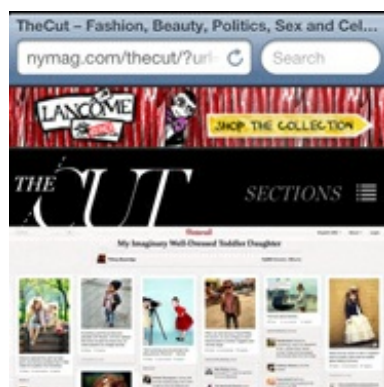


MOBILE

Lancôme fetes new product line via mobile ad

June 24, 2013



By ERIN SHEA

Beauty marketer Lancôme is pushing a new product line through a mobile banner ad on New York magazine's The Cut in an attempt to boost mcommerce.



The ads flaunt the new Lancôme Show products created by designer Alber Elbaz and a click through leads consumers to the brand's mobile site to purchase the products.

Lancôme is aiming to grasp the attention of new customers through the colorful ads.

"The ad's design and clear call to action are likely enough to intrigue a consumer to click through," said Melody Adhami, president and chief operating officer of Plastic Mobile, Toronto.

"By including Alber Elbaz's name in the ad, and using the word 'collection' in the call to action, they are tailoring their ad to the right target audience," she said.

Ms. Adhami is not affiliated with Lancôme, but agreed to comment as an industry expert.

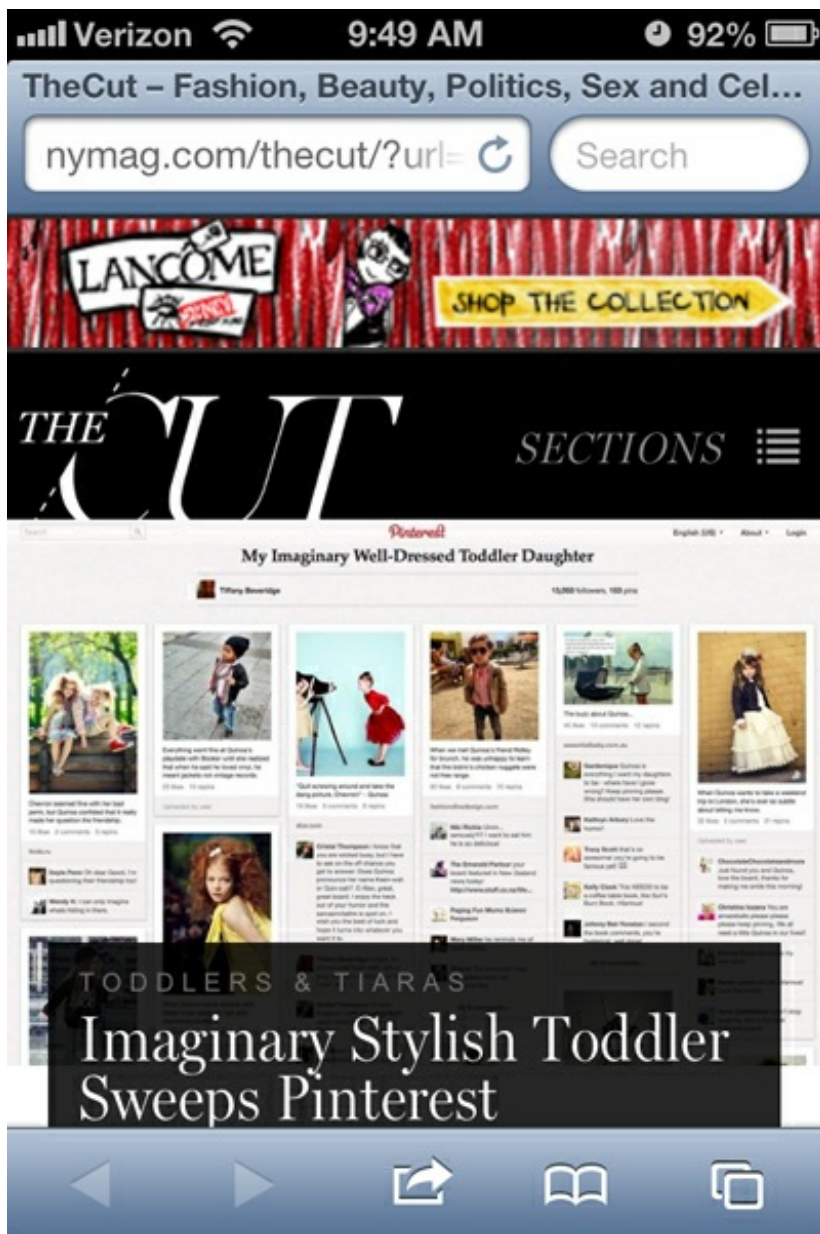
Lancôme was unable to comment directly.

The show

Lancôme chose to advertise on The Cut since the brand was looking for an outlet that

shared its personality and gave it access to its target audience.

The banner ad resembles a sketch and contains a red background with the brand logo, a drawing of a woman and a call to action that reads “Shop the collection” with an arrow.



Banner ad

A click through on the ad brings consumers to Lancôme’s mobile-optimized site. The landing page is the main page for “The show,” where consumers can click to watch a short video or shop the collection.



Landing page

By clicking on “Let the show begin!” consumers can view the entire collection through Lancôme’s mobile site.

Products range from Hypnôse Doll Lashes mascara for \$29 to Hypnôse Doll Lashes “It Accessories” for \$51.



**LANCÔME SHOW - HYPNÔSE DOLL
LASHES 'IT ACCESSORIES'**

Eye Brightening All-In-One
5 Shadow & Liner Palette

Available in 1 Shades



Product page

Lancôme's site offers a mobile commerce option and also provides details, reviews and videos on certain products.

Beauty buy

Many beauty marketers place ads on mobile sites to lure in new customers and encourage them to purchase products that typically have a lower price point than other luxury goods.

For instance, Crème de la Mer encouraged consumers to purchase beauty products through a mobile banner ad The Cut.

La Mer's ads had a simple call to action that encouraged consumers to click to shop on its mobile-optimized site. The brand was also likely to gain more purchases since its mobile site simplifies the check-out system by using PayPal ([see story](#)).

Also, Estée Lauder lured consumers 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 site where consumers could purchase the fragrance and other products, “like” products on Facebook or locate a store ([see story](#)).

Web sites such as The Cut can be a good outlet for beauty advertisers looking to reach current customers and gain new ones.

"The Cut's fashion-savvy, sophisticated modern women audience is the perfect forum for this ad," Ms. Adhami said.

"Clearly, Lancome has done its research and created a very simple, but straightforward and enticing ad to promote the new limited edition collection to a discerning audience who would be excited by the collection," she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/AQ3OMFsV6p4>

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