

INTERNET

## Aerin encourages creativity to build fragrance line awareness

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By JEN KING

Aerin Lauder's Aerin Beauty is building awareness for its fragrance range with a microsite that emphasizes featured botanicals found in its signature line of scents.

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**Luxury Daily**

The granddaughter of late beauty mogul Estée Lauder, Aerin Lauder's eponymous lifestyle brand has a deep, personal association with fragrance. Aerin's dedicated microsite, The Art of Fragrance, allows the consumer to explore the brand's scent profile through interactive touch points that may motivate social sharing.

"Aerin really wanted to share her passion for fragrance and the art of making fragrance in a unique way," said Francesca Damato, executive director of global marketing at [Aerin Beauty](#), New York.

"Not many people know what goes into making a fragrance, what the process is and what the ingredients are that compose the fragrance," she said. "And because we live in a digital world, we wanted to be able to share this in a way that would be fun and engaging."

"This campaign allows users to design a monogram or message that is unique to them whilst learning about the different ingredients in the Aerin Fragrance Collection. By engaging users in a fun and interactive way, our goal is that they will share their unique

designs online helping raise awareness of the brand and fragrance collection."

Smell the flowers

Promoted on the Aerin Facebook page, consumers can follow the link to access The Art of Fragrance microsite. The microsite features multiple calls to action that engage and educate the consumer.

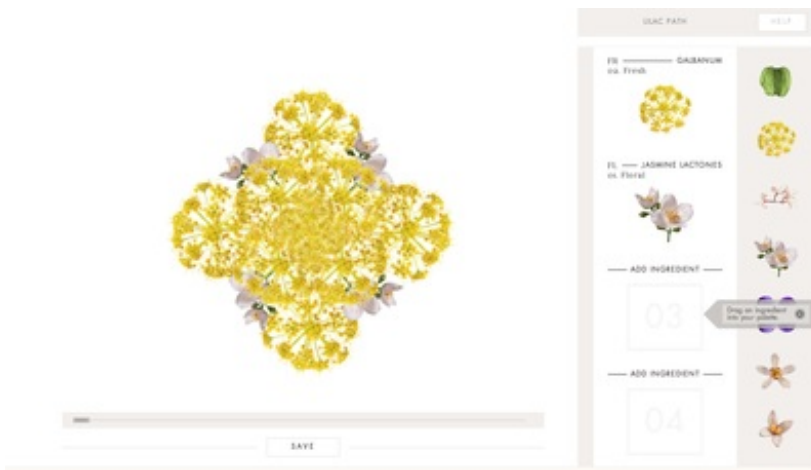


*Aerin's The Art of Fragrance Facebook post*

First, the consumer can design a floral monogram based off the flowers found in Aerin's fragrance collection or explore the ingredients.

Each of the five fragrances are made up of numerous flowers and botanicals, allowing for creativity as the consumer selects the visual ingredients for the monogram.

For instance, Aerin's Lilac Path features seven ingredients that can be used to create a unique monogram. The consumer selects four flowers to be dragged into the ingredient column and a slide bar below affects the size and shape.



### *Lilac Path visual ingredient monogram generator*

The monogram or personalized message can be shared via Facebook or Twitter and can be saved to personal and public galleries. By saving, the consumer can enter to win \$3,500-worth of Aerin products.

Once a monogram is saved, the consumer can revisit designs to see the names of the floral elements. From here, the monogram can be shared on Facebook, Twitter, Pinterest, Tumblr, by email or downloaded to the desktop to be set as a wallpaper.

Also, the consumer can upload the monogram to Paperless Post where digital greeting cards can be sent to friends.



Thank you! Your fragrance visual is on display in our [GALLERY](#).

### *Sample monogram using Ikat Jasmine visual ingredients*

Aerin's microsite also includes a video gallery where consumers can learn more about the five individual fragrances and the collection as a whole.

In the Discover tab, consumers can access a fragrance-term dictionary and inspiration for the five scents in Ms. Lauder's own words.

Consumers can also shop through the microsite, but are redirected to the Aerin Web site's fragrance page. The five Aerin scents, Gardenia Rattian, Lilac Path, Amber Musk, Ikat Jasmine and Evening Rose, retail for \$110.

The Art of Fragrance dedicated microsite can be found [here](#).

### Consumer involvement

If a consumer feels like part of a campaign rather than merely a visitor to a Web site, she will be more inclined to share with friends.

Aerin's licensee company, Estée Lauder Cos., recently introduced its latest Pure Color Envy sculpting lipstick with an online boutique that combines user-generated content with interactive features that explore the range.

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 ([see story](#)).

Educating consumers about the notes and ingredients found in fragrances allows the brand to tout quality and inspiration.

For instance, Italian menswear label Ermenegildo Zegna pushed its Essenze fragrance collection through a video, social media and its Web site to digitally convey each fragrances' aroma.

The Essenze page on Zegna's Web site gave information about the creation and the ingredients used to describe the scents. Although marketing scents online can seem difficult, brands should look to express emotions through digital campaigns when pushing fragrances ([see story](#)).

Interactive touch points give a consumer something to remember beyond editorial content and point of sale.

"The microsite links to Facebook, Tumblr, Twitter, Pinterest and email so that users can instantly share their message or monogram with their own social network," Ms. Damato said.

"We have partnered with Paperless Post to allow users to share their monograms via online cards," she said. "The site also allows users to learn more about each of the fragrances, through videos, in-depth fragrance descriptions and a glossary of common fragrance terminology.

"To help drive awareness for site, we are also giving users the opportunity to win a complete set of fragrances, and a chance at a grand prize worth more than \$3,500 of world of Aerin goods."

### Final Take

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

Embedded Video: [//www.youtube.com/embed/6Tdn7FFmze4](http://www.youtube.com/embed/6Tdn7FFmze4)

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