

LET INNOVATION
TAKE OFF!

L'ORÉAL
BRANDSTORM
2015

THIS YEAR WITH
L'ORÉAL
Travel Retail

WWW.BRANDSTORM.LOREAL.COM
Turning ideas into products since 1992.



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L'ORÉAL

A THRILLING EXPERIENCE A CULTURE OF EXCELLENCE CAREERS.LORÉAL.COM



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tail







Launch - BA Education



- Podiums
 - Male promoters
 - Easily approachable by men
- Stores
 - Careful approach – assistance to find products
 - Suggestions through lifestyles and special products



The Gift
LANCÔME



Year 1

YouTube



“Make the woman
in your life happy”

- Video campaign “Like and share and win a romantic getaway for two to Paris”
- Shared by women, viewed by men
- Download the app for your next trip



The Gift Touch
LANCÔME
PARIS

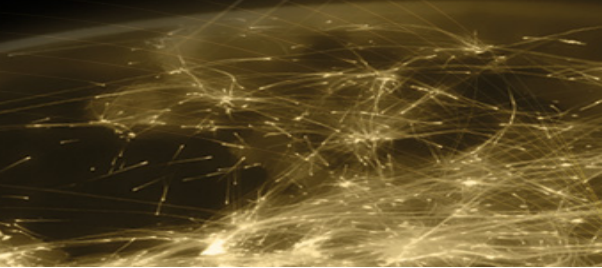


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L'ORÉAL
ANDSTORM



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- Analysis
- Our solution
- Implementation Strategy
- Digital Marketing Campaign

“What I found interesting is how women tend to be more focused on people while men act almost as if they are dealing with an ATM machine. In fact, they want to deal with an ATM machine. They really don’t want to deal with a person” Wharton marketing professor Stephen J. Hoch

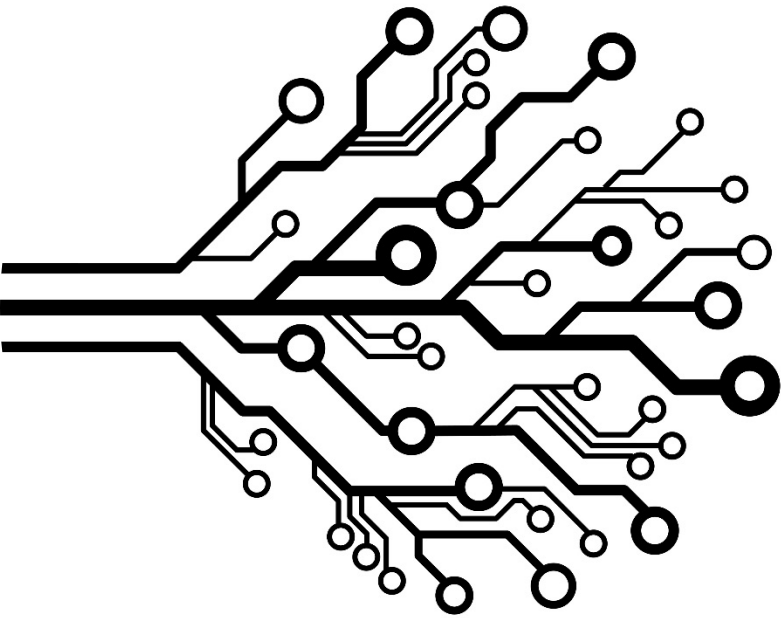


The Gift Touch

LANCÔME
PARIS

LANCÔME 
PARIS

The system



- Part of a bigger system
- Gift for yourself or for others
- Login - international database
- Decision tree
- Questions
- Lifestyles

Product Proposition



- Pillar and Star Products
- Propositions based on Lancôme 3 axes (fragrance, skin care and make-up)
- Seasonal Packs
- Localized: supports multiple languages



Channels



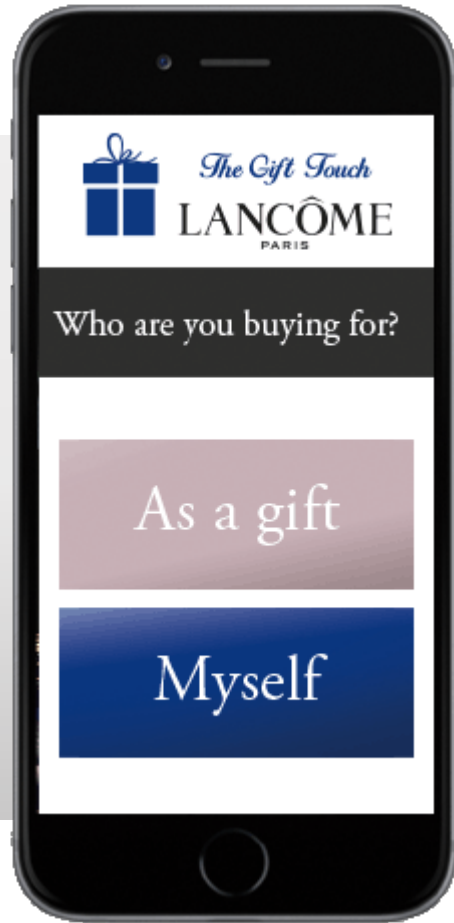
- In store touch screen system
 - Comfortable gift station
 - User friendly interface
 - BA's support
- Mobile phone application
 - Shopping list proposition
 - Profile and wishlist



The Gift Touch App



Homepage



Questions



Lifestyles



Propositions

*Implementation
Strategy*



Retail Design - Did you buy your gifts yet?



- Visible and easy access
- Efficient and user friendly interface
- Easy to implement in any sized stores



-> QR codes next to every screen to download the app



Launch - Retail Animation



*Main goal is to promote
The Gift Touch*

- Elegant colors
- Technology is clearly visible
- Gift buying visible



Launch - BA Education



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Launch - Co-operation with airlines



- Lounges
 - Promoters during peak hours
 - The Gift Touch on Wi-Fi opening page
- Tickets
 - QR codes
- Banners on web pages and in-flight magazine



Digital campaign

Make the woman in your
life happy

Video commercials via Facebook and
Youtube

Beauty is happiness

Twitter campaign

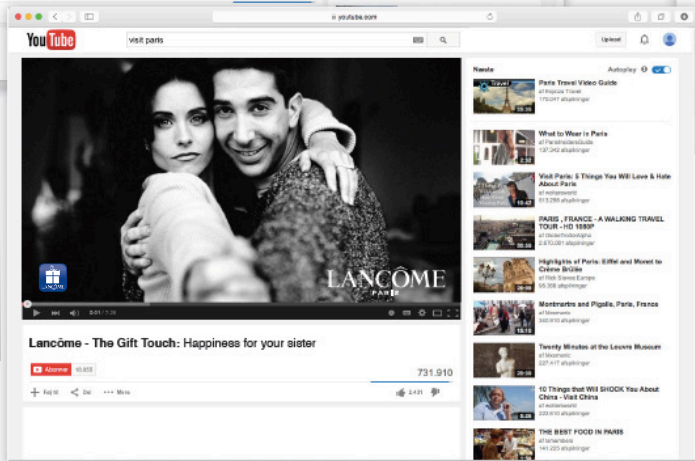
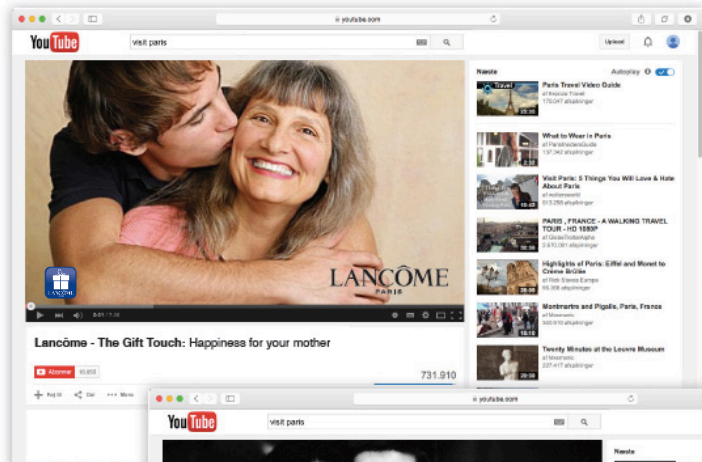
YEAR 1

YEAR 2



The Gift Touch
LANCÔME
PARIS

Year 1



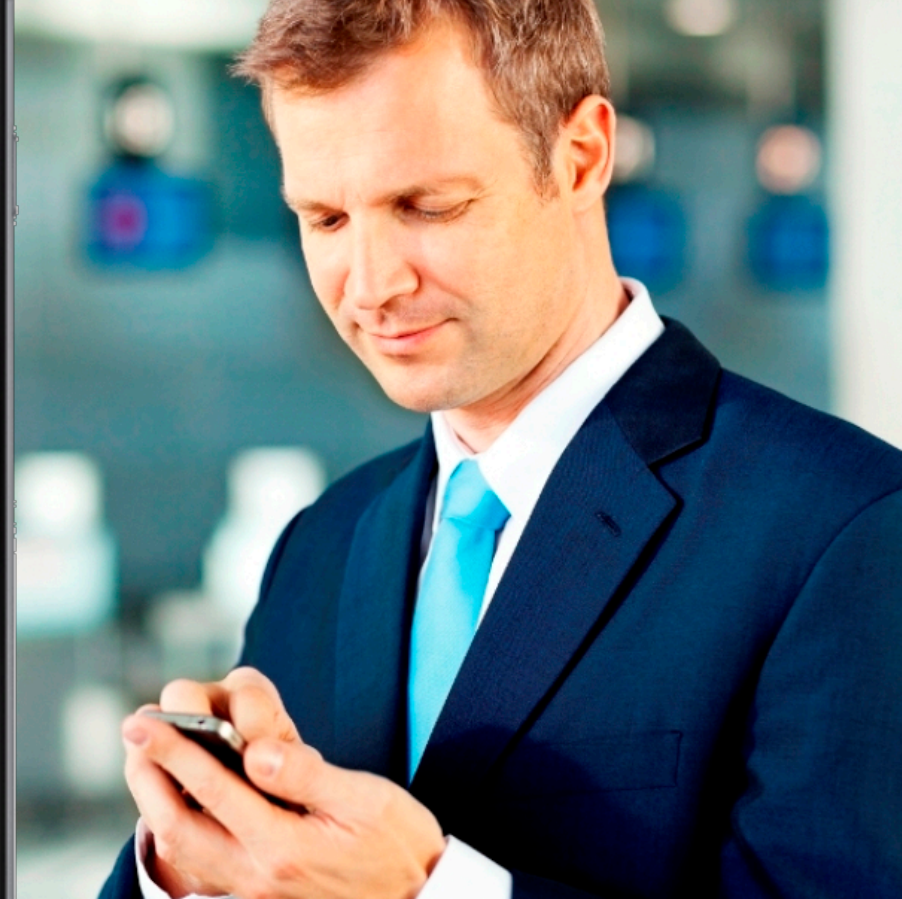
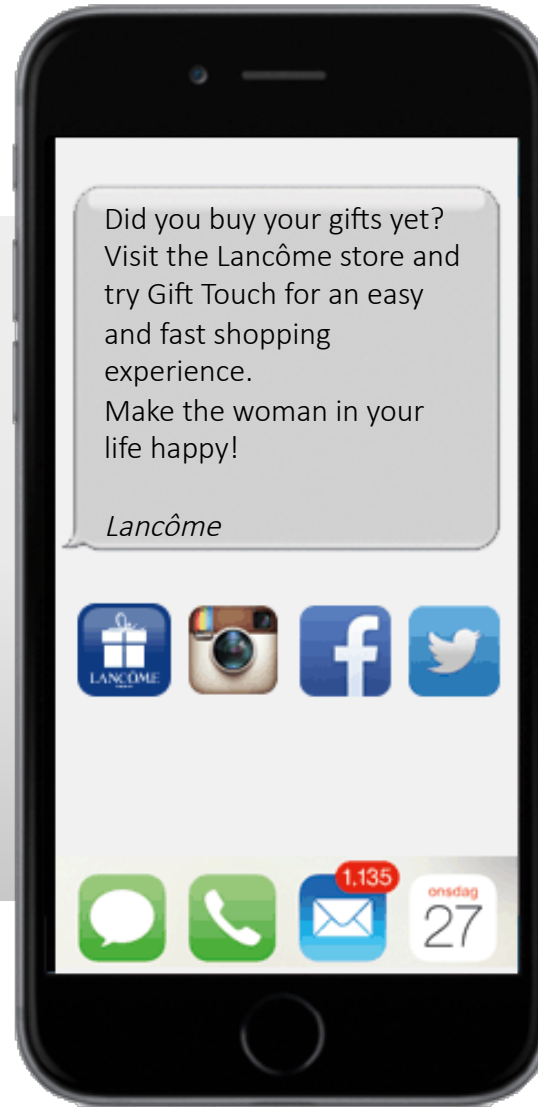
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Meanwhile in the airport

- Increases awareness while in the airport
- Increases traffic to the store
- Enhances the use of Gift Touch



Year 2

#beautyishappiness



LANCÔME
PARIS



DISCOVER THE BENEFITS OF
THE LANCÔME WORLD.
Visit your local Lancôme store and
pick up your gift sample.

LANCÔME
PARIS



A woman is most beautiful when she is happy. Share this moment with your friends and be an advocate of love and happiness together with Lancôme. #beautyishappiness



Anca Agapi @AgapiAnca



Follow

Just got home and saw the most wonderful fragrance, La Vie Est Belle, on my bed accompanied by a memorable card
[#beautyishappiness](#)

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The Gift Touch
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Benefits for the Lancôme Brand

- Strengthen Lancôme's brand image and position as an advocate for love and happiness
- Engage with men to reach more women
- Create customer loyalty for new users
- Adapt to the future trends of airports and retail
- Become the leader in retail innovation





The Gift Touch, men's new best friend to make the women they love happy

