

MOBILE

Estée Lauder reinvigorates product awareness via mobile magazine

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By JEN KING

Beauty marketer Estée Lauder is relaunching its Advanced Night Repair serum campaign through a digital magazine on social magazine application Flipboard that includes editorial content from Hearst's beauty editors.

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Luxury Daily

Estée Lauder teamed with Flipboard to create content to support the relaunch of its Advanced Night Repair serum. The featured content found on Flipboard is likely to appeal to new consumers through the app's innovative sharing and consolidating capabilities.

“Flipboard is a convenient app where women are already engaged with lifestyle content,” said Gustavo Andriani, vice president of North America marketing at **Estée Lauder**, New York.

“Our company is founded on the principle of connecting with women and bringing them to our brand in new and engaging ways,” he said. “In today’s digital world, it’s important to connect with women one on one before they visit our counters.

“Our commitment is to be the most innovative beauty brand in the marketplace, we intend to continue to advance in every digital platform for future marketing campaigns.”

For publishing companies, Flipboard allows content to be credible and authentic.

"Some of the content that is included in the Beauty Book was created by Hearst web editorial teams for ELLE, Harper's BAZAAR and Marie Claire," said Kristine Welker, chief revenue officer at **Hearst Magazines Digital Media**, New York. "

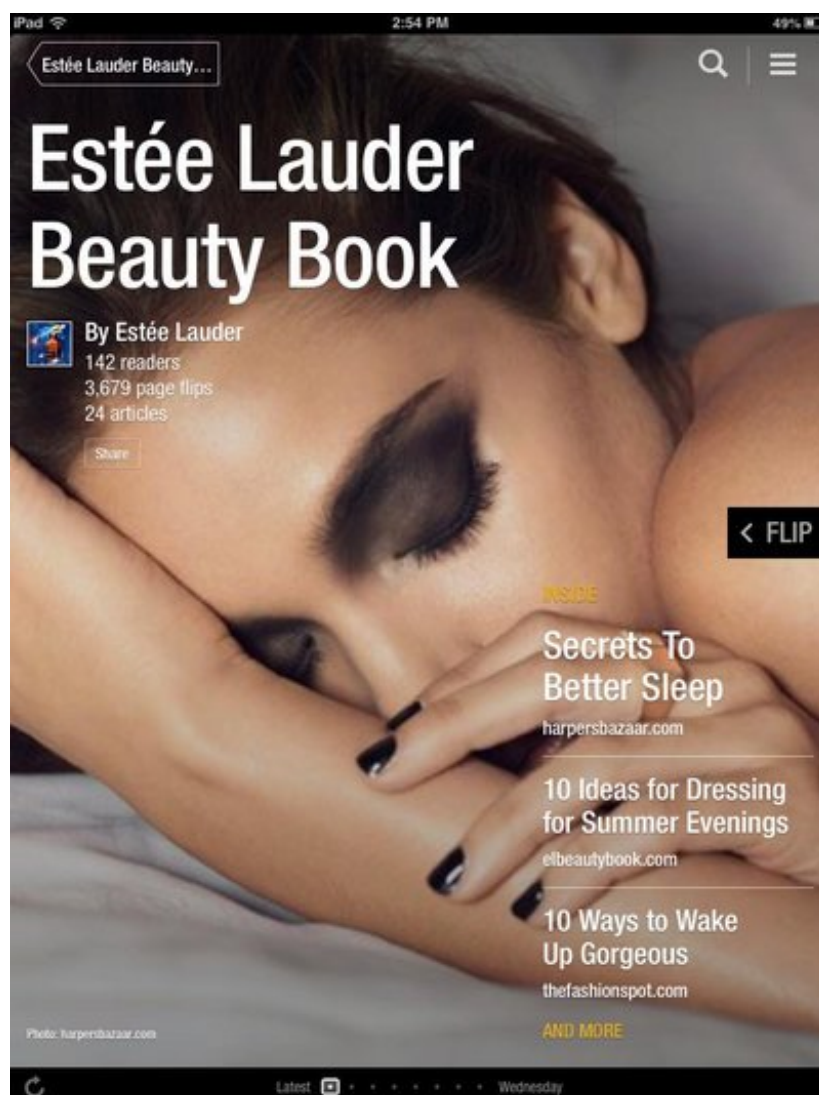
The articles that were developed by the experts at each of the brands is clearly marked as such, which helps to lend additional credibility and context to the articles in the Flipboard Magazine," she said. "These solutions allow Hearst to harness its brand experts to create content that is native and authentic to the user experience."

"It also allows us to further extend our suite of ad products that we have in the marketplace and create more opportunities for marketers to reach their core customers in innovative and relevant ways."

Beauty board

Users of Flipboard are able to access special content created by Estée Lauder to publicize the relaunch of its Advanced Night Repair serum.

Estée Lauder partnered with Hearst Magazines Digital Media and integrated communications agency OMD to create editorial content to be paired with advertisements exclusive to the app.

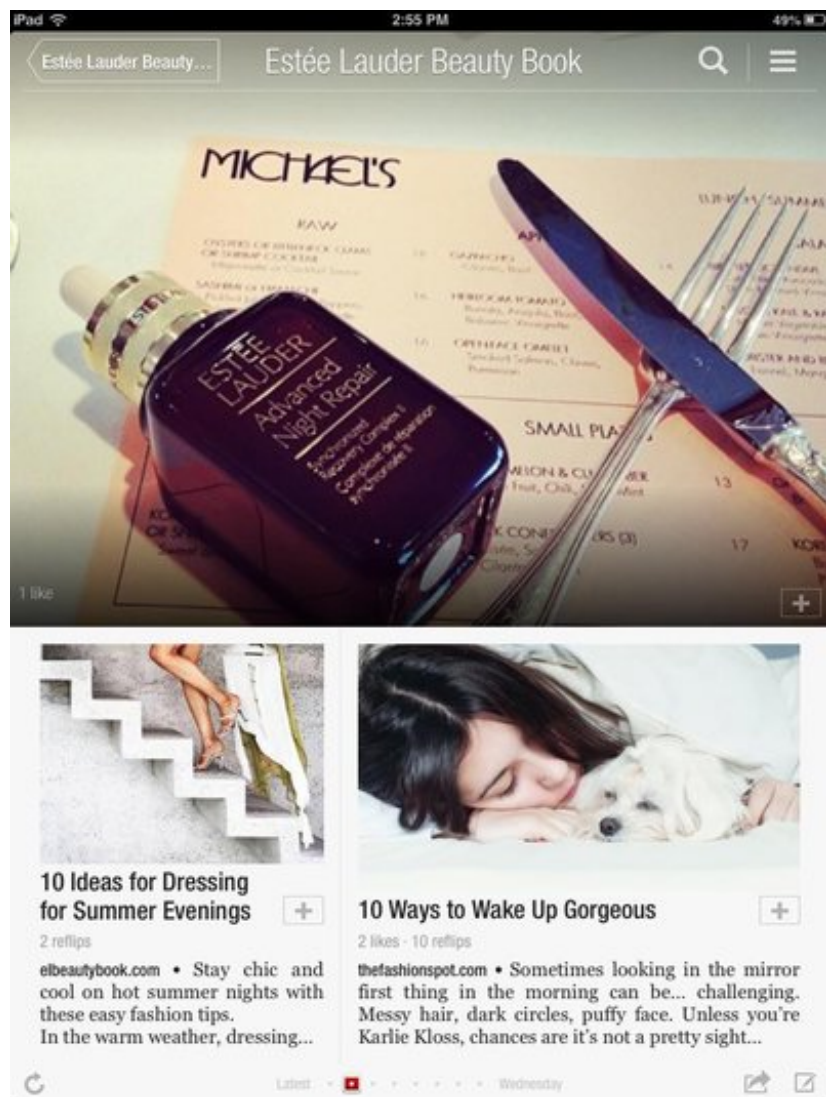


Estée Lauder's Beauty Book cover

Acting as a small, product-focused magazine, Estée Lauder's Beauty Book includes 24 articles with a centralized theme on the restorative properties of sleep.

The content was submitted by beauty editors from Hearst outlets including Harpers Bazaar, Marie Claire, Elle and Elle's Beauty Book, ABC News and XoVain.

The Beauty Book opens with a half-page photograph of Estée Lauder's serum from the brand's Instagram. Below readers will find the articles "10 Ideas for Dressing for Summer Evenings" and "10 Ways to Wake Up Gorgeous."



Featured content

Members of Flipboard have the option to either "like" the post or "reflip" the article to their followers.

Other content included in the Beauty Book is "7 Amazing Snacks That Keep You Energized All Day" and "The New Wave of Wellness."

The Beauty Book Flipboard features a shoppable, full-page ad from Estée Lauder's current campaign for the Advanced Night Repair product.

A mobile advertisement for Estée Lauder's Advanced Night Repair serum. The background is a dark blue with bokeh light effects. At the top, a status bar shows AT&T, signal strength, Wi-Fi, time 3:02 PM, and 63% battery. The main text reads "New. Advanced Night Repair" in white, followed by "The power to change your skin—every night." in white. A central image shows a glass dropper bottle of the serum with a gold cap, emitting a glowing blue light. The bottle label includes "ESTÉE LAUDER", "Advanced Night Repair", "Synchronized Recovery Complex II", and "Complexe de réparation synchronisée II". To the left of the bottle, it says "OUR #1 SERUM NOW BETTER THAN EVER" in gold and white, with a "SHOP NOW >" button below. At the bottom, the "ESTÉE LAUDER" logo is displayed in white.

Estée Lauder ad

The following pages include more beauty content dedicated to the benefits of sleep and wellness practices as well as a product review by "A Model Recommends's" blogger and model Ruth Crilly.

In between the featured content there are images of Estée Lauder's Advanced Night Repair serum from the brand's Instagram.

The last entry in the Beauty Book is a Twitter post that mentions the research of Estée Lauder scientists in creating the newly improved serum.



Featured content

All of the content is meant to engage the consumer and elevate the conversation beyond the product.

“Flipboard works with hundreds of publishers to create the look and feel of their magazines in digital form,” said Christel van der Boom, communications director of Flipboard, Palo Alto, CA.

“Since it is hard to recreate the emotional connection of print through Web content, Flipboard recreates those feelings through style and typography,” she said. “By inserting full-page advertisements, rather than banner ads that compete with readers’ interest, Flipboard creates a direct response to advertisements similar to the magazine experience.

“Content marketing is a trend that brands have been taking advantage of because it engages the audience with content and creates a conversation. “

Digital innovation

Other luxury brands have embellished digital ad campaigns with in-depth content.

For example, beauty maker Lancôme is expanding its Lancôme Show advertising campaign through a sponsored post and mobile ads on New York magazine’s The Cut as a way to maintain interest in the product line.

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 ([see story](#)).

In addition, London department store Harrods is using multimedia content from its iPad magazine application to spur perfume enthusiasts to visit the store for its “Meet the Perfumers” experience.

Meet the Perfumers will showcase a selection of well-known perfumers and exclusive workshops in Harrods Beauty Halls. This month-long event from Aug. 22 through Sept. 19 is an ideal way for Harrods to boost in-store traffic for the release of the fall 2013 fragrances ([see story](#)).

Brands that use strategic and insightful marketing rather than aggressive purchase methods are likely to create a better relationship with its consumers.

“Estee Lauder’s Beauty Book Flipboard is a strategic way through which to promote their Advanced Night Repair because, on the surface, it provides value to readers instead of directly soliciting a purchase,” said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

“A beauty book that provides sleep and beauty tips to women is a resource that the target audience is likely to find valuable,” she said. “They are likely to engage with this flipbook that is replete with imbedded promotions for Estee Lauder and its Advanced Night Repair serum.

“Luxury marketers, in particular, understand that the goal instead is to romance the customer, to communicate poignant message pillars that will speak to the target demographic so that individuals eventually will make the decision to purchase the product.”

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/z9hqGgUQeZk](http://www.youtube.com/embed/z9hqGgUQeZk)

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