

INTERNET

## Dior uses multifaceted digital campaign to launch new lip product

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*Dior Addict Fluid Stick campaign image*

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By SARAH JONES

French fashion house Dior is spreading the message that its new Dior Addict Fluid Stick is not a lipstick with a multi-platform campaign.

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**Luxury Daily**

Dior is using a dedicated YouTube landing page, its new Backstage makeup microsite and social media accounts to promote its lip product. By hitting all of its digital platforms with varied content, Dior is able to ensure that consumers receive the message, however they interact with the brand.

"Dior did a great job to tag this product as 'not lipstick,' as it's a provocative notion since the product at first glance does look like a lipstick," said Andrea Wilson, Fort Worth, TX-based director of digital strategy and luxury practice lead at [iProspect](#).

"From there, the name of the product, digital content and imagery show the flexibility and fun, smoothness and feel in order to more clearly articulate the characteristics of the new fluid stick, with tangible attributes that are very unlike a traditional lipstick," she said.

"As the product can have universal appeal, Dior could be targeting all affluent and aspirational females. The fluid stick product has a variety of modern and

classic colors that appeal to all ages and personalities."

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

**Dior** did not respond by press deadline.

## Cross promoting content

Dior first teased its Fluid Stick with a brief Instagram video that shows the product being poured into tubes. Words flash telling consumers that this is not a lipstick. The post told consumers to "stay tuned."



### *Instagram post from Dior*

Two more videos followed, with the last showing a hand writing the name of the product using the applicator wand. All of the posts included the hashtag #thisisnotalipstick to allow consumers to easily follow the conversation.

Dior tweeted a link to the first Instagram posts after they had been up for a week, building a bridge to the other platform but keeping the content distinct.

The brand posted a teaser video to its online magazine Dior Mag on March 31, without revealing details about the product's "shades of mystery." The following day the label revealed that its product is not gloss, lipstick or lacquer.



### *Dior Mag article*

Dior linked to its magazine article on both Facebook and Twitter.

A day later, the brand delved further into the product, with both another magazine article

about the product and a feature on its new Backstage Makeup Magazine. To give consumers different content, the Backstage article was linked from Facebook while the shorter magazine blurb was posted to Twitter.

On its Backstage Makeup Magazine, Dior first explains its packaging for its Fluid Stick, which is designed to look like a lipstick until it is opened to reveal a wand applicator. Further down, the brand tells consumers that the product has the look of a gloss with the hold of a lipstick, and that instead of wax the product uses water.

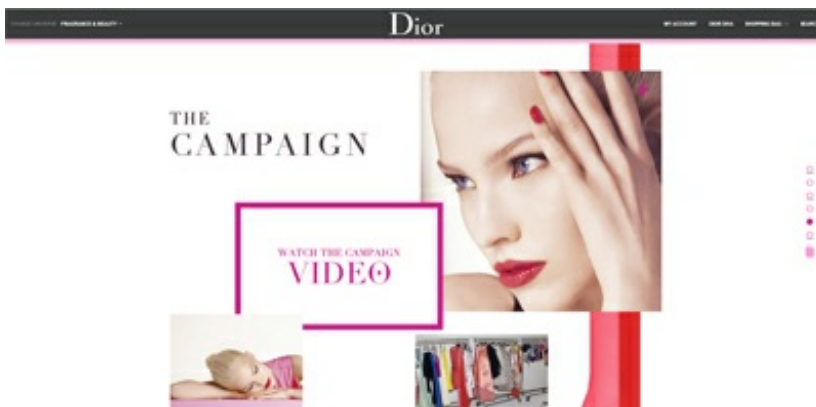
Next consumers can watch a film that includes both footage already seen in the teasers and new pop art pictures created with the lip product. At one point, a finger taps empty tubes and they magically fill with product of varying colors.



*Video still from Dior*

Lower on the page, all 16 shades in their tubes pop up, and consumers can hover over a color and click a “shop now” button to add it to their cart without leaving the page.

Below that are images from the campaign and the campaign video, which incorporates more footage of a model, but keeps some of the whimsical clips from previous videos. There is also a making of video and slideshow, giving consumers an inside look at the creation of the campaign.

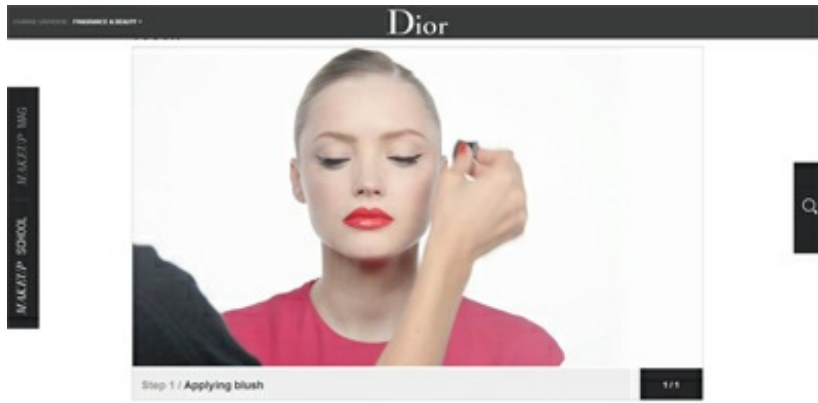


*Dior Fluid Stick microsite*

Dior's Fluid Stick is part of the brand's “Pandore” look, and at the bottom of the page consumers can click a “shop now” button to bring up a product overlay that includes the

lip color, base coat, nail polish and top coat included in the look. Consumers can then order all of them with one click.

A tab up at the top of the page allows consumers to toggle to the makeup school where they can learn how to apply the Pandore look step-by step with videos.



### *Dior Backstage Beauty Mag Pandore tutorial video still*

Following its Makeup Magazine postings, Dior linked to its YouTube channel home page, which has been taken over by its Fluid Stick. The featured video is the same one included in the Makeup Magazine, and there is a photo gallery below with a link to watch the campaign film.

### *Dior Addict Fluid Stick - This is not a Lipstick*

#### **Beauty tutorial**

French atelier Christian Dior is letting enthusiasts become backstage pros by visiting its Backstage Makeup School to explore new products through content and tutorials.

Dior is directing fans of its cosmetics to the microsite through its Backstage Pros' Instant Beauty Solutions product promotions on its social media pages. The brand's Backstage Makeup School features a range of products to allow consumers to find more of what suits their personal style, while learning more about what the brand offers ([see story](#)).

When launching new beauty products, Dior now uses its Backstage Makeup Mag as a central source of information for consumers.

Dior shared its beauty secrets with enthusiasts by providing tips to achieve curated looks using the maison's Diorskin Nude Tan powder.

Available for the first time this season in a matte formula, Dior used its Backstage Makeup Mag to promote the Diorskin Nude Tan Matte powder where consumers can watch tutorial videos and learn more about the product line. When introducing a new product to an established line, beauty makers can benefit by tying in additional information about the collection as a whole to attract current users and curious consumers ([see story](#)).

Dior's content will appeal to consumers as it is, but there are still opportunities for the brand to further engage consumers with this product.

"The content is very engaging on the microsite," Ms. Wilson said. "There is a lot of video, descriptions and guides to explore and interact with across a wide variety of beauty topics and styles. I particularly thought the quick snippets of video helped with the interaction, as it's easy and efficient to watch and move onto the next topic.

"In order to increase time spent on the content, I'd recommend testing more content for topics not yet approached, as well as lengthening the videos a bit to stretch viewer time spent on site," she said. "While the short videos are easily consumable, if consumers are engaged enough they will want to spend the extra time to learn and view more content.

"In addition, video or images that highlight the heritage and history of the Dior brand through makeup could be a unique way to engage that hasn't been done previously."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*