

Estée Lauder Double Wear Stay-in-Place Makeup

Background

Estée Lauder Double Wear Stay-in-Place Makeup, the #1 Foundation in the US, is a matte foundation that looks flawless and natural, feels lightweight, and is durable with **24-hour staying power**. The oil-controlling and oil-free formula unifies uneven skin tone and covers imperfections with buildable, medium to full coverage.

Estée Lauder is looking to partner with a select few creators who can integrate Double Wear into a video that's **relevant to the theme of confidence**. This can be brought to life through more emotional storytelling on how confidence acts as the foundation for the creator's life, their professional ambitions, etc. The content should feature Estée Lauder Double Wear Stay-In-Place Foundation and how it helps to provide the same confidence in their skin as they have in themselves, their career, and their future. Overall, content should be entertaining and feel organic and elevated.



Video Production Requirements

Video Type: Integrated (The product/brand must be first introduced in the first half of the content and should be integrated into at least 25% of the video, or at least 3 minutes of the content (does not need to be a continuous 3 minutes).)

Creative Concept: Overall video take-away should exude confidence (ex: Favorite Makeup Look, Me Day, etc)

Visuals: You must show full application process. Demonstrate the power of Double Wear SIP through toughest conditions, lifeproof moments and claims – driving consumer consideration.

- Shoot in a well - lit area with a clean backdrop. Example [HERE](#).
- No distracting colors on wall, clothing, or nails. No animal print or animals in the content.

Talking Points:

- *Feature Placement: Creator should introduce the product within the first 1-2 minutes of video and showcase product usage/messaging. Must show product packaging, clearly and visibly as well as the name of their shade – both name and number. Example: 2N1 Desert Beige.*
- FTC verbal disclosure prior to :30
- Speak to a minimum of 3 the Double Wear Benefits that are authentic to your skincare needs:
 - Lightweight; 24 Hour Wear. No Touchups Needed; Transfer, sweat- and humidity- resistant; Buildable medium to full coverage; No settling into pores; Shades for all skintones; Available in over 55 shades; Controls oil and shine; Non-acnegenic; Lightweight; Oil controlling
- Estée Lauder Double Wear Stay-in-Place Makeup not only has a breadth of shades, but stays color true for 24H, and has a lightweight, cashmere matte finish that's oil-controlling, oil-free, sweat and humidity proof, won't cause breakouts or clog pores
- **CTA: Shop Now and be sure to find your perfect shade by using [Estée Lauder's Virtual Try-On Tool on EsteeLauder.com](#)**

Campaign Deliverables

- **Creator must go online to get shade matched with the Estée Lauder's Virtual Try-On Tool on EsteeLauder.com**
- **1x Integrated Video including branded integration (min 3 minutes in length)**
- **Creator will follow Google provided instructions for verbal and written FTC disclosure.**
 - Show **no other brand logos or trademarks**.
 - Tag **SEO keywords** to the video (keywords provided by YTBC)
 - No cursing, profanity, nudity or mature adult content
 - **Video to remain live** on Creators' channel for at least 6 months
- **Please ensure your video complies with [Creator Best Practices](#) and is free of 3PIP**
 - *Video cannot include any products from the following brands: Lancome, IT Cosmetics, Too Faced, Nars*
- **1x Social Media Post** on IG, FB, or TW (preferably IG) driving to the longform YT Video
- **Remarketing** by connecting your channel to Estée Lauder YouTube account for 6 months (Channel ID provided by YTBC)
- **Shopping Shelf** for the first 30 days the video is live, which requires ads to be turned off
- **Creative Asset Rights** select Creators will be chosen for further promotion. In this event, Estée Lauder will amplify the video across Google Ad platforms with :6s and :15s cut downs for 6 months

Production Timeline

- Creator Contracting: **Due 72 after outreach**
- Shipping Address + Shade Name/Number: **Within 48 hours once confirmed for campaign**
- Creative Overview: **Due on confirmation to participate**
- Video + Social Media Post Submission Date: **By May 6th**
- Video Edits: **Within 24 hours of receiving editing notes**
- Video + Social Media Post Live Date: **Content must be live as soon as approved**