

FRAGRANCE AND PERSONAL CARE

## Channeling ASMR, Guerlain's new content series spotlights sensorial appeal

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The maison's "Sound of Craft" campaign allows consumers to engage with products in an immersive way. Image credit: Guerlain

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French beauty brand Guerlain is showing support for a viral trend.

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The new "Sound of Craft" campaign features ASMR, immersing viewers in the sights and sounds of the artisanal process. Encouraging consumers to engage with its products using all five senses, Guerlain is putting maison know-how out front in this latest push.

### Sensory savoir-faire

Releasing four videos in the "Sound of Craft" series, Guerlain is tapping into the power of slowing down.

ASMR has long been used by public speakers and wellness experts as a tool to engage the senses. However, over the last few years, the phenomenon has become a trending topic on social media platforms, with many hailing it as a mindfulness tool.

Sensory videos encourage viewers to be in the moment, focusing on heightening one's attention to the sounds, colors, smells, tastes and textures they are experiencing. Though videos cannot provide tastes and smells, they can suggest them and focus on the perceptible elements.

### Guerlain presents Rouge G lipstick in the new series

Now, the maison is adopting the technique, linking the power of ASMR to its industry, stating that "beauty is a story for all five senses."

The series brings consumers behind-the-scenes of the production and ingredient sourcing process of its luxury goods, including the new Rouge G lipstick, a refillable creation that supports bee conservation ([see story](#)).

Bees come up again in the "Sound of Craft" lineup, as the brand dedicated one of the videos to the making of Abeille Royale Advanced Youth Watery Oil.

The gentle sound of pouring oil, the drops of liquid into a golden pool, the "ding" of a shining measuring spoon tapping a glass beaker and bird songs breaking through the sunlit fields as Guerlain beekeepers harvest honey are

among the sensorial inclusions found in this specific part of the series.

Peaceful music plays in the background all the while, collectively creating a soundtrack for the product.

The Aqua Allegoria fragrance and Mtorites powder pearls are also given their own space in the campaign, Guerlain imploring viewers to meditate on the "sound and sight of savoir-faire" in every slot.

*Guerlain captures the sight and sound of savoir-faire*

The effect is largely reverent.

Filled with visually striking footage of nature and the maison's workspaces woven together, the collective puts these two worlds in wordless dialogue together. For the ever-ecoconscious consumer base rising to power ([see story](#)), this could strike a chord with an essential bunch.

Immersive and in-demand

Guerlain's latest video string follows in the footsteps of past imagery-focused pushes that have similarly explored the aesthetic value of its products and their connection to the natural world.

In honor of World Environment Day on June 5, 2023, the label announced a film project for the occasion. Titled, *Vibrant*, the work of 200 professional and amateur videographers was brought together, all of which captured the various ecosystems of Guerlain's home country of France ([see story](#)).

Though its products were not front and center, the effort is just as sensorial in nature as the "Sound of Craft."

Other luxury houses are recognizing the value of immersive marketing, some even specifically turning to ASMR as they eye younger consumers, the rising demographic of the sector and arguably the biggest proponent of the trend on social media ([see story](#)).

Italian fashion label Gucci is one brand that is testing it out, releasing a campaign that was fueled by the phenomenon back in 2019([see story](#)). Later, in 2022, the company turned to ASMR again with a street-style activation that paid tribute to stillness, mindful movement and peace ([see story](#)).

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