shiseido is looking to drive brand awareness, sharing is the vehicle they will use to reach new consumers," Ms. Adhami said. "The first people to use the experience will be those who are familiar and engage with the brand, as they will most likely find out about it from following Shiseido's social media channels.

"Having users share their kisses on social media allows Shiseido's name to reach a much larger portion of consumers and increase reach," she said.

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