

INTERNET

Dior boasts Nobel Prize-winning ingredient in new skincare line via microsite

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By JEN KING

French label Christian Dior is generating interest in its One Essential skin care line through its Beauty Chronicles campaign that highlights the product line and offers information.

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Dior multi-faceted approach pairs a series of social videos along with content explaining the harmful effects the environment and stress has on skin to promote the benefits of its One Essential products. By creating layered content that allows the consumer to fully explore a product, Dior is likely to see an increased interest in the skincare line.

“This multi-faceted campaign focuses strongly on connecting with the lifestyle of their customer base through a strong educational component, said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

“The video content addresses major concerns on behalf of the consumer including pollution, stress and fatigue and how Dior's product line addresses them in under a minute to capture the viewers attention,” she said.

“That strategy embraces the limited attention span and available time of the viewer.”

Ms. Strum is not affiliated with Dior, but agreed to comment as an industry expert.

Dior was unable to comment before press deadline.

Cause and effect

Dior is promoting its One Essential skin care line through social media posts and an accompanying microsite that can be accessed through the beauty section of the brand's Web site.

By following the "discover the minisite" link, the user is brought to Dior's first installment of its Beauty Chronicles campaign.

The Beauty Chronicle No. 1 highlights skin damage caused by pollution in major cities.

As the user scrolls through they are able to explore information regarding the toxic pollutants that damage skin cells.



Dior microsite

The content explaining the harms of pollution, UV rays, stress and fatigue is likely in the voice of campaign model Eugenia Volodina.

By using a first person narrative, Dior is able to personalize the campaign and create content that is approachable for consumers.

Toward the bottom of the microsite, Dior cites the Nobel Prize and its eighteen years of research needed to produce the One Essential formulas.



Dior microsite

Dior continues to explain the benefits of using One Essential to protect skin against environmental damages.

Results achievable through daily use of One Essential products include detoxifying, regenerating and boosting the user's skin.



One Essential skin care line

Each Beauty Chronicle features a video allowing Dior to showcase the products in a realistic setting while further explaining the benefits of One Essential.

The latest video released by Dior in its continuing campaign for One Essential, Beauty Chronicle No. 2 focuses on the harmful effects caused by UV rays and toxins.

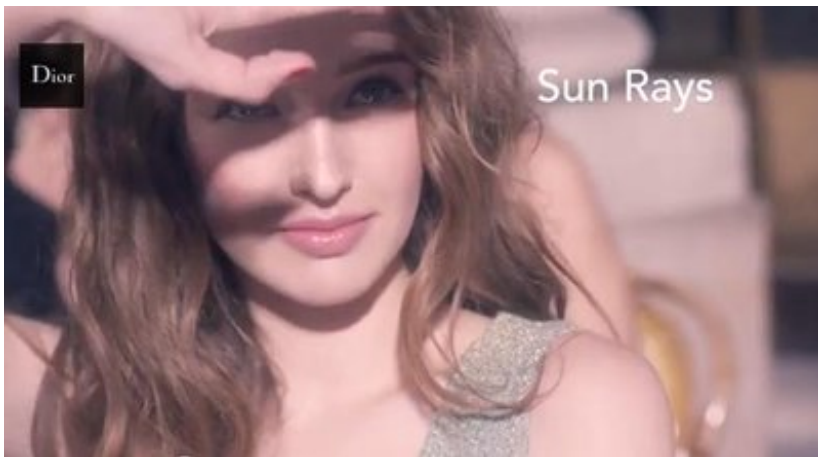
The 46-second video begins with Ms. Volodina sitting down at a cafe table as the narrator introduces the video's theme.

Ms. Volodina is surrounded by people dressed in dark shades wearing sunglasses while she is dressed in a light-colored dress and sunglasses.



Video still

As phrases such as “sun rays” and “UV aggression” flash upon the screen, Ms. Volodina mimics the phrases by removing her sunglasses, shading her eyes from the sun and shielding her face with a magazine.



Video still

In the following scene, Ms. Volodina removes a bottle of One Essential serum from her Dior handbag and places it on the cafe table. The women sitting next to her then pick up and examine the bottle.

By revealing the product at the end and showcasing the interest of the second woman Dior is able to subtly display the cause and effects of using One Essential.

Embedded Video: [//www.youtube.com/embed/IJQzcSLqDvo](https://www.youtube.com/embed/IJQzcSLqDvo)

One Essential - Beauty Chronicle No. 2

The One Essential skin care line features a boosting serum for face and eyes and a detoxifying mask.

The third installment of Dior's Beauty Chronicle will highlight the damage to skin caused by fatigue and toxins.

Social beauty

Brands are likely to generate an interest in the product line by illustrating the effects of a beauty product via a social video.

For example, French fashion label Givenchy debuted the latest addition to its beauty collection through a social video that displays the before and after effects achievable with the product.

Givenchy's Teint Couture line boasts all-day staying power and a lightweight formula. The product likely appeals to affluent women who may not have the time to reapply their cosmetics throughout the day ([see story](#)).

Similarly, 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](#)).

Brands should provide additional information in order for consumers to make an informed purchase.

"The educational component featured in the microsite as well as the video content embraces current beauty trends and mentalities," said Ms. Strum.

"Dior has focused this product line on their current target markets interest in detoxing their skin, and is providing them with the opportunity to embrace life and radiance through this product line," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/MNniyI6Hkfg](http://www.youtube.com/embed/MNniyI6Hkfg)

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