

FRAGRANCE AND PERSONAL CARE

Esté Lauder's multipart #LipsToEnvy campaign shows Facebook video confidence

December 29, 2017



In the campaign, models show off their favorite shades from the new collection. Image credit: Esté Lauder

By DANNY PARISI

Beauty marketer Esté Lauder turned to Facebook to garner attention for its Pure Color Envy lipstick range for women seeking #LipsToEnvy.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Each video and image series from the campaign sees different members of the Esté Lauder family, from models to the brand's global beauty director as they talk about their favorite colors from the collection. The campaign's status as a video series hosted on Facebook is another sign that luxury brands are embracing the platform as a hub for video content.

Lips to envy

Esté Lauder's Pure Color Envy collection newest addition, Paint-On Liquid LipColor is featured in the campaign, which focused on a wide variety of matte, vinyl and metallic lip colors designed to invoke "envy" in others.

To promote the new Paint-On Liquid LipColor collection, Esté Lauder has created a multifaceted campaign called #LipsToEnvy, featuring members of its own team in a diverse series of social posts discussing and highlighting their favorite colors from the collection.



Model Joan Smalls wearing Burnt Raisin. Image credit: Este Lauder

For example, one video stars Violette, global beauty director at Este Lauder, as she discusses a new shade from the collection called Naked Ambition. In the video, she speaks at length about the feeling the color evokes as well as the wide variety of colors that are available.

Another post in the campaign sees four Este Lauder models, each modeling a different color that they prefer from the Pure Color Envy collection.

The four models also appear in a video accompanying the photo series in which they strut through various environments, from a swimming pool to a fancy restaurant, wearing their preferred shades and lip singing to "Our Lips Are Sealed" by The Go-Gos.

Introducing New Pure Color Envy Paint-On Liquid LipColor | Este Lauder

Este Lauder also recruited artist Ian Davenport to create a series of art pieces inspired by the texture and color of the Envy collection. His signature style of dripping paint down the canvas worked naturally with the liquid textures of Este Lauder's lipstick.

Facebook video

Este Lauder's recent efforts have focused on improving the retail experience for customers.

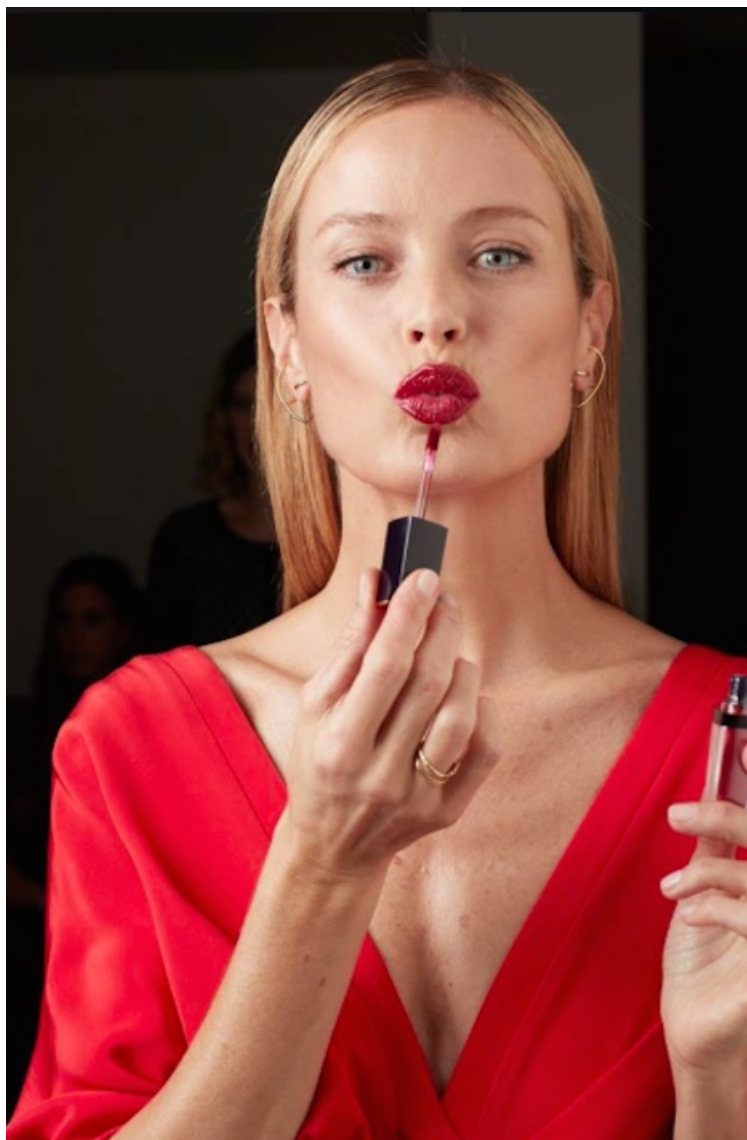
This has led Este Lauder to raise its financial forecast for the fiscal year following a strong first quarter.

During the first quarter of 2018, which ended Sept. 30, Este Lauder's net sales were \$3.27 billion, up from \$2.87 billion during the same period of 2017. The company's recent millennial-centric acquisitions including Two Faced and Becca continue to be a driving force in its financial success, contributing 4 percent points toward the group's total 14 percent sales growth ([see story](#)).

Recently, with voice assistants on the rise, beauty marketer Este Lauder has embraced this new trend by

collaborating with Google on personalized voice-activated tool for Google Home.

Through the new tool, called the Este Lauder Nighttime Expert application, customers can get personalized beauty tips and recommendations, curated by the brand, delivered to them just by asking their Google Home device. Beauty is a sector that can make great use of voice assistant technology due to customers often using both hands and looking in the mirror while applying cosmetics ([see story](#)).



Carolyn Murphy wearing Scream Sexy. Image credit: Este Lauder

The company's decision to host the new series on Facebook, as well as its sister-platform Instagram, shows that they still have faith in the platform's video capabilities at a time when Facebook's video options are uncertain.

Over the past few years, Facebook has attempted multiple times to come up with a sustainable video solution on its platform without success.

Most recently, the platform was rumored to be pulling the plug on funding publishers' creation of content for Facebook Live, a process that is entirely unprofitable without the subsidies from Facebook ([see story](#)).

Este Lauder's latest campaign is a sign of confidence in Facebook's video platform at a time when it needs all the brand support it can get.