

MARKETING

Este Lauder renews commitment to breast cancer awareness for 25th anniversary

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Este Lauder's iconic pink ribbon image. Image credit: Este Lauder

By DANNY PARISI

Este Lauder is celebrating the 25th anniversary of the iconic pink ribbon symbol of breast cancer awareness, which was co-created by company founder Evelyn H. Lauder.

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For its 25th anniversary, Este Lauder has created a new visual campaign centered on the image of a weathered and old pink ribbon, symbolic of the 25 years of hard work the campaign has put in. The ultimate goal is that in the next 25 years, the pink ribbon and the associated campaign to prevent breast cancer will no longer be necessary.

"Throughout my travels as Global Ambassador for The Este Lauder Companies' Breast Cancer Campaign, I've seen the hope that advancing breast cancer research is bringing," said Elizabeth Hurley, global ambassador for The [Breast Cancer Campaign](#). "I've seen first-hand the strength of those fighting breast cancer and the strength of friends and family who are supporting them in their fight, and I truly believe that together we can help turn the corner and bring breast cancer to an end."

Breast cancer awareness

In 1992, there was little research or awareness being raised about breast cancer despite the fact that women around the world succumb to the disease regularly.

To fight this, Ms. Lauder helped co-create the Breast Cancer Research Foundation a year after launching Este Lauder's Breast Cancer Campaign. The campaign and the organization were an effort to bring awareness to this specific strain of cancer that affects women globally every year and hopefully one day make breast cancer history.

Now, 25 years later, breast cancer is still an issue but global awareness of breast cancer is much higher than it ever was before and millions of dollars have been raised for breast cancer awareness.



Breast cancer awareness. Image credit: Este Lauder

To celebrate the 25th anniversary and to further efforts to alleviate or cure breast cancer, Este Lauder has created a new fundraising campaign that looks to the future while commemorating the progress that has been made over the past quarter century.

The campaign's central image is a tattered but still strong pink ribbon. The striking image is meant to symbolize the wear-and-tear of 25 years of fighting breast cancer along with the resilience to continue that fight.

The 25th anniversary campaign includes documentary films, pink lights on prominent buildings such as the Empire State Building and a donation of \$25 from Este Lauder to the Breast Cancer Research Foundation for every social post made with #PinkRibbon25 and #ELCdonates between September 15, 2017 and October 31, 2017.

25th anniversary

This campaign comes at a time when Este Lauder has seen significant success and growth over the past few quarters.

Este Lauder Cos. expects its momentum to continue in 2018, after reporting full-year net sales that increased by 5 percent in fiscal year 2017.

Este Lauder also ended the fourth quarter on a high note with net sales increasing by 9 percent, for the period ending June 30. During the fourth quarter of 2017, Este Lauder reported net sales of \$2.89 billion, compared to \$2.65 billion from the year-ago quarter ([see story](#)).



Este Lauder's Breast Cancer Campaign. Image credit: Este Lauder

Most recently, Este Lauder launched a conversational chatbot through Facebook Messenger that will let customers virtually try on its products through augmented reality.

The chatbot will offer recommendations and answer questions as customers search for lipstick and other cosmetics. Additionally, technology from ModiFace will let customers project an augmented reality version of Este Lauder products onto her face using a smartphone's camera ([see story](#)).

With its new campaign for breast cancer awareness, Este Lauder is firmly turning its attention back to philanthropic efforts, working so that in the future, these kinds of campaigns will hopefully no longer be necessary.

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