

FRAGRANCE AND PERSONAL CARE

La Mer pays tribute to dreamers in motivational holiday animation

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Image from La Mer's holiday 2016 effort

By STAFF REPORTS

Este Lauder's Crme de La Mer is showing the near magical reward of perseverance in a festive film.

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For its holiday effort, the brand created an animated short inspired by its founder Dr. Max Huber, a scientist who discovered kelp's benefits for skin. This film allows La Mer to speak to holiday themes of surprise and waiting while also exploring its origin story in a mystical way.

Sailing into the season

Last year, La Mer reimagined the story of its creation and eternal draw toward the sea to inspire consumers around the holidays.

"The Legend of La Mer" wove the tale of rocket scientist Dr. Huber, who was on a quest for a natural cure for scars. While La Mer loyalists may have been familiar with the brand's story, retelling it with a seasonal tone will help connect the brand's audience with its followers around the holidays ([see story](#)).

Creating a continuation from the brand's holiday effort from last year, the brand's "A Holiday Wonder from La Mer" video opens with the same few narrated lines as the previous film closed with. Under a visual of a night sky, a female voice says, "Sometimes, the greatest secrets in the world are hidden just beneath the surface. One need only have the curiosity to find them."



La Mer's holiday campaign

This is a reference to La Mer's origins under the sea. Keeping this nautical theme, the night sky turns to an ocean lit by day.

A singular boat travels across the water, as the voiceover promises that this brand journey will unlock nature's secrets.

Following a lightning storm, the boat arrives in an icy wonderland, where the risks undertaken on the waves are rewarded with the Northern Lights.

Hidden in an icy peak, a bottle of La Mer appears as the voiceover says, "Hope emerges as the most precious gift of all." Text written in lights reads, "Give the miracle of La Mer."

A Holiday Wonder by La Mer

On a holiday landing page, consumers are presented with gift ideas.

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