

FRAGRANCE AND PERSONAL CARE

## Esté Lauder dares to love' with audio-focused programming

June 11, 2021



Ana De Armas is the face and voice of the brand's latest love campaign. Image courtesy of Esté Lauder

By NORA HOWE

Beauty brand Esté Lauder is reimagining the concept of fragrance marketing through its "Dare to Love" digital campaign powered by audio-based creative storytelling.

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Featuring global brand ambassador Ana de Armas ([see story](#)) to promote its newest fragrance Beautiful Magnolia eau de parfum, Esté Lauder partnered with *The New York Times* branded content studio T Brand and YouTube BrandConnect in a first-to-market collaboration. With the partnership, the brand is aiming to expand the representation of love through fictional stories within audio spots in the Modern Love podcast.

### Modern love

For 16 years, the Modern Love column has offered *New York Times* readers new perspectives on the complexities of contemporary relationships. Since its start, the column has evolved into a television series, three books and a podcast.

In partnership with the podcast, Esté Lauder developed a disruptive, digital-first custom storytelling extension to engage and excite consumers via the platform.

The campaign is brought to life through four custom audio spots about four types of love written by author and activist Rebecca Walker, writer Alejandra Castro-Castillo, writer and director Em Weinstein and writer and photographer Taiye Selasi. The audio stories are narrated by Ms. de Armas and Ms. Walker.

Esté Lauder is also hoping to amplify notable voices from diverse backgrounds and real life love stories from top creators.

Earlier this year, the brand released the "Beauty In Me" video campaign, featuring Black women who are part of the Esté team who shared their thoughts on inclusive beauty. The beauty brand is trying to be more forthcoming about their inclusivity and diversity efforts as consumers become more values-oriented and public discussions around social justice become less taboo ([see story](#)).

Continuing the "Dare To Love" narrative, the beauty brand tapped into influencer marketing engine YouTube

BrandConnect to excite and engage consumers at-home or on-the-go through customized video-based storytelling that continue to promote the inclusive love stories.

Featuring talent such as Kaelin and Kyrah, who have 1.83 million subscribers to their channel and Madilyn, who has 8.7 million subscribers, Este Lauder is able to engage with new consumers in an authentic way through custom videos that speak to this reimagined and evolved concept of love.

For their 12-minute sponsored video, [Kaelin and Kyrah](#) discussed how they found their purpose in life, how others may find and fall in love with their purpose.

The video begins with couple introducing and describing the Beautiful Magnolia eau de parfum. Since being published May 19, the video has exceeded 15,450 views and more than 1,000 likes.



*Beautiful Magnolia eau de parfum. Image courtesy of Este Lauder*

Este Lauder debuted the "Dare to Love" campaign with a short film starring its global ambassador, offering a fresh perspective on spring romance.

Through a montage, the vignette shows casual and intimate moments between Ms. de Armas and her suitor. They laugh on the couch together and share a sweet dance in the morning light ([see story](#)).

#### Power of audio

In recent years, audio-based content has erupted through the emergence of podcasting. Luxury brands continue to utilize the storytelling channel, and are even tapping into new audio-based social platforms.

French fashion house Chanel launched its 3.55 podcast in 2017, exploring different topics including the label's travelling Mademoiselle Priv exhibition, its iconic handbag collection and international art and film festivals. For its newest season, the brand has enlisted creative talents from art and fashion to discuss the future of culture ([see story](#)).

French fashion label Christian Dior is spotlighting the women who inspired the house founder in the latest episode of its podcast series, Dior Untold.

Dior Untold provides an opportunity for consumers to immerse themselves in the world of Dior, getting to know its creator and his innermost inspirations. The second episode of the podcast series, released nearly a year after its debut, examines the personal life of Christian Dior, discovering the women who inspired him and set a path for the brand ([see story](#)).

During a year of social distancing and lack of physical human connection, social audio app Clubhouse also emerged as an exciting new platform.

Clubhouse describes itself as a new type of social product based on voice where people can talk, tell stories, develop ideas, deepen friendships and meet people from around the world. The invite-only app is still in beta-testing for iPhone devices only, but has attracted the likes of Louis Vuitton creative director Virgil Abloh, actor Jared Leto and rapper Drake, among other high-profile figures ([see story](#)).