

FRAGRANCE AND PERSONAL CARE

## Lancme's use of UGC sees 4pc lift in conversions

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Lancme's #MiracleOnTheMove campaign

By BRIELLE JAEKEL

Beauty marketer Lancme has been leveraging user-generated content to drive sales conversions in a more personal and realistic approach to marketing, which has gleaned significant results.

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Lancme was able to derive a 4 percent conversion lift after launching a user-generated campaign for its portable compact, Miracle Cushion. Using the hashtag #MiracleOnTheMove, the brand was able to create an online gallery from the best consumer photos, which it also shared with Ulta and Macy's.

Olapic partnered with Lancme to create the online gallery.

Hashtags and content

The luxury beauty brand was having difficulty creating one solid image of Lancme throughout its digital channels, weaved with customer content.

Paused for a two second touch up with [@lancomeusa's #miracleonthemove](#). by [@lustforlife](#)  
[pic.twitter.com/bvnke85vqc](http://pic.twitter.com/bvnke85vqc)

Stylish Bloggers (@StylishBloggers) [May 27, 2015](#)

With the assistance of visual commerce and marketing platform Olapic, Lancme created its evergreen campaign for the Miracle Cushion in which it encourages consumers to post their own photos of the product. Fans posted pictures and content with the hashtag #MiracleOnTheMove

Lancme was able to congregate all of the best consumer-generated content into a gallery on its Web site, built by Olapic.

The campaign has steadily increased traffic for Lancme as well as for interest in its Miracle Cushion. #MiracleOnTheMove grew sales for the product by 4 percent.

Lancme has now been working with Ulta and Macy's, who also retails its products, to share their user-generated content through syndication, which will likely continue the growth for the product.

Through research, Olapic has found that 63 percent of consumers from the United States trust user-generated content over branded content. More than 33 percent have returned an online purchase after it returned looking different than online.

[#Cushionista, @eLLaRie](#) looks stunning with a Miracle Cushion glow. [#miracleonthemove](#)  
[pic.twitter.com/4yjHbF7BQb](https://pic.twitter.com/4yjHbF7BQb)

Lancme USA (@LancomeUSA) July 1, 2015

As a whole, Olapic has seen a 9.6 percent conversion rate with customers who have interacted with photos from consumers.

Lancme marketing

Lancme is often tapping social media in this way to promote its products. For instance, its United Kingdom division recently empowered women from the base up through a campaign that celebrates diversity.

To launch its Teint Idole Ultra Wear foundation in the U.K., the brand matched each of the 40 shades available to 40 real women, who each share their stories of "My Shade. My Power." This wide pool of ambassadors backs up Lancme's claims of a perfect match, highlighting the range in a memorable, personal way ([see more](#)).

Lancme also reached out to the social media generation by naming 20-year-old model Taylor Hill its ambassador over the summer.

The Victoria's Secret Angel also boasts high-fashion credibility, having walked in shows for Moschino and Versace, posed for photo spreads for Vogue and Love magazine and marketing for Miu Miu and Jimmy Choo. Aside from her modeling credentials, Ms. Hill is social media fluent and Instagram famous, with 4 million followers on that platform alone ([see more](#)).

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