

ADVERTISING

## Dior shoots film starring Kate Moss to promote lipstick

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By ELIZABETH ZELESNY

LVMH's Christian Dior has nabbed British model Kate Moss to promote its Dior Addict lipstick with a short film to cause a commotion and drive sales.

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The short film immediately begins to play when consumers enter the Dior Addict Web site. The film is available on <http://www.dioraddict.com> and Dior's YouTube page.

"[The video campaign] definitely conveys a feeling – very European, very upscale," said Erin "Mack" McKelvey, senior vice president of marketing at Millennial Media, Baltimore, MD. "It's clearly targeting the aspirational female consumer, while being grounded with the Duran Duran music."

Dior did not respond by press deadline.

Millennial Media is not affiliated with Dior, but Ms. McKelvey agreed to comment as a third-party source.

Pucker up

Directed by Jonas Akerlund, the film shows Ms. Moss getting ready in her lavish hotel room, putting on stockings during her private car ride and surviving the paparazzi. It

concludes with Ms. Moss enjoying the Dior runway show.

### *Dior Addict short film*

The campaign emphasizes that Ms. Moss' Dior Addict pale pink lipstick is what helps her get through her hectic lifestyle.

"A Dior target demographic leads a busy lifestyle and sometimes they need that crutch as an extra boost to their self-confidence," said Dalia Strum, founder of Dalia Inc., New York. "Dior is focusing on their consumer's needs as well as desires to support them in their chaotic daily lives."

Following the short film, consumers are directed to the Dior Addict Web site homepage.

Dior is showcasing its new short film through various social media outlets such as Facebook and YouTube.

Camera sigh

Luxury brands have begun creating short-films to promote new goods.

For example, French powerhouse Chanel created a short-film starring Keira Knightley to promote its Coco Mademoiselle fragrance ([see story](#)).

Dior also released a new mobile application that allows users to share the Dior Addict lipstick line through a social functionality ([see story](#)).

Some luxury brands are hesitant to engage in social media and implement new technology.

However, Dior seems to have realized that adding social media can help spread awareness about new campaigns and products.

The Flash-enabled video cannot be viewed via mobile devices. Ms. McKelvey said that brands must make video campaigns mobile-optimized.

"Historically, video ads only had two access channels—TV and online," Ms. McKelvey said. "Luxury brands now have an incredible opportunity to leverage the most personal

screen—the mobile device.

“When developing any video campaign, the brand must optimize for mobile in order to maximize the experience for consumers on the go,” she said.

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