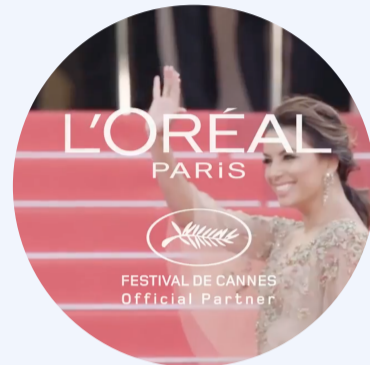


L'Oreal's Marketing Goals For This Campaign:



L'Oreal, in coordination with its sponsorship of the Cannes Film Festival, wanted to increase awareness of its red carpet-worthy lipstick options among fashion-savvy women of a variety of skin tones.

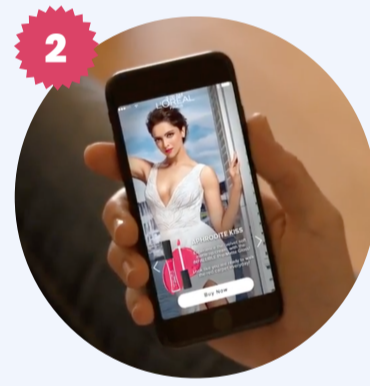


L'Oreal's Campaign Overview:



L'Oreal partnered with actress Deepika Padukone as their brand spokesperson. The star of over 30 films, Deepika is the highest-paid female celebrity in India and was one of Time's 100 most influential people in 2018.

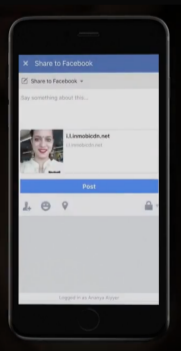
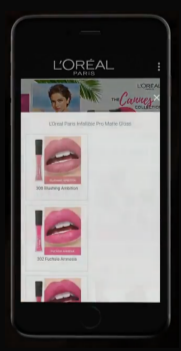
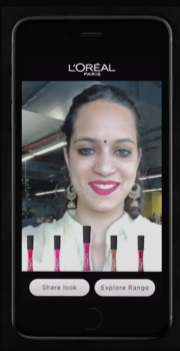
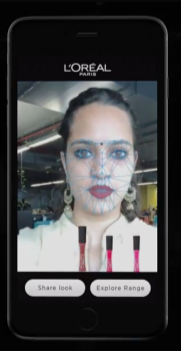
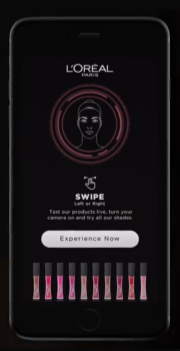
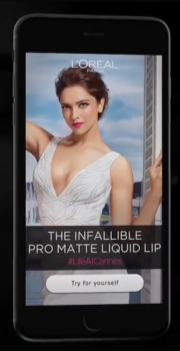
Not only was Deepika an ideal spokesperson for the fast-growing South Asian market, but she helped to highlight how L'Oreal was committed to multiculturalism and providing beauty products for people with a variety of skin tones.



To bring an in-store experience to mobile, L'Oreal leverages a unique VR focus with their mobile advertising campaign. When fashionistas clicked on ads, they saw a screen that asked them to film their face.

Using artificial intelligence, the ad then mapped the contours of the person's face and made strategic product recommendations. Through virtual reality, the ad showed the user what they would look like with all of the different colors on them, allowing them to virtually try them out before buying.

The Experience:



Campaign Results:

710,000

Users In 20 Days

2.43M

Impressions

81%

Visit Rate From Creative To Mobile Website

19K

Clicks

60 Seconds

Time Spent With The Ad

3X

Time Spent Within Ads Was 3x Greater Than Industry Standards