



LANCÔME

PARIS

VOGUE

AUSTRALIA

THE CHALLENGE

Shifting consumer expectations, changing sources of influence and the rise of the dupe economy has put increased pressure on legacy luxury cosmetic brands. Lancôme identified this and set out to prove their premium beyond the price tag.

THE INSIGHT

As the authoritative voice of luxury fashion and lifestyle, Vogue holds a unique position of influence. Through informative content produced and distributed by Vogue, Lancôme saw an opportunity to re-establish their standing as the leaders in premium cosmetics.

THE IDEA

By partnering with Vogue, Lancôme aimed to reinforce themselves as the premium skincare option for the discerning luxury consumer. Focusing on education and events this content series set out to inspire and inform our audience, driving awareness for the Absolue range and empowering consumers to take action.

PRODUCTS USED



IMMERSIVE
NATIVE

STANDARD
NATIVE



ARTICLE
REFRESH

PRINT



SOCIAL - TIKTOK
& INSTAGRAM

"This campaign is a great demonstration of two iconic brands aligning on both shared values and visual messaging, and achieving powerful cut-through with compelling content."

Jessica Montague | Executive Editor, Vogue Australia

KANTAR RESULT S

CONTENT PERFORMANCE

94%

Agreed the content contained new information
(a Kantar/NCA record for this metric)

93%

Agreed the content was a good fit with the site

BRAND RESULTS Control (C) vs Exposed (E)

+25%

Aided brand awareness
Average across 3 content pieces (55% C vs 69% E)

+45%

Aided brand awareness
Best performing content piece (55% C vs 80% E)

+42%

Aided brand awareness
Average for W25-54 occasional skin care
researchers (45% C vs 64% E)



KEY INFORMATION

SUMMARY:

This campaign boosted aided brand awareness and positioned Lancôme as a high-end luxury offering, while also supporting the brand's scientific credentials.

The content performed incredibly well, outscoring News Corp norms across all metrics, and recording the highest ever score for "New Information".

TOOLS USED

- Vogue
- Immersive native
- Standard native
- Article refresh
- Print
- Digital
- Social

NEWTON TAGS

- Toiletries/Cosmetics
- Skin care
- L'Oreal Luxury Products
- Kantar Content BLI
- Vogue
- Luxury

LINKS

<https://newscorpaust.wixsite.com/news-corp-case-study>