

THE
B.R.A.I.N

POWER REPORT: RED CARPET BEAUTY

THE RED CARPET: THEN & NOW

FROM THE B.R.A.I.N
POWER REPORT: RED CARPET BEAUTY



Without question, the ceremonial red carpet at premier entertainment award shows like the Oscars®, Emmys, GRAMMYS and Golden Globes remains an unparalleled marketing opportunity not only for the stars of today (and tomorrow), but also for the designers and brands they're wearing. The "right" look on the "right" actress in the "right" shot can transform an ingenue into a full-blown, pop-culture phenom overnight, creating an iconic "star is born" image that resonates long after the show is over. At the same time, the red carpet can easily catapult the designers and brands behind the stars straight into the international spotlight.

But while the undeniable power of the red carpet endures, virtually everything else about this longtime Hollywood tradition is rapidly changing—thanks almost entirely to the colossal impact of the Internet and social media. The seismic shifts taking place in the way the red carpet is viewed, analyzed and dissected by tens of millions of viewers simultaneously presents more opportunities than ever before for beauty brands to capitalize on these high-profile moments, and to seize the astonishing marketing power that the red carpet presents.

THE MOMENT: *IMPACT OF SOCIAL MEDIA*

The explosion of social media—namely Facebook, Twitter and Instagram—has upended countless aspects of the way we learn, communicate and are entertained, including the way we watch television. Specifically, award shows. The days of tuning in and then reading the highlights in the paper the next morning, or even weeks later, are long gone. Now everything worth talking about happens in real time. If magazine websites or news outlets are discussing, say, the best-dressed woman on the red carpet the next morning, they're already too late. To quote one Hearst editor,

*“It HAS to be
THAT NIGHT,
or it’s
USELESS.”*

As a result, the idea of “the moment”—one that can be posted, tweeted, and pinned—has replaced “the money shot” as an award show’s most valuable currency. And as countless viewers clamor to follow these “moments” as they rapidly unfold one after another in real time, magazines and online outlets increasingly have armies of editors on standby to blog, tweet, and post in response to the seemingly insatiable demand. The social-media boom has also meant more and more outlets are covering a greater range of award shows, including the American Music Awards, the MTV Movie Awards, and even the Victoria’s Secret Fashion Show.

SOCIAL MEDIA: THE TOOLS OF THE TRADE

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Clearly, social media is here to stay. But which tactics are most effective?

Editors resoundingly agree that when it comes to driving traffic to magazine sites and beyond, Facebook is the clear winner: it's much more likely that content shared on FB will "go viral" from there versus Instagram. For example, if a star mentions the lipstick she's wearing to Ryan Seacrest on the red carpet, what should that lucky brand do to immediately capitalize on that moment? That's easy: Post it on FB with a pic (preferably of that actress wearing the shade), and a link to buy it.

Viral Leader

500
million

60
million

The same goes for Twitter, a viral marketer's dream, which presently sees 500 million tweets daily (and counting). And while Instagram is a "closed" platform—meaning it's not possible to embed links directly within posts—its burgeoning influence is undeniable: 60 million images are posted on the social channel every day.

Instagram is also primarily responsible for the most meaningful ongoing migration within social media: the seismic shift toward a visual vocabulary (photos and video) and away from the witty quote or sound bite. In a telling move, Twitter brought videos and GIFs—an image-file format that supports both animated and static images—into its home timeline in 2014, and introduced features that let users post multiple images and tag people in photos. In the first half of this year, it will unveil ways to record, edit and share your own videos natively on Twitter, too.



EMERGENCE “ OF THE SECOND-SCREEN EXPERIENCE ”

The advent of the social-media moment has in turn given rise to what's been coined the "second-screen experience," wherein viewers follow along on Twitter and other social media channels to track the conversation while simultaneously watching an event on TV—thus presenting an unprecedented opportunity for beauty brands.

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A prime example is the 2015 Golden Globes telecast on January 11, during which 2.6 million tweets were shared globally about the show during its duration, according to Twitter. Calling the red carpet a "key moment for beauty" and the Golden Globes its "Super Bowl" in pre-show press reports, L'Oréal Paris embraced the second-screen experience in a bold and innovative way: ▶▶▶

The team used a **360-DEGREE CAMERA** to shoot video that re-created makeup looks as celebrities walked the red carpet. The videos were then turned into GIFs and uploaded to L'Oréal Paris' Twitter, Instagram and Tumblr pages, and included e-commerce links to shop the looks.

L'Oréal Paris also ran a large ad on the homepage of the E! Network, a longtime stalwart of red carpet coverage, during the Globes that presented its own elaborate second-screen experience, complete with three different red carpet views, a Twitter feed, and streaming fashion commentary, to draw traffic during the show. The ad invited visitors to "own the red carpet" and "shop the look" with a link to a dedicated Amazon store.

Social teams from L'Oréal Paris set up what it called "**A SHOP-PABLE SOCIAL COMMERCE CENTER**" in a studio in New York, working with eight style influencers and five models to generate social content in real time during the TV broadcast.



2015's
Golden Globes
Generated **2.6**
MILLION TWEETS

L'Oréal Paris pointed to data from the 2014 Golden Globes as the driver for this year's social push:

L'Oréal Paris launched its Tumblr page with the #L'OréalParisLive campaign last year, which claimed to control 80% of beauty-related Twitter chatter, generating 21.8 million impressions and 234,000 engagements.

Capitalizing on

“The Moment” in the Media:

What’s the Strategy?

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As the previous example illustrates, there’s more opportunity than ever for enterprising beauty brands to use the red carpet to their best advantage—but executing successfully while millions are watching requires significant planning. As in fashion, beauty brands need to be ahead of the trends—but how?

Prepare in advance.

For example, chances are there will always be at least five wavy hair looks on the red carpet. Therefore, a beauty brand might have an expert stylist/influencer provide five quotes about why wavy hair is a great red carpet look before the show to tweet or post them while a wavy-haired starlet is being interviewed—or collaborate with a magazine’s website on a flipbook of the night’s best “hair moments” after the show.

1 Think instructively.

Translating a red carpet look into something that the average viewer can easily recreate every day is paramount. Creating a way to transform a key beauty “moment” into a user-friendly how-to is crucial.

2 Use brand ambassadors to drive the social conversation.

The celebrity-culture phenomenon shows no signs of abating anytime soon—all the more reason brands should be covering their own ambassadors on the red carpet. For example, to drive the conversation on social media and offer coveted insider, “behind the scenes” access, COVERGIRL might follow Katy Perry from the moment she arrives at the MTV Video Music Awards until she leaves the last after-party. And CG could start building buzz early by hiring a well-known beauty vlogger, such as Melisa Michelle, to post a pic or video on Instagram of Katy getting her makeup done before the steps onto the red carpet.

3 Cultivate a clear and consistent voice.

What’s the secret to the success of any red carpet moment? It has to happen in real time, be straightforward, and can’t feel too “branded,” or seem too blatantly like an advertisement—consumers like brands that communicate their messages honestly, with a distinct point of view. Also, younger generations gravitate toward brands that take risks and that aren’t afraid of a little controversy, so beauty brands shouldn’t be afraid to be bold.



The New Look of the Red Carpet

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when stars make a splash, they're not afraid to do it in head-turning style.

For beauty brands to be truly relevant on the red carpet, they have to keep a finger on the pulse of how looks have evolved, so they can set the trends to come. Red carpet beauty is no longer about matching red lips to red dresses, as in the days of Old Hollywood; instead, makeup and hair are becoming lighter, easier and more modern. Forget intricate chignons—now you're more likely to see beachy waves paired with an incredible couture gown. What's the name of the game on the big night? To look like the "cool girl" who isn't trying too hard.

That said, when stars make a splash, they're not afraid to do it in head-turning style. Kerry Washington made headlines this past fall with her bright aqua-blue eyeliner, while supermodel Joan Smalls created buzz by taking a page out of Rihanna's beauty book and wearing electric-purple lipstick to the Metropolitan Museum of Art Costume Institute Gala, one of fashion's biggest nights (with a red carpet to match).

After the “Mani Cam”:

The Next Wave of Beauty Opportunities

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Having a stand-alone presence on the red carpet itself is another fail-safe way a beauty brand can creatively capitalize on the red carpet experience. At the 2012 Emmys, E! revolutionized red-carpet coverage—and perhaps unwittingly gave beauty brands a prime marketing opportunity—with the introduction of the “mani cam,” which offered nominees the chance to showcase their manicures on a mini red carpet (complete with a mini hedge and a mini E!-branded step-and-repeat). Judging from the mani-cam’s enduring popularity, there are a host of other “glam cam” opportunities that a beauty brand could sponsor (or co-sponsor), such as:



The Kiss Cam

Celebrities would be invited to “kiss” a clear screen to showcase what lipstick they’re wearing.



What's in the Bag?

Touch-up Cam



Hair Cam 360

A full-circle look at stars’ hairstyles on the big night, very similar to the 360-degree fashion cam featured on E!’s red carpet coverage.

People are innately curious, and always eager to see what makeup the stars use: eye-shadow palettes, lipsticks, concealers, etc. So what better way to satisfy their curiosity than by asking them to reveal the beauty products they can’t leave home without by allowing the camera to peek into their evening bags? It’s another winning—and easily executed—example of coveted “insider access.”

Complete with a mirror on the red carpet where stars can touch up their makeup before they pose for the paparazzi, a touch-up cam would be a way for viewers to relate to the stars—after all, everyone wants to look their best before having their picture taken, no matter who you are.

Beauty Influencers to Watch

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As social media proliferates, the power of online “influencers” continues to grow. By aligning with a well-known beauty blogger or vlogger, or a press-friendly celebrity makeup artist, on the red carpet, beauty brands can up their game—and raise their profile as an “in the know” player. Some of today’s hottest beauty celebrities include:

Nick Barose

A celebrity makeup artist who got his start as an assistant to the legendary Kevyn Aucoin, Barose beautifies clients like Scarlett Johansson, Lupita Nyong'o and Lindsay Lohan. His brutal honesty has occasionally courted controversy but has also won him a loyal following among legions of fans.



Mario Dedivanovic



Widely recognized for both his top-tier editorial work and celebrity clientele—which includes Jennifer Lopez, Kim Kardashian and Christina Aguilera—makeup artist Dedivanovic has over 600,000 Instagram followers and is regularly in high demand for his red carpet looks.

Jen Atkin

With a roster of clients that includes Jennifer Lopez, Gwen Stefani, Katy Perry and Sofia Vergara, hairstylist Atkin is one of the most sought-after talents in the business.



Melisa Michelle



Alyssa Wallace

Another beauty vlogger with signature style, Wallace is known for her easy-to-follow how-to videos on her YouTube channel, Alyssa Forever.



A top beauty vlogger, Michelle regularly garners tens of thousands of views with her YouTube channel beauty tutorials, and she boasts well over 100,000 Instagram followers.