

FRAGRANCE AND PERSONAL CARE

## Burberry customizes Pinterest boards to raise beauty product awareness

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*Burberry Cat Lashes mascara*

By JEN KING

British heritage brand Burberry is demonstrating the importance of beauty personalization as it introduces its latest mascara.

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For the launch of Cat Lashes mascara, **Burberry** has partnered with social platform Pinterest to create individualized inspiration boards based on consumers' beauty preferences. Recently outfitted with ecommerce capabilities, **Pinterest** has emerged as the go-to platform for sharing favorite products, discovering new must-haves and exploring how-to tutorials, making it ideal for beauty promotions.

"Pinterest is the largest beauty platform in the world with 38.5 million unique hair and beauty viewers, who come to Pinterest to find inspiration, tips on creating the look, as well as the latest products," said Radhika Prakash, brand and creative strategy at **Pinterest**. "By working closely with Pinterest to develop a unique and creative campaign for the Burberry Cat Lashes mascara launch, Burberry is able to engage with people on Pinterest who are already seeking makeup ideas and beauty inspiration.

"As the world's catalog of ideas, our mission at Pinterest is to help people discover and do things they love," she said. "A hundred million people around the world come to Pinterest looking for ideas to incorporate into big life moments like buying their first home or planning a wedding and everyday moments like what they will make for dinner or wear to work.

"Because of this, Pinterest is highly personal. With this in mind, we worked closely with the Burberry team to create a personalized experience using the Pinterest API, enabling consumers to receive customized content based on their makeup routine and preferences."

The cat's meow

At the center of **Burberry's** first Pinterest promotion is the Cat Lashes mascara, a new volumizing mascara that creates a cat eye effect by extending and fanning out the user's lashes.

The desired effect is attributed to the mascara's hourglass-shaped brush, short bristles and cone-shaped tip.

“Cat Lashes is the ideal mascara if you like a full lash look,” said Wendy Rowe, Burberry artistic consultant for makeup, in a statement. “I love that the brush allows you to create length, volume and definition. This is such a quick way to achieve full lashes.”



*Burberry's Cat Lashes mascara*

Burberry's partnership with Pinterest serves as the discovery point for the brand's latest product.

Accessed through social media posts from Burberry, LVMH-owned beauty retailer Sephora and Pinterest pins, consumers will digitally recreate the in-store counter experience.

A link provided in the posts will direct consumers to sign up for the Burberry Cat Lashes Mascara Pinterest experience. Once signed up, consumers will have access to the Cat Lashes application hosted on a microsite.

On the microsite the consumer must answer three questions to create her personalized Pinterest board. Burberry's first question asks the consumer how long she spends applying her makeup.

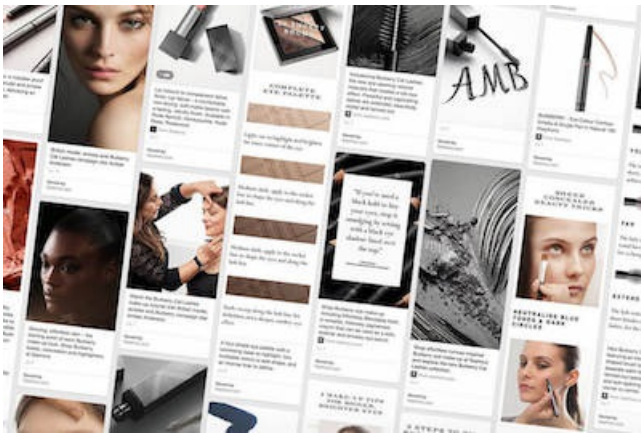


*Question used to create Burberry's custom Pinterest board*

In the following question consumers must select a beauty look that resembles their personal style. Choices include a smokey eye, “feline flicks” of eyeliner and “look-at-me lashes.” Burberry's final question asks the consumer her initials.

After the questionnaire is filled out the consumer is asked to log in to her Pinterest account to create the personalized board. Before being directed to the Pinterest board, the consumer has the option to share her email to receive a complimentary Cat Lashes sample, while supplies of 5,000 last.

The board generated contains personalized and monogrammed content based on the consumers' questionnaire responses. Content includes inspirational images, how-tos, get the look guides and Burberry beauty product tips and information.



*Example of Burberry's personalized Pinterest board*

Each of the pins on the personalized boards also lead to Sephora's Web site where purchases can be made. Available in three shades, Burberry's Cat Lashes mascara retails for \$29 each.

Burberry's Pinterest board questionnaire can be found [here](#).

### Power of the pin

Pinterest as a discovery point has been explored by other brands in the beauty space.

Recently, Estée Lauder Cos.' Crème de la Mer recreating the word-of-mouth phenomenon that made its products cult favorites through a co-branded digital campaign.

La Mer's success has been built on verbal recommendations since its start, and social media has assisted in continuing the tradition, with consumers often turning to digital platforms to peer review products.

Building off its word-of-mouth similarities, La Mer launched its first co-branded campaign with Pinterest. La Mer has been active on Pinterest, where it has shared its skincare knowledge and curated content specific to its brand and product lines, since 2015.

La Mer saw its partnership with Pinterest as a natural next step to continue to inspire its audience of discerning consumers. The skincare brand's "Made for Pinterest" effort is exclusive to the platform and gives consumers access to three curated sets unavailable elsewhere ([see story](#)).

As a platform, Pinterest has invested in strengthening its commerce capabilities despite the struggles buy buttons have seen on social media. Recently, Pinterest began exploring a different way of capturing buying opportunity on mobile with a new shopping bag that spans multiple platforms.

Pinterest knows it has a huge opportunity to target consumers with options to purchase, as users are often on its platform to look for products and ideas. Now, users will be able to purchase items featured on Pinterest on the Web, as well as on their mobile devices, and add them to a bag to complete multiple purchases, along with a checkout feature to compete with PayPal and Apple Pay that saves users' information ([see story](#)).

"People are on Pinterest gathering new ideas that they can use in real life and often, those ideas inspire them to buy something," Ms. Prakash said. "Today, people save 4 million products on Pinterest, each day.

"Pinner don't just browse, they actually spend, according to research done last year from Millward Brown, 93 percent of pinner use Pinterest to plan purchases and 87 percent of pinner have made a purchase after seeing a product they liked on the platform," she said.