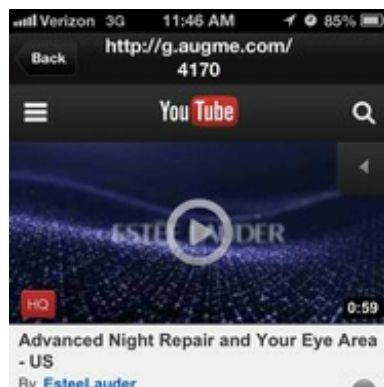


MOBILE

Estée Lauder links print, video experience via QR code

February 15, 2013



By ERIN SHEA

Beauty giant Estée Lauder is offering consumers a seamless print, video and mobile experience with a QR code placed on its advertisement in the March issue of Hearst's Town & Country magazine.



The QR code was placed on the Estée Lauder print ad for its new Advanced Night Repair Eye Serum Infusion. Scanning the code takes readers to a video that further explains the product and acts as an extension off of the ad.

“The video triggered off the scan of the code provides a level of education that a print ad cannot,” said Jeff Hasen, chief marketing officer of [Hipcricket](#), Seattle.

“Magazine readers have turned passive activities, reading, into interactive ones, learning and being entertained or incentivized beyond what is shown on a page,” he said.

Mr. Hasen is not affiliated with Estée Lauder, but agreed to comment as an industry expert.

[Estée Lauder](#) was unable to comment before press deadline.

Science in beauty

The Estée Lauder ad is the second placement in the magazine. The QR code is shown on the bottom-left corner of the two-page spread for the new Advanced Night Repair Eye Serum Infusion and the Advanced Night Repair.



Print ad

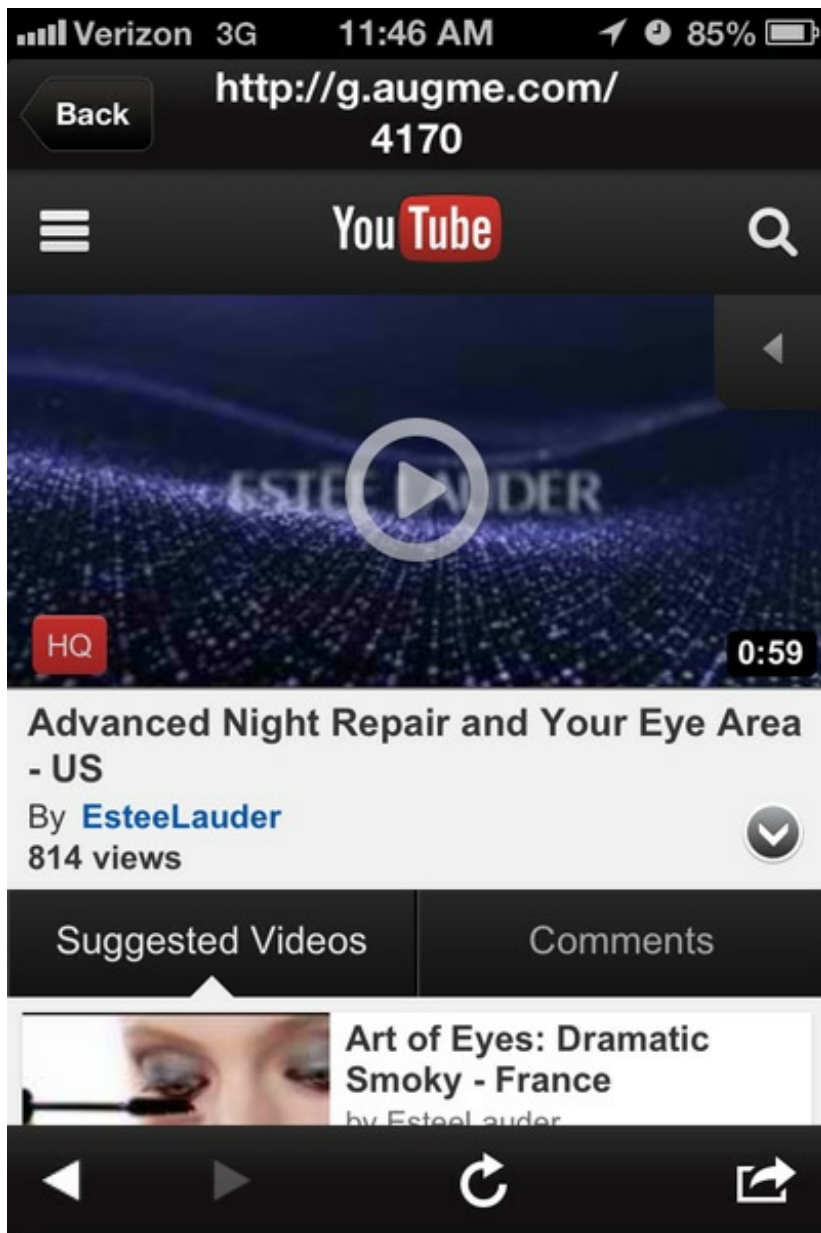
The custom QR code has a simple design with a bottle graphic in the middle that resembled the Eye Serum Infusion product bottle.



QR code

There is a call to action next to the QR code that reads "See the science behind this revolutionary youth infusion."

Readers who scan the ad are directed to a 59-second YouTube video on their mobile device that further explains the points being made in the ad.



QR code scan-through

The video titled “Advanced Night Repair and Your Eye Area,” explains what the product can do for consumers in an easy-to-understand manner.

Advanced Night Repair and Your Eye Area

Mobile masters

Estée Lauder has created other smart mobile and digital campaigns.

For instance, the brand lured users to its mobile-optimized commerce site through a banner ad that featured the brand's Pleasures fragrance.

The banner ad appeared on the People.com mobile site at the bottom of the screen. A click-through led to the Estée Lauder mobile-optimized site where consumers can purchase the fragrance and other products, "like" products on Facebook or locate a store ([see story](#)).

The brand has even been praised for its digital efforts in 2012.

Estée Lauder and Lancôme were lauded for their digital savvy in the beauty sector as the only two brands to receive a genius ranking on the L2 Think Tank Digital IQ Index: Beauty that was released Nov. 1 ([see story](#)).

Also, marketers in the beauty, fashion and watches and jewelry categories were leading on China's digital playing field with brands including Estée Lauder, Lancôme, Burberry, Louis Vuitton and Chanel rounding out the top 20 most-savvy, according to the Digital IQ Index: China report from L2 Think Tank ([see story](#)).

With this new QR code placement, Estée Lauder knows that this will be useful to their target audience, but is not necessary to get the message of the print ad.

"Given the high-end nature of the brand, a good deal of Estée Lauder customers and prospected have smartphones," Mr. Hasen said.

"What I especially like is that Estée Lauder provided enough printed information for the reader who does not have a scanner, the right phone or interest in a QR code," he said. "The QR code is added value."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/CcCBLKRjuA>

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