

FRAGRANCE AND PERSONAL CARE

## YSL Beauty adds to party guest list in interactive social effort

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*Staz Lindes for YSL Beauty*

By JEN KING

YSL Beauty is leveraging user behavior by encouraging its Instagram community to "tag a friend" to expand the reach of its latest social media campaign.

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In the party-themed "About Last Night," social influencer and Instagram-famous model Staz Lindes is shown in a nightclub setting surrounded by fellow revelers. Hoping to build awareness among her more than 72,000 followers, YSL Beauty introduced Ms. Lindes, the daughter of Dire Straits' guitarist Hal Lindes, as a social media ambassador at the start of the new year ([see story](#)).

"Instagram influencers appeal to a younger, fashion-forward millennial audience," said Kelly Miller, affiliate and content program manager at [Blue Moon Digital](#), Denver, CO.

"Models such as Staz Lindes who have become the 'it girls' in the last four or five years are the ones who also have the largest social media following so her particular audience definitely wants to see which brands she's working with," she said. "Mixing that with a fun lively campaign revolved around rock and roll and you have a recipe for success in terms of reaching that demographic."

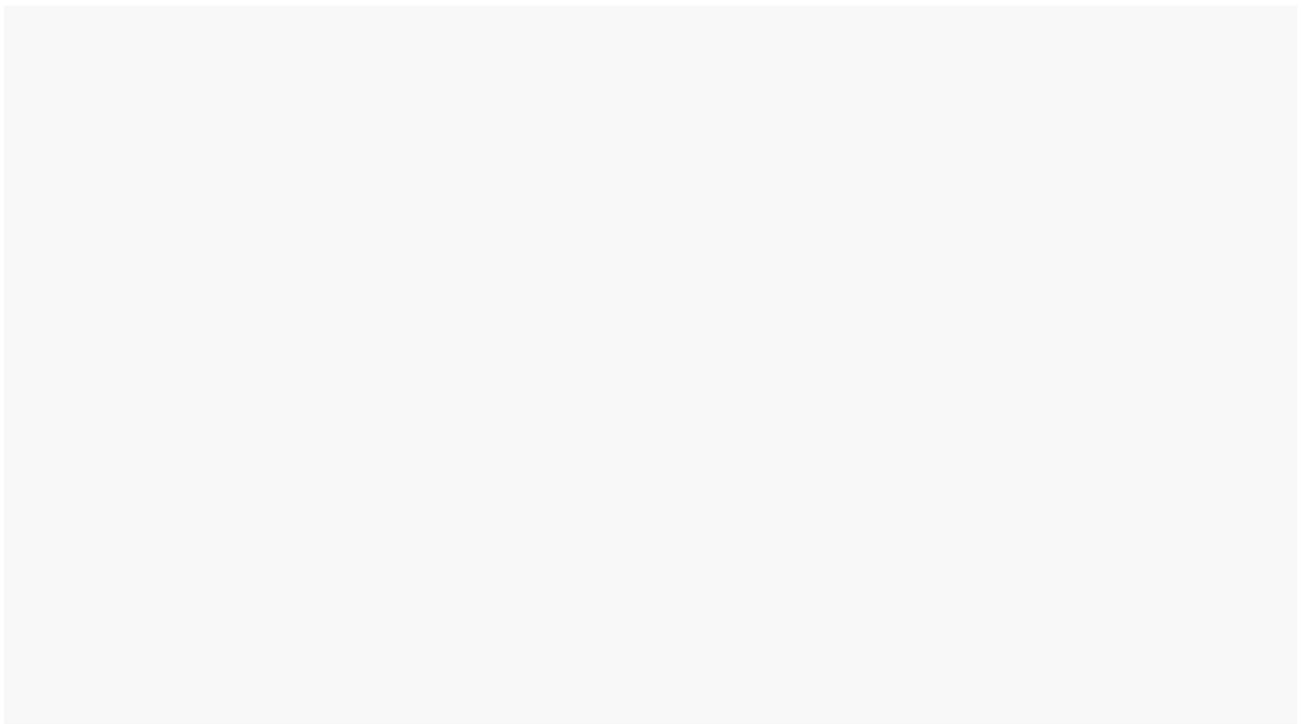
Ms. Miller is not affiliated with [YSL Beauty](#), but agreed to comment as an industry expert. YSL Beauty was reached for comment.

### #TagAFriend

In YSL Beauty's first About Last Night image shared to Instagram, Ms. Lindes is shown closing two French doors while the caption reads, "When you're the light and soul of the party. Tag your party partner in crime below!"

Next, YSL Beauty posted a video clip that shows Ms. Lindes and friends celebrating in a party themed in black and gold, the brand's color palette for its cosmetics packaging.

In between celebratory scenes, where Ms. Lindes blows out sparklers, jumps in a tub of glitter and hangs from a chandelier as confetti falls, the Insta-model is shown applying YSL Beauty products.



For a wild night of decadence, get your party partner in crime and the ultimate TOUCHE CLAT weapons to gleam all light long! Tag a friend! @yostazyo #yslbeauty #makeup #beauty #tagafriend #aboutlastnight #party #neverstops

A post shared by YSL Beauty Official (@yslbeauty) on Apr 18, 2017 at 8:05am PDT

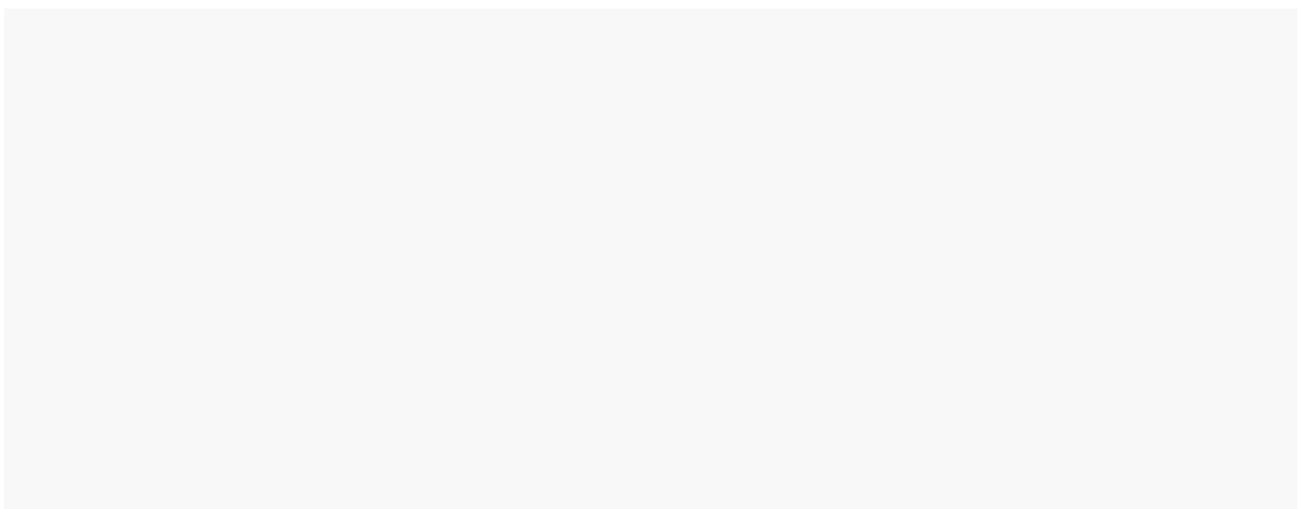
Similar to its first post, YSL Beauty prompts its followers to tag a friend who would enjoy a "wild night of decadence."

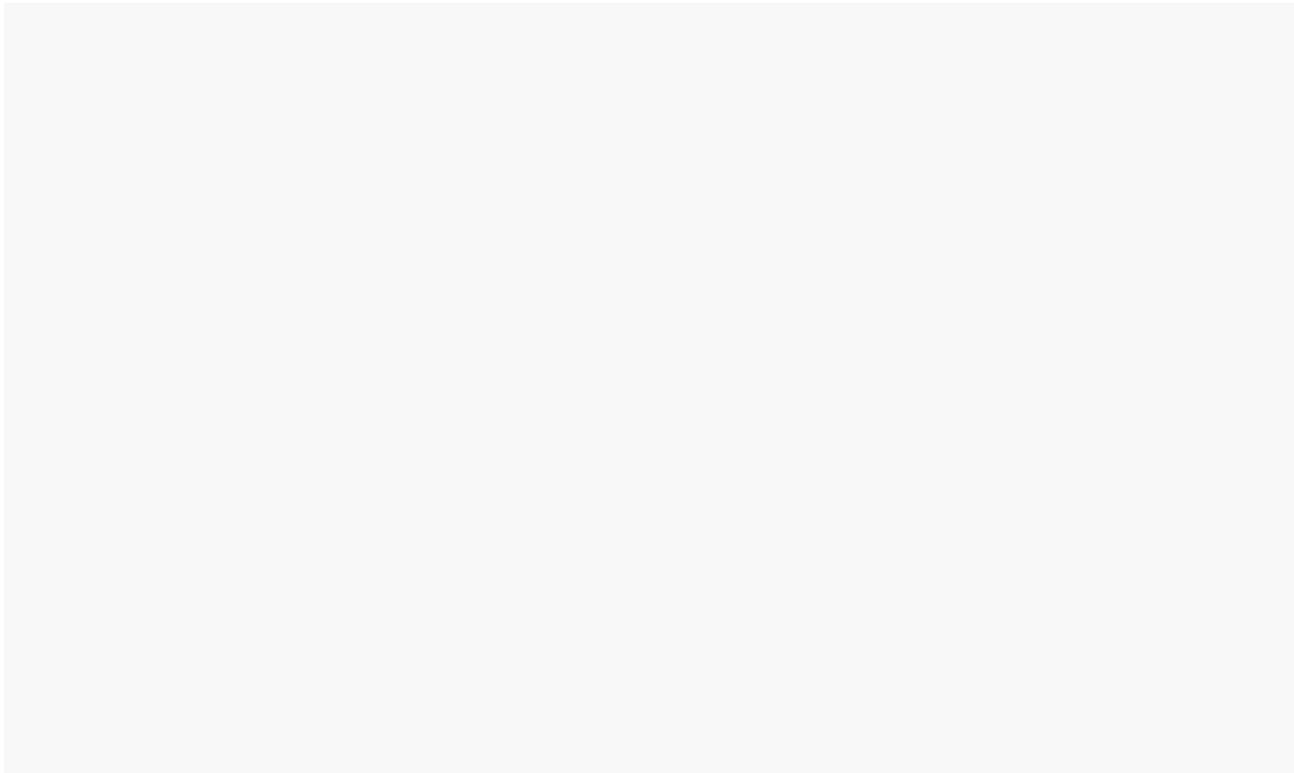
Another video clips show Ms. Lindes writing her phone number in crimson lipstick across a bathroom mirror. Text flashes across the screen, reading, "When he doesn't ask your phone number," after a flurry of lip emojis appear.

The clip is captioned with "When you have to do all the work in the dating game. Tag a friend!"

Additional videos show Ms. Lindes and a friend singing into YSL Beauty foundation pens with a caption that says "When nobody gets you nor your BFF. The best feeling ever. Tag a friend!"

Similar videos continue showing various party-related themes and captions reading to tag a friend.





When nobody gets you nor your BFF. The best feeling ever. Tag a friend! #yslbeauty #makeup #beauty #new #toucheeclat #cushion #compact #tagafriend #aboutlastnight #party #neverstops

A post shared by YSL Beauty Official (@yslbeauty) on Apr 19, 2017 at 8:05am PDT

The comment sections of YSL Beauty's About Last Night show brand followers tagging their friends. By expanding the reach of its own posts it is likely that YSL Beauty will gain new followers and introduce its cosmetics to an untapped audience segment.

"I am a fan of the tag a friend concept when it is done in a tasteful way," Blue Moon Digital's Ms. Miller said. "I think that by including the #TagAFriend hashtag and pairing it with unique video content where she's featured with other people ties into the overall concept and makes it more authentic.

"Also, it entices viewers to show their friends and that builds awareness," she said. "Most Instagram users are used to tagging friends in things every day so when reaching that audience, you are not asking a lot of them when encouraging them to #TagAFriend."

#### Social interactions

Brands have engaged in a number of interactive Instagram campaign to build awareness.

For example, French house Chanel painted its Coco Mademoiselle fragrance in a mysterious light through an interactive Instagram campaign that resembled a scavenger hunt.

Chanel's official Instagram account shared an image for its Coco Mademoiselle campaign that comprised three different ad photographs in an effort to be mysterious. Fans could then click the tags to see the full images revealed and discover the different facets of Coco Mademoiselle ([see story](#)).

Also, German automaker Mercedes-Benz built excitement for its appearance at the 2016 Pebble Beach Concours d'Elegance with an Instagram campaign that provided a different perspective.

To celebrate its participation in the Californian collector car and motorcycle show, Mercedes created a dedicated Instagram account titled MBUSA A Scroll Through Time, which when viewed horizontally presented a large scale timeline of vehicles that will be featured at the event. As participating automakers geared up for the weekend, Mercedes' unconventional use of Instagram may have helped the brand stand out to fans ([see story](#)).

"[YSL Beauty's] influencer campaign hits all the high notes in leveraging Instagram," Blue Moon Digital's Ms. Miller said. "Its fun video content featuring Staz Lindes appeals to Instagram's target audience, where 55 percent of users

are ages 18-29.

"The end of each video contains the same #AboutLastNight campaign hashtag, creating a unified awareness," she said. "The #AboutLastNight hashtag is very common, so it also targets Instagram's overall audience when searching for that particular phrase reaching a larger audience."

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