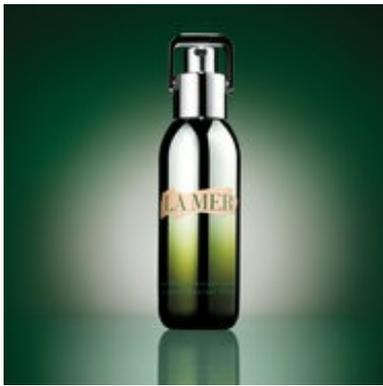


INTERNET

La Mer uses personalized approach to promote anti-aging serum

January 22, 2014



By JEN KING

Estée Lauder Cos.' La Mer is promoting the 50 years of craftsmanship involved in the creation of its latest skincare serum with an interactive microsite highlighting the healing properties of the marketer's Lifting Contour Serum.

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Luxury Daily

La Mer's latest serum is formulated to transform a face by creating an illusion of a slimmer jawline and lifted neck. By outwardly stating the effect of its newest product La Mer is likely to see an increased interest from older, affluent female consumers who may be in the market for the desired result.

"Sales are a by-product of shared beliefs," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Showing and teaching become part of the experiential environment.

"The application process is specific to the product," he said. "Mirroring the process in stores is essential to success. Reinforcing the message is an important element in every narrative."

Mr. Ramey is not affiliated with La Mer, but agreed to comment as an industry expert.

[La Mer](#) did not respond by press deadline.

Uplifting

To generate interest for the Lifting Contour Serum, La Mer used its Facebook page to publicize the newest addition to its line of skin care products. The post is straightforward and describes the results as achievable if a consumer purchases the serum.



Introducing the newest innovation from La Mer – The Lifting Contour Serum. Resculpt, shape and define, the Lifting Contour Serum elevates contours and visibly transforms facial definition. Discover more about this transformational serum >

<http://liftingcontourserum.cremedelamer.com/>



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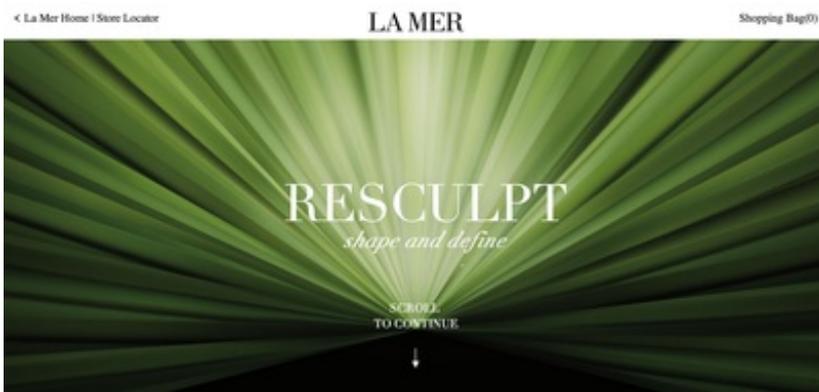
569 people like this.

La Mer's Facebook post

The post also includes a link to a dedicated microsite where interested consumers can learn about the benefits of La Mer's Lifting Contour Serum.

Consumers land on a simple Web site with a background of green palm leaves found in other La Mer campaigns. The Web site features text that reads “resculpt, shape and define” with a prompt to scroll to continue.

As the consumer scrolls a bottle of Lifting Contour Serum appears with the palm leaves acting as fragments of light radiating from behind the serum's decanter. The bottle disappears to reveal detailed information about the formula's history and achieved effects.



Introduction to Lifting Contour Serum

At this point in the streamlined microsite, consumers can view a short video that reiterates the serum's properties and benefits.

Continuing to scroll reveals an interactive feature where the consumer can "mix" the components of the serum. By dragging either "the lifting serum" or "the miracle broth" to the center of the window where an empty La Mer bottle is shown, the consumer creates the Lifting Contour Serum.

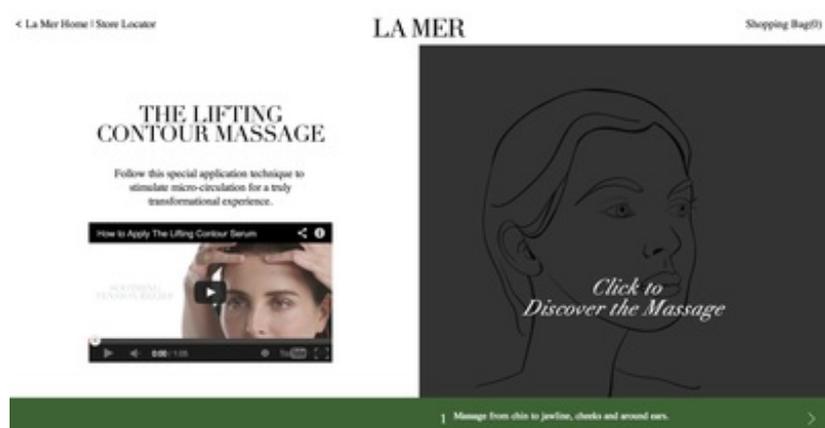
By doing so, additional information about both components appear. When "the miracle broth" is dragged to the bottle, consumers can then watch a heritage video that discusses the innovation behind La Mer's miracle broth and its iconic Creme de la Mer.

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

The Heritage of La Mer

La Mer's microsite also includes useful tips to prevent the signs of aging while using the brand's products and suggests additional products with similar benefits.

The microsite concludes with a video displaying the proper application technique to stimulate circulation as well as a product guide that helps the consumer select their own "ultimate lifting regimen."



Application and massage tips

A one ounce bottle of La Mer's Lifting Contour Serum can be purchased for \$290.00.

Beauty interaction

Brands can benefit from a personalized approach that seemingly targets a single consumer at a time rather than an overreaching campaign that has a broad message.

Furthermore, luxury cosmetic brands need to focus on a customer-driven messaging strategy to see results, said a L’Oreal Luxe executive at Luxury FirstLook: Strategy 2014.

The luxury cosmetic consumer knows who she is and what she wants, so brands need to find ways to listen to their customers to find ways to reach them on an individual, personalized level. By using CRM in effective ways, brands can offer a higher level of service across channels ([see story](#)).

Interweaving product details in an interactive and fun way can increase the likelihood of a purchase.

For example, London department store Harrods used its iPad magazine application to mimic an in-store makeup trial to strengthen mobile commerce beauty sales.

Found in the December/January 2014 issue of Harrods’ magazine app, the interactive “Makeup Studio” features four high-end beauty lines carried by the retailer. Interactive digital content that allows consumers to “try on” a product or see how an item works mirrors the in-store experience and empowers consumers with a better understanding of products ([see story](#)).

A seemingly personalized message from a brand creates a dialogue that the consumer translates to direct attention.

"Personalization is a goal for all communications regardless of the channel because dialogue drives desire," Mr. Ramey said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/yXLyM1AgV1w](http://www.youtube.com/embed/yXLyM1AgV1w)

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