

FRAGRANCE AND PERSONAL CARE

Guerlain hosts beauty blogger battles for product range exposure

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#GuerlainChallenges features La Petite Robe Noire cosmetics

By JEN KING

LVMH-owned beauty brand Guerlain has invited international bloggers to its Paris headquarters to test their makeup abilities in a challenge of creativity.

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Guerlain invited eight well-known YouTube vloggers from all corners of the globe to participate in a series of cosmetic challenges. The first of the challenges to be introduced focuses on Guerlain's newly launched La Petite Robe Noire Mascara, a volumizing and perfumed mascara featured in the La Petite Robe Noire range of scented nail polish, makeup and namesake fragrances ([see story](#)).

"It's exciting to see a French beauty powerhouse such as Guerlain continuing on building relationships with beauty influencers, following the successful collaboration in the United States two years ago," said Yuli Ziv, founder and CEO of [Style Coalition](#).

"We are now seeing influencer programs go global, and Guerlain is right on trend with pairing influencers from different countries for its fun and creative beauty challenges," she said.

"It makes a lot of sense for a global brand such as Guerlain to leverage the borderless nature of social media and engage the online community globally in one cohesive strategy that works across multiple markets."

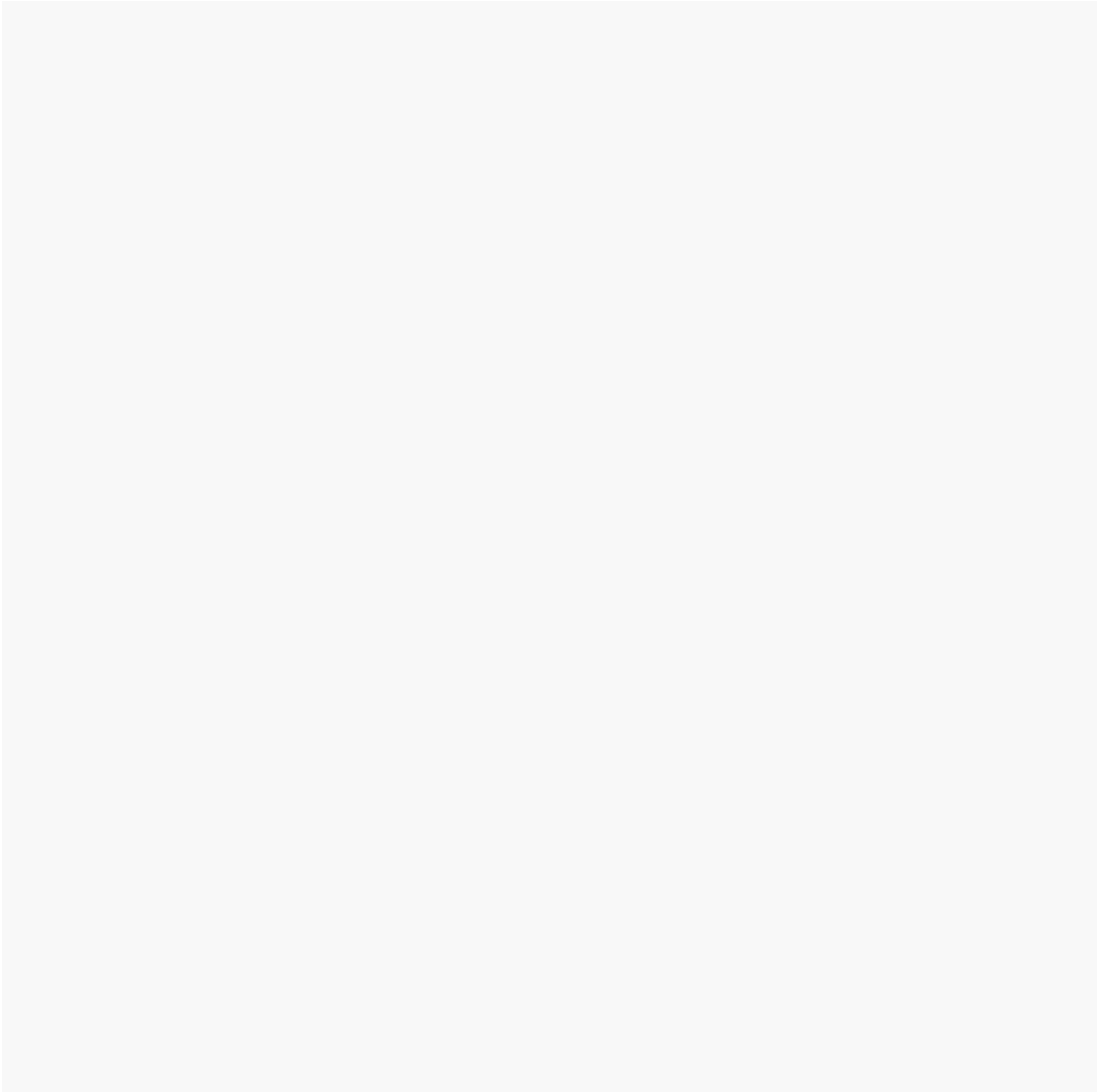
Ms. Ziv is not affiliated with [Guerlain](#), but agreed to comment as an industry expert. [Guerlain](#) was reached for comment.

Battling bloggin' beauties

In a behind-the-scenes teaser of the upcoming Guerlain Challenges social series, the eight bloggers are shown approaching Guerlain's flagship boutique at 68 Champs-lyses in Paris.

The teaser then announces that the eight bloggers will partake in 10 "battles" before five winners are selected via voting from YouTube viewers. While ROI on voting can be tricky, knowing that the eight bloggers have a well-established community of followers that will help Guerlain spur participation as fans vote for their favorites.

Guerlain's eight participants include Ally Fantaisies, Diana zur Lwen, Lydia Elise Millen, Lama Al-Akeel, Maria Pombo, Dear Caroline, Vanessa Ziletti of Vanessa On The Go, Bayan of Just Bayan. Together, the women represent France, Italy, Saudi Arabia, Spain, Germany and the United Kingdom.



#BehindTheScene Before the challenge begins, let's head #backstage... Looks like the bloggers had a lot of fun with their #LaPetiteRobeNoire #MakeUp! #GuerlainChallenges

A video posted by Guerlain (@guerlain) on Feb 6, 2017 at 10:37am PST

In the extended version of the teaser, viewers see the bloggers on their visit to Guerlain's boutique where they sample fragrances, test cosmetics, sit for manicures and enjoy a meal as a group with creative director Olivier Echaudemaison.

On the second day of their retreat the bloggers take part in a series of Guerlain Challenges. As of press time, Guerlain has only shared its first of 10 challenges which had the eight women apply La Petite Robe Noire Mascara in a windy environment.

Individual videos, featuring two bloggers at a time, show the women attempting to carefully apply mascara as a fan

blows in their face. Although silly and unrealistic, the concept shows the women's expertise in makeup application and candid personalities otherwise lost in a staged how-to.

Challenge in the Wind - Dear Caroline vs. Ally Fantaisies - Guerlain

Additional challenges featured across Guerlain's social channels include putting on a full face of makeup in only 20 seconds, switching your mirror for a selfie and a full La Petite Robe Noire beauty look.

Influencer impact

For luxury brands who count professional makeup artists as creative partners, pairing with a well-known beauty vlogger may yield better results, as the Internet celebrity may be more relatable than the artist behind the products, according to a report from [Fashionbi](#).

While beauty bloggers hail from mostly English-speaking countries, their audience reach is vast and not limited to their home country. Starting as a hobby for most, many beauty bloggers began recording videos concentrating on the latest beauty products and trends, but have expanded topics to include skincare, hairstyle, fashion and lifestyle touchpoints ([see story](#)).

Guerlain is no stranger to influencer marketing and has partnered with beauty bloggers in the past.

In 2015 Guerlain partnered with seven influencers to show its cosmetic offerings in a more personalized and relatable fashion.

For the partnerships, Guerlain worked with Style Coalition, a network that connects brands with influencers and bloggers to create branded content, to select Internet personalities that represent different ages, ethnicities and skin tones. By partnering with a series of women, rather than just one, Guerlain was able to give a better representation of its consumers and appeal to the wider audience at hand ([see story](#)).

For its most recent influencer effort, it is important for Guerlain, and others trying out the strategy, to consider how selected bloggers will expand the brand's reach into new markets and among unfamiliar audiences.

"Each influencer represents a market share and reaches a different audience," Style Coalition's Ms. Ziv said.

"By bringing the influencers together the brand brings their international fans together as well, which could elevate brand's perception as a global household name," she said. "On a tactical level, the individual product that serves as a 'hero' in each video highlights its key features and inspires purchase.

"How-to videos rule the YouTube beauty category and this fun new take on them showcases a product application in a new way."