

MOBILE

## Lancôme expands Albert Elbaz campaign with mobile Paris guide

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By JEN KING

Beauty maker Lancôme is expanding its Lancôme Show advertising campaign through a sponsored post and mobile advertisements on New York magazine's The Cut as a way to maintain interest in the product line.

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**Luxury Daily**

The sponsored post is a continuation of Lancôme Show by Alber Elbaz with additional content available for download. By continuing its mobile campaign Lancôme may see an increase in mcommerce.

"Lancome nails it by not only understanding its customer, but taking advantage of what mobile can bring, a sense of exclusivity backed by personalization and relevance," said Jeff Hasen, Seattle-based chief marketing officer of [Mobivity](#).

"The Paris aspect adds to the allure of the product," he said.

"The brand not only educates and entices, it fulfills needs by providing easy ways to purchases"

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

[Lancôme](#) was unable to comment directly.

The show must go on

The mobile banner ad found on The Cut reads "See the Sights."

By clicking the mobile banner ad, consumers are redirected to New York magazine's Facebook page where the content is available.



*Banner ad*

The Facebook site is interactive, features a printable download link and allows followers to hover the cursor over a plotted point to display information about a suggested destination.

An mcommerce option is not available through the After The Show content.

Lancôme's sponsored post on The Cut reintroduces the campaign by explaining the products featured in the ads. This allows the content to seem fresh for consumers unfamiliar with the brand and its Lancôme Show campaign.



*Screen shot from The Cut*

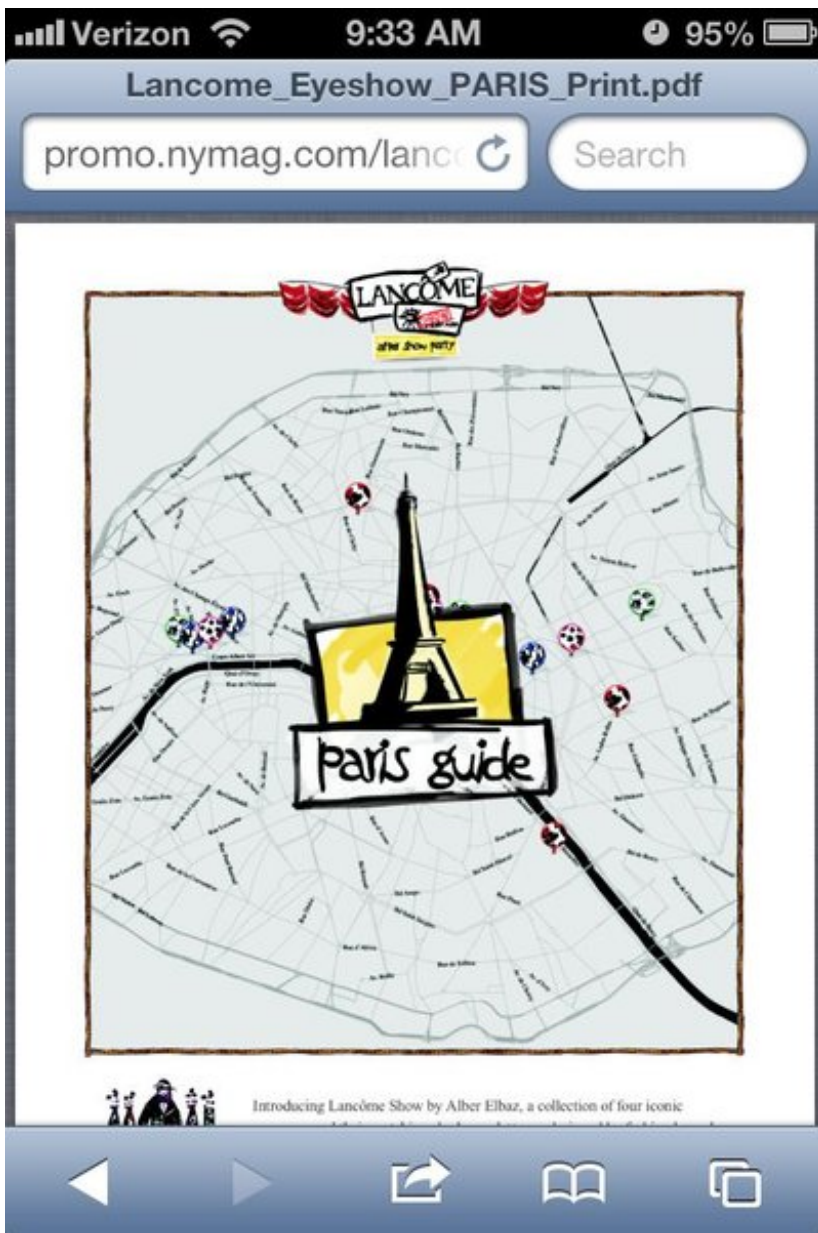
The Lancôme Show includes four Lancôme mascaras and coordinating eyeshadow palettes redesigned by fashion designer Alber Elbaz.

By clicking the link provided, consumers are redirected to the printable "After Show Party" PDF, which is a guide to Paris.

The After Show Party PDF can be viewed

at: [http://promo.nymag.com/lancome/Lancome\\_Eyeshow\\_PARIS\\_Print.pdf](http://promo.nymag.com/lancome/Lancome_Eyeshow_PARIS_Print.pdf)

The design of the each mascara tube is used to plot points on a map of Paris. Each of the four mascaras were used as inspiration for destinations included in the travel guide.



### *Paris Guide*

Under the product's user description is four categories with travel suggestions for a trip to Paris.

The categories include 'Do,' 'Bar,' 'Eat' and 'Party' and gives a short synopsis of the location and contact information for those interested in checking out Lancôme's suggestions.

For example, a Hynôse Doll Lashes user may be interested in going to Le Maison Ernest to buy a pair of stilettos as listed under the Do category.

Hynôse Star fans may enjoy the atmosphere at Le Mary Celeste listed under the Bar section, while a Hynôse Drama fan may want to eat a meal at Pierre Sang.

Those interested in the elegance of Définicils may Party at Lancôme's suggestion, The Prescription Cocktail Club.

The After The Show travel guide and the correlating banner ad features the same illustrations drawn by Alber Elbaz for the first campaign and subsequent products.

Keep on keeping on

Brands that create a series of mobile ads in concession are likely to keep consumers engaged in a given campaign.

For example, French fashion house Chanel is advertising its skincare line through a video series featuring the return of previous brand ambassador, actress Diane Kruger, as well as other digital content on the brand's Web site.

The site gives affluent consumers a chance to buy and receive skincare tips online while the video searches for beauty's origins with the help of Ms. Kruger. Pairing abstract videos with straightforward information will help keep consumers interested while providing them with worthwhile information ([see story](#)).

Similarly, Estée Lauder and New York magazine's The Cut fashion blog hosted a Pinterest contest to raise awareness for the beauty giant's new spring Pure Color Pops collection.

The contest required consumers to follow Estée Lauder on Pinterest and create their own board centered on the theme "Spring Into Color." The beauty brand took over The Cut's homepage Feb. 21 with ads that linked to the contest and to shop the spring collection ([see story](#)).

Product-driven advertisements may only appeal to a certain demographic.

"Of course, the Lancôme Show speaks to some and not all, exactly why mobile makes sense with the right sites and eyeballs on the ads," Mr. Hasen said.

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/j-fiOec-r5w](http://www.youtube.com/embed/j-fiOec-r5w)

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