

FRAGRANCE AND PERSONAL CARE

Shiseido, Chanel, Dior exhibit Instagram's potential for beauty UGC

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Shiseido reposts @jamiejchung's red lip look on its own UGC account. Image credit: Jamie Chung

By BRIELLE JAEKEL

Beauty marketers are known as some of the most innovative content creators in the field, but brands such as Chanel, Dior and Shiseido are exhibiting how to instead pull content from the users that love them so much.

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User-generated content can establish significant trust with consumers, creating a more personal touch and a strong connection from peer-to-peer recommendations. Beauty brands have a well of endless UGC on Instagram, more so than most other sectors, as these fans are highly interactive, especially on the photo-centric application.

“User generated content is an important part of social media and a way for brands to connect with consumers in a honest way,” said Leslie Newmann, managing partner of **Values and Strategy**, New York. “Sharing content from other users evokes a feeling of a friend recommending your product.”

Beauty's user

This summer, Japanese cosmetics manufacturer Shiseido created a separate Instagram account dedicated to sharing images of its fans sourced on the app.

Users that share any Shiseido-related content on Instagram using the hashtag #MyShiseido have the chance to be featured on the brand's fan page.

Content such as GIFs, tutorials, how-tos, general looks, product recommendations and various photo and video content created by fans of the brand populate the UGC page.

Within the account bio, the Japanese brand often includes a link to its Web site, where various products that its fans have used are featured.

Chanel has a similar page on Instagram, named @WeLoveCoCo, which was launched in February of this year for the United States market.



[View this post on Instagram](#)

Eyes on fire, thanks to LES 4 OMBRES Eyeshadow in Candeur
Et Expérience #welovecoco (Repost: @haodoyoungo)

A post shared by CHANEL U.S. Beauty Community (@welovec..

Instagram post on @WeLoveCoco

The account acts in the same way as Shiseido's, reposting content curated from the hashtag #WeLoveCoco on Instagram. A link in its bio, listed as Chanel.com/welovecoco, redirects users to its U.S. makeup page, featuring its best sellers at the top.

Dior has a page for fan content as well, which is even officially verified with Instagram's blue checkmark.

[View this post on Instagram](#)

Dry lips? Never with our easy-to-wear, hydrating lip balm: Dior
Lip Glow! (👉: @misstpw) #diorbeautylovers •
#DIORLIPGLOW 001 Pink

A number of other beauty makers and retailers aggregate content sourced from social media on dedicated portions of the Web site.

For instance, Sephora has a highly interactive gallery and community section of its site where fans can view curated content to gain inspiration. Many others, including Lancôme and Estée Lauder, follow a similar strategy.

Beauty on Instagram

These fan pages were born from another beauty trend on Instagram, and are simply taking it one step further.

Many beauty labels are part of larger fashion companies that have dedicated Instagram pages solely for their beauty business to hone in on the highly engaged beauty fan base online.

Fashion label Tom Ford recently followed many of its contemporaries who have opted to create a separate Instagram account specific to their beauty lines.

Beauty is an industry that saw success with Instagram early on, with cosmetic fans taking to the image-based application to rally around content that bodes well in photography and video. Since then, brands such as Tom Ford are hoping to hone in on this action by creating dedicated Instagram pages for their beauty businesses ([see story](#)).

Beauty marketers were early adopters of digital and influencer marketing, which have now proved to be effective for 98 percent of the industry.

Eighty-four percent of beauty brands have claimed to work with an influencer online in the past year, according to a survey from Celebrity Intelligence. The report says that for every 1 pound, or \$1.34 at current exchange, brands earned 8.81 pounds, or \$11.81, for an average positive return on investment ([see story](#)).

“Congregating content mined from users can help make a brand seem more transparent and build a firmer connection with fans,” Ms. Newmann said. “Furthermore, brands can make a loyal fan out of ones they have spotlighted, as the small gesture will elicit excitement.

“It is a win-win for both parties,” she said. “This strategy turns real consumers into strong ambassadors.”