

INTERNET

## Estée Lauder wears makeup authority mantle with how-to video channel

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By RACHEL LAMB

Beauty brand Estée Lauder is taking its cosmetics authority to the masses with the release of its new YouTube channel already boasting 35 videos.

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**Luxury Daily**

Following in the footsteps of Lancôme and L’Oreal, which already have established YouTube channels, Estée Lauder is taking this opportunity to target consumers who want to learn more about makeup tutorials using branded products. Furthermore, the brand plans to rope in interested viewers with appearances from ambassadors Hilary Rhoda, Constance Jablonski, Liu Wen, Joan Smalls, Carolyn Murphy and Elizabeth Hurley.

“Consumers are increasingly turning to makeup tutorials on YouTube and it’s important for us to be where they are, particularly when they are thinking about makeup application techniques,” said Meryl Truffelman Macune, vice president of digital marketing at Estée Lauder, New York.

“Video is key for demonstrating how to achieve looks and YouTube is the natural choice,” she said. “It’s exciting to show the behind-the-scenes action at Estée Lauder and give our fans a chance to meet our models and creative makeup director Tom Pecheux.”

Laudable

Videos are divided into how-to videos, interviews with Mr. Pecheux, behind-the-scenes access, signature services videos and beautiful skin demonstrations.



*Estée Lauder YouTube page*

The instructional how-to videos are the focal point of the channel, per Estée Lauder.

### *How-to video*

Consumers can follow along to discover the application of a smoky eye, a bold brow look and fuller lips.

The channel has an on-screen mirror using a Webcam to practice the tutorial while trying the application method in real-time.

This way, the consumer can see both herself and the video for an easy process.

Another component of the channel is content-within-content, where annotations within the videos direct viewers to other tutorials using products, techniques and other related factors.

A main factor of note is that consumers will not have to leave the site to see products and descriptions.

Estée Lauder has included product descriptions and reviews in the video to complement the tutorial.



*Reviews and product descriptions available in the video*

Furthermore, the channel is connected to the Estée Lauder ecommerce site to entice purchase after viewing the video.

“Consumers look for content on YouTube and we want to be there to provide inspiring rich videos to our audience,” Ms. Macune said. “YouTube allows us to bring to life all of the wonderful application techniques and insider tips from our creative makeup director.

“So much of what Tom [Pecheux] creates is enhanced by video, and we are excited to have a platform to house this engaging content,” she said.

The Estee Lauder video channel is available at

<http://www.youtube.com/user/EsteeLauder>.

Application process

Video has proven to be an especially effective form of advertising for luxury brands.

Aside from traditional print ads, some believe that video could be one of the best ways to correctly showcase a luxury brand’s glamour and status.

Video can provide an effective way to show consumers how to correctly use products - especially for cosmetics brands – more so than images or text.

Some brands have already taken advantage. For instance, Lancôme’s makeup tutorials by Michele Phan are some of the most-viewed makeup tutorials on the Internet.

Additionally, brands such as Nars, Christian Dior, Clinique and Maybelline New York have makeup tutorials on their YouTube pages that correctly show consumers how to apply branded products.

### *Nars' how-to video*

By using branded products, a company increases the chance of viewers wanting to buy the products that are used. This can be even more successful if a beloved celebrity and role model is involved in the video.

“Our YouTube channel gives us access to consumers wanting to learn more about Estée Lauder products, makeup application, insider tips and behind-the-scenes access,” Ms. Macune said. “We wanted to create a destination to play and learn and provide our viewers with access to Mr. Pecheux, who brings runway and backstage secrets to our audience.

“Our goal was to create a highly interactive experience with information available at consumers’ fingertips while viewing the videos,” she said. “With our makeup mirror, we wanted to make it easy for users to watch the videos while practicing applying makeup to their own face at the same time.”

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*