

INTERNET

Estée Lauder encourages interaction with digital lipstick boutique

February 26, 2014



By JEN KING

Beauty marketer Estée Lauder is introducing its latest Pure Color Envy sculping lipstick with an online boutique that combines user-generated content with interactive features that explore the range.

[Sign up now](#)

Luxury Daily

Estée Lauder's digital initiative aligns with the brand's fine-tuned digital approach when showcasing both new products and fan favorites alike. Understanding that digital campaigns should be both informative and engaging is a key to Estée Lauder's continued success in the beauty realm.

"Our boutique will engage consumers by featuring this ultrachic lipstick, its transformational benefits and the 20 one-of-a-kind statement shades," said Meryl Truffelman Macune, vice president of global digital marketing at **Estée Lauder**, New York. "In addition, the boutique will curate the conversation around Pure Color Envy Sculping Lipstick through the use of the hashtag #LipstickEnvy and encourage women to 'Decide what happens next' through a series of films.

"Digital enables us to bring to life the story behind this one-of-a-kind lipstick while attracting new consumers to the brand," she said. "We use video to visually tell this story by giving women the chance to identify with one of two distinct attitudes which plays off

the bold and provocative shades in this collection."

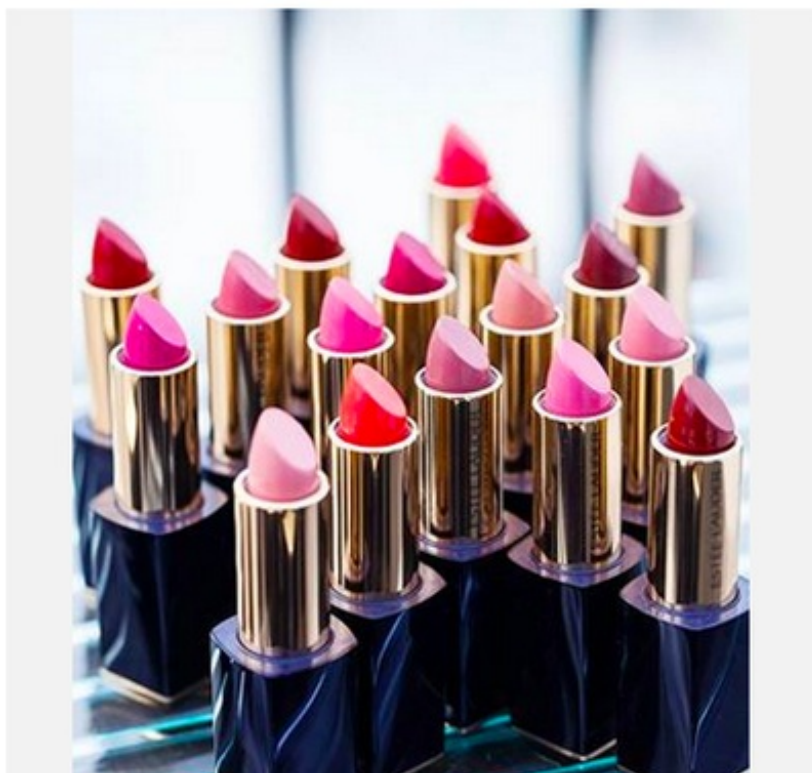
The color of envy

Estée Lauder used its social media accounts to garner attention by posting about the Pure Color Envy lipstick range. In both the Facebook and Twitter posts, Estée included a link to its online boutique dedicated to the newest lipstick in its portfolio.



Driven by desire: New Pure Color Envy Sculpting Lipstick.

Available now: <http://estee.cm/1o1hTrg>



Facebook post from Estée Lauder

A click-through lands on the Pure Color Envy boutique Web site where a campaign video can be viewed. Over the video's window, the words "Envy is" are seen while "power," "intrigue" and "desire" appear to complete the sentence.

When the last sentence is complete, the campaign video automatically begins. Estée's global brand ambassador Carolyn Murphy is seen from the neck up in evening wear, but when the camera pans to show her whole body, she is dressed in casual clothes as she walks through a stately room toward an elevator.

Ms. Murphy's reflection is seen in the elevator's mirror, but her mirrored image shows her evening wear instead. Once inside the elevator, the woman takes out a compact mirror and applies Pure Color Envy lipstick.

After she has applied her lipstick, she looks at her reflection who is now wearing the casual clothes. At the video's conclusion, Ms. Murphy is seen wearing the evening wear as she looks up at the ceiling.

Embedded Video: [//www.youtube.com/embed/99HW70fyQ3E](https://www.youtube.com/embed/99HW70fyQ3E)

Estée Lauder Pure Color Envy Sculpting Lipstick

When the video ends, the consumer can watch two additional videos to choose where Ms. Murphy goes after she leaves the elevator. Including a pick-your-own-ending video allows the consumer to be an active part of the narrative.

The story on the left continues with a bar scene where the Ms. Murphy steps off the elevator to meet a man dressed in the evening wear. Over her shoulder, a brunette woman is seen watching the couple and then, after the pair has left the bar, the woman picks up Ms. Murphy's forgotten lipstick and the words "envy" appear on the screen.

On the right, the viewer can choose a more rebellious storyline where Ms. Murphy exits the elevator wearing the casual clothes. Ms. Murphy exits the hotel and cuts the car service line but the doorman reprimands her. An older woman shows distaste for Ms. Murphy's actions and a small dog barks, so the Ms. Murphy puts on more lipstick and a motorcycle helmet before zooming away as "rebellious" flashes on the screen.

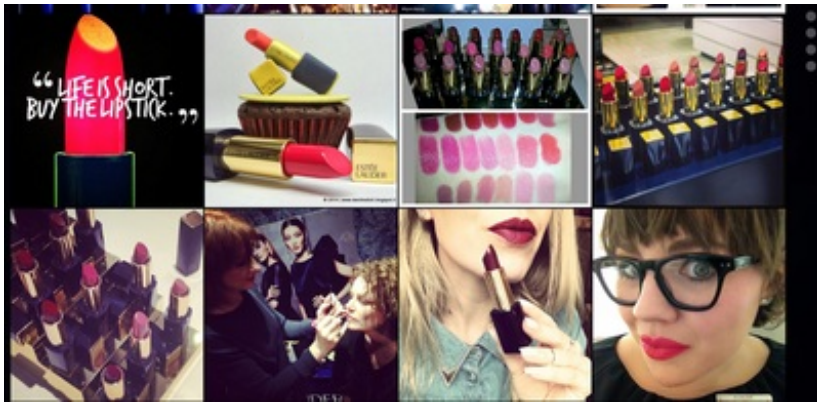
The following section of Estée's digital initiative for Pure Color Envy shows a collage of words in various shades. Words that are also shades in the range such as tumultuous, brazen, potent and defiant are seen before giving way to reveal the properties of the Pure Color Envy, available colors and purchasing opportunities.



Word bank of Pure Color Envy shades

Next, Estée Lauder has included a section dedicated to user-generated content as well as images produced by the beauty brand. Estée Lauder has created the hashtag #LipstickEnvy to create a community of brand and product enthusiasts.

User-generated content includes tubes of Pure Color Envy lipsticks, displays and selfies. Estée Lauder has included campaign images and behind-the-scenes make-up sessions in its gallery to build up the content.



Estée Lauder's user-generated content gallery for #LipstickEnvy

Beauty innovation

Estée Lauder is no stranger to inventive digital campaigns.

A senior executive from Estée Lauder Cos. at the Luxury Interactive 2013 conference stressed the importance of creating a seamless mobile commerce experience for everyday purchases to heighten the overall consumer experience.

During the “Building a Brand’s World Presence Online” session, the executive highlighted Estée Lauder Cos.’ achievements that have kept the brand at the forefront of mobile commerce. Brands seeking to increase consumer engagement should optimize mobile platforms to engage consumers in various markets ([see story](#))

The brand relaunched its Advanced Night Repair serum campaign through a digital magazine on social magazine application Flipboard that included editorial content from Hearst’s beauty editors.

Estée Lauder teamed with Flipboard to create content to support the relaunch of its Advanced Night Repair serum. The featured content found on Flipboard likely appealed to new consumers through the app’s innovative sharing and consolidating capabilities ([see story](#)).

Adding user-generated content is a marketing must for the future. Catching up to this trend early will help Estée Lauder solidify its place as a digital pioneer.

"By using the hashtag #LipstickEnvy, we are unleashing a conversation around the ultimate object of a women’s desire – lipstick," Ms. Truffelman Macune said.

"The user-generated campaign encourages women to engage around the launch of the new Pure Color Envy Sculpting Lipstick and share the latest statement in pure luxury," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/9Y32AxtuQ4c](http://www.youtube.com/embed/9Y32AxtuQ4c)

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.