

FRAGRANCE AND PERSONAL CARE

Lancme looks for cosmetic love interest in social campaign

May 19, 2017

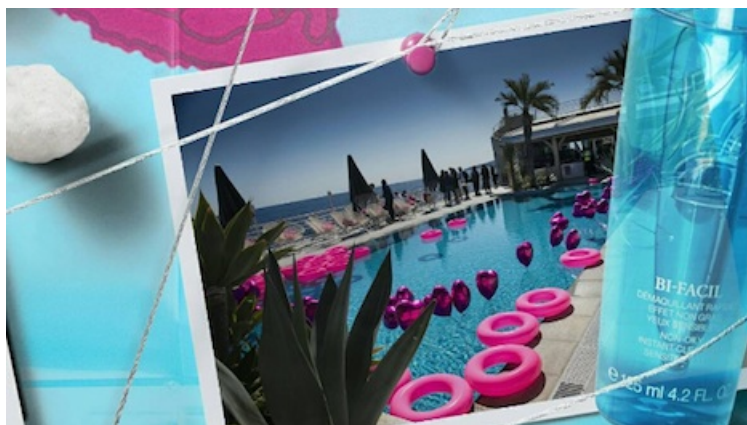


Image from Lancme's Monsieur Big campaign

By SARAH JONES

Beauty marketer Lancme is on the hunt for a mysterious man in the French Riviera to promote a personified product line.

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The brand invited a handful of influencers to the Cte d'Azur in search of Monsieur Big, sharing clues as to the character's whereabouts and personality in a string of Instagram posts. The playful effort leaves the follower in suspense, encouraging repeat interactions with the brand's account.

"A brand's message doesn't have to come from the brand itself," said Juliet Carnoy, marketing manager at [Pixlee](#), San Francisco. "Influencer marketing creates an alternative to digital channels such as Instagram and Facebook ads.

"By partnering with social influencers, Lancme is able to connect with customers in a more authentic way and to leverage each influencer's creativity in its product launch."

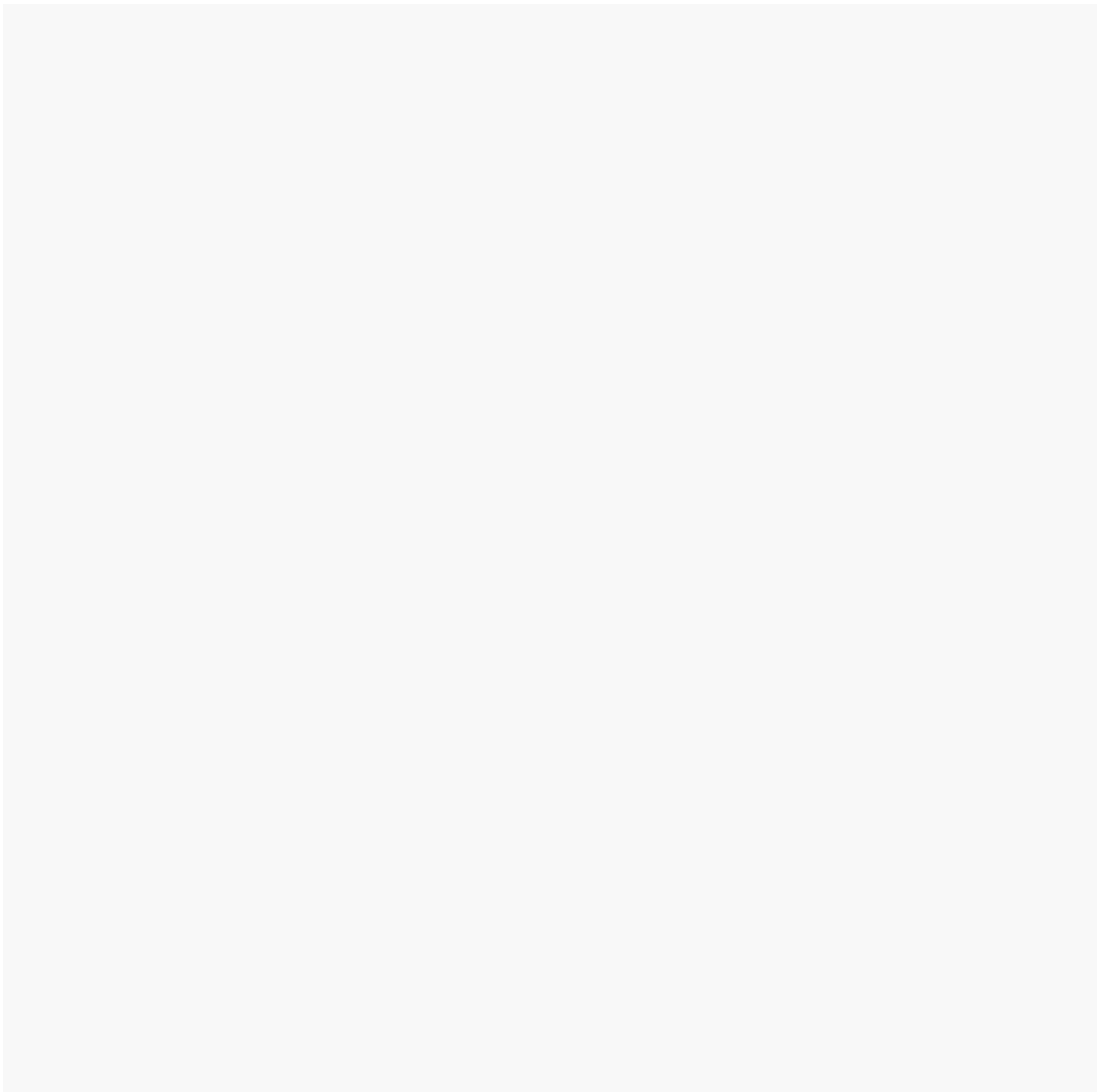
Ms. Carnoy is not affiliated with [Lancme](#), but agreed to comment as an industry expert. [Lancme](#) was reached for comment.

Search party

Lancme's Monsieur Big mascara promises 24 hours of volume, and the product is being promoted as consumers' perfect match. Copy on Lancme's ecommerce site describes it as "the one," saying that the wearer will "forget all others."

In a campaign film for the U.S. market starring ambassador Taylor Hill, the model responds to the question of her musts, laying out her preferences as if composing a dating profile. She says high expectations are good, but high maintenance is a turnoff.

Taking this concept on vacation, Lancme decamped for the French Riviera.



Bonjour Lancme fans! Have you met Monsieur Big? ;) No? We're off to the French Riviera to find him! Come on!
#Lancome #MonsieurBig #FrenchRiviera #MakeItBig

A post shared by Lancme Official (@lancomeofficial) on May 16, 2017 at 11:32am PDT

Setting the scene, the brand shot a clip in a hotel room as a woman reveals the contents of a tote bag sitting on a bed. These include beauty products and a handwritten note.

Text reads, "There is someone you should meet."

A second post takes a tour of the Riviera from a woman's point of view, introducing some of the influencers who took part in the experience. Among the attendees were InStyle fashion and beauty editor-at-large Kahlana Barfield Brown, Glamour Brazil international editor at large Vic Ceridono, Russian blogger and model Diana Korkunova, blogger Camila Coelho and model and blogger Janice Joostemaa.

Lancme captured the women on the coast as well as at an event, during which they played traditional French boules.



Boules court

Amid the revelry, the beauty brand also gives consumers the clue, "Monsieur Big is playful," hinting at additional clues to come.

In addition to Lancme's official content, many of the women also shared their impressions from the event, expanding the audience for the campaign.

Influencer initiatives

Looking to spur branded content, a number of marketers have taken influencers on vacation.

British department store Harrods is jet-setting to Italy's Amalfi Coast to share fashion and beauty inspiration for warmer weather.

The retailer's "Endless Summer" content campaign transported six international influencers to Positano for a photo shoot centered on Tom Ford Beauty. Retailers are increasingly looking to tap the established audiences and trusted voices of influencers, asking these personalities to serve as both models and experts ([see story](#)).

Often beauty products are given personalities that help to flaunt their effects in an engaging way.

French beauty marketer Guerlain touted the capabilities of its Super Tips skincare line through a power-packed social campaign.

Through content posted across Twitter, Facebook and Instagram, the brand depicted the tubes of product as superheroes fighting to right skin-suffering crimes such as late nights and chocolate overloads. Personifying beauty products enables brands to showcase their properties in an amusing manner ([see story](#)).

"The voice of the customer has always been one of the most powerful concepts in marketing and Instagram, in particular, acts as one giant megaphone for that voice," Ms. Carnoy said. "Instagram gives brands 58 times more engagement per follower than Facebook, and 120 times more engagement per follower than Twitter.

"This visibility and reach make Instagram an optimal social platform for Lancme to run its Monsieur Big campaign on.