

FRAGRANCE AND PERSONAL CARE

Este Lauder looks to comedy, common problems to promote digital tool

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Este Lauder looks to comedy for Google Home skill promotion. Image credit: Este Lauder.

By BRIELLE JAEKEL

Beauty label Este Lauder is looking to create a modern image and cater to millennial women with comedy and common problems.

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Touting its new skill on Google Home, Este Lauder is appealing to beauty fans and voice assistant owners with a comedic look at the popular struggles many face, embracing new trends. In a new digital video series, Este Lauder's virtual assistant, Liv, features as a helpful character.

Comedy and beauty

With voice assistants on the rise, beauty marketer Este Lauder recently 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 more](#)).

Este Lauder's assistant, Liv, works to help customers with any questions they may have about beauty.

To promote the skill, the beauty marketer's new video series features millennial women who look to Liv to help them with these common struggles over the course of four videos.

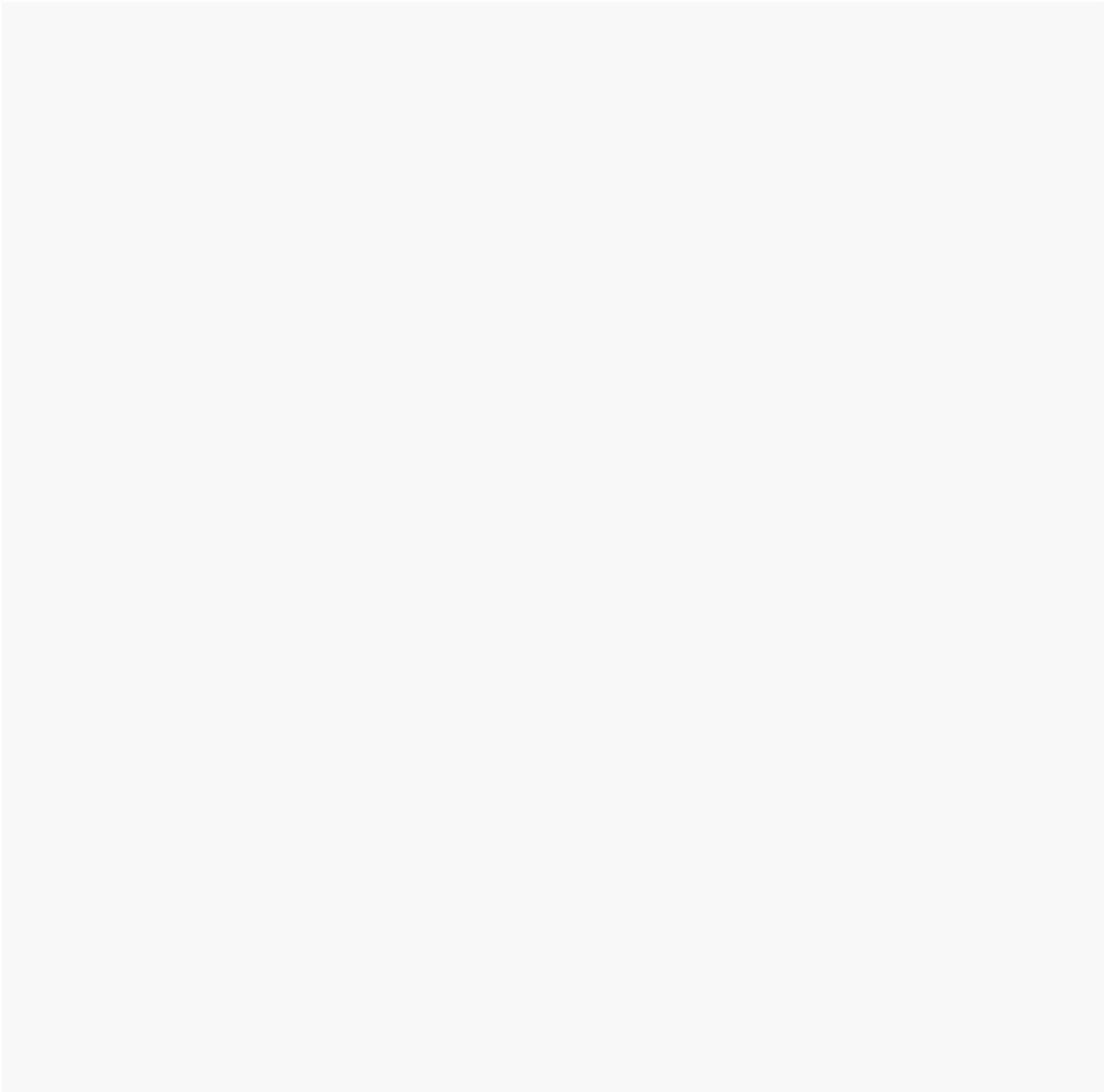
One video features a woman painting her toenails while on the phone. She pauses to ask Liv on Google Home the question "What foods are good for my skin?"

When Liv responds by saying, "A diet of leafy greens help promotes healthy skin," it prompts the consumer to return to her phone call. It is then revealed she is on the phone to place a pizza order.

"Hi, can you add spinach to my Meatzilla Pizza," she says, before upgrading her order to an extra large.

Another short film shows a woman inspecting her face in a cosmetic mirror. A voiceover gets inside her head,

revealing she is frightened by what she sees. This prompts her to ask the Google Home to speak to Liv at Este Lauder.



It's true, there's no such thing as a magic mirror on the wall but Liv at Este Lauder will help you see your best self in no time! Whenever you find yourself in a skincare sitch, just say "Can I talk to Liv at Este Lauder?" when speaking to your #GoogleHome or Google Assistant app and get ready for fairytale-worthy skincare advice. Link in bio to learn more about Liv and our Google Home partnership! #AskLivAtEstee

A post shared by Este Lauder (@esteelauder) on May 23, 2018 at 11:07am PDT

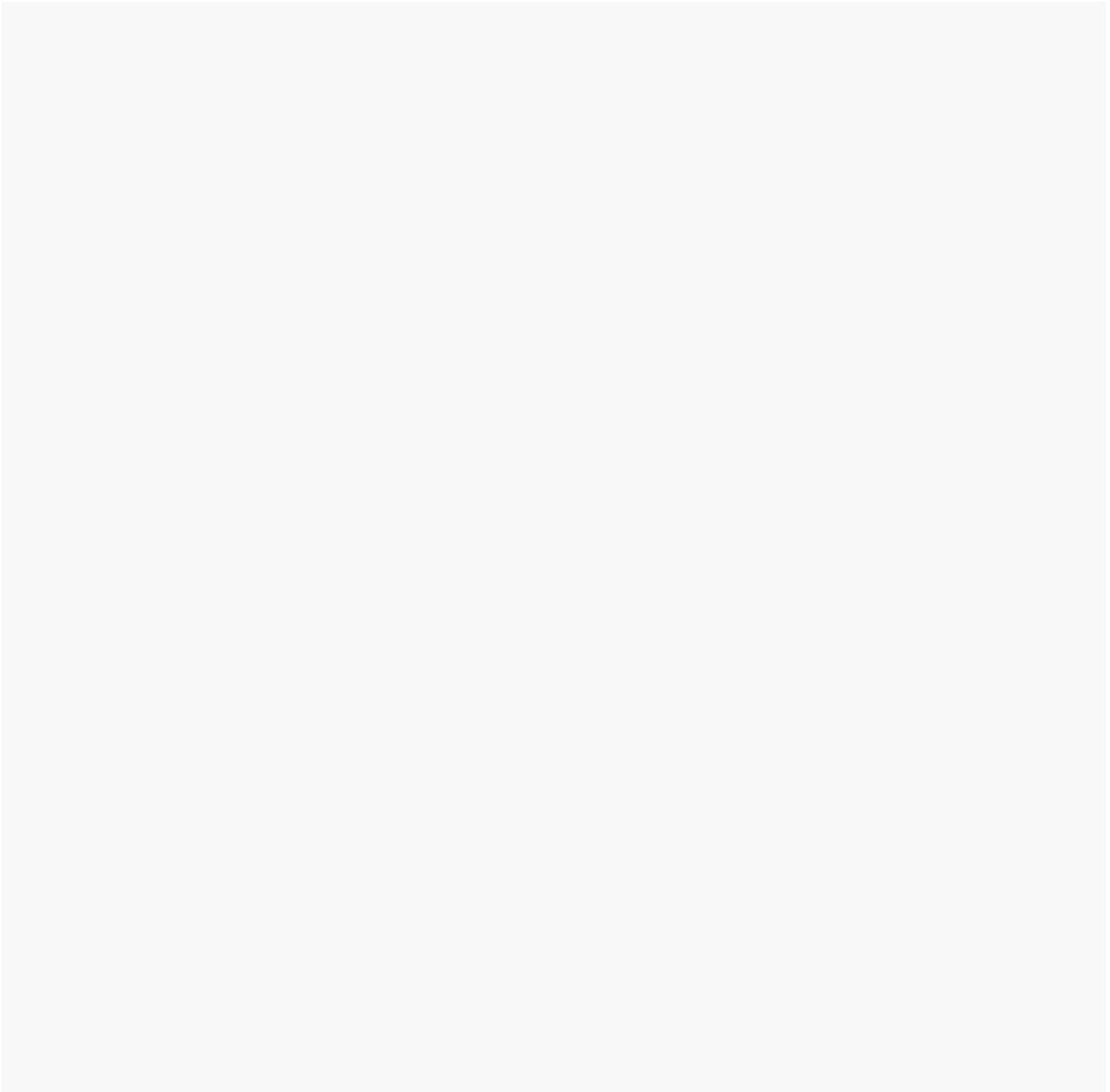
In another video, a woman gets ready to go sleep, saying, "Liv at Este Lauder says to focus on getting more restful sleep." She puts in her mouth guard with spots of cosmetic cream on her face.

With a lisp from her mouth guard, she says, "Ok Google, play my night school beauty sleep playlist." Unfortunately, the Google Home mishears the command and calls "Seth."

The woman panics but ends the call in time and is able to get the Google Home to start her playlist instead.

Another woman is depicted as she experiments with extreme beauty trends such as putting avocado on her face and brushing her teeth with black charcoal. When things seem to get out of control, she asks the Google Home to speak

with Liv.



Leave the condiments in the kitchen! Skincare doesn't have to be THAT complicated. Just say, "Can I talk to Liv at Este Lauder?" when speaking to your #GoogleHome or Google Assistant app and get ready for our expert advice on simplifying your skincare regimen. Learn more about Liv and our Google Home partnership through the link in our bio. #AskLivAtEstee

A post shared by Este Lauder (@esteelauder) on May 23, 2018 at 8:03am PDT

Este Lauder and video

In another recent video initiative, Este Lauder turned to Facebook to garner attention for its Pure Color Envy lipstick range for women seeking #LipsToEnvy.

Each video and image series from the campaign saw different members of the Este 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 ([see more](#)).

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