

L'ORÉAL PARIS

Taking Winter Beauty to New Heights

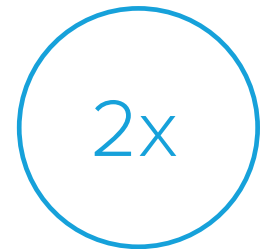
L'Oréal Paris ran a winter-themed ad campaign on Instagram in Canada to raise awareness and tell their story. In bold, vividly colored photographs the campaign helped increase both recommendations and ad recall with the cosmetic company's target audience.



lift in
recommendations
among W25-49



lift in ad recall



nielsen's average
for online
advertising

STORY

Because You're Worth It

L'Oréal Paris is a total beauty care company that combines the latest in technology with the highest quality for the ultimate in masstige beauty. The brand's signature phrase "Because You're Worth It" represents its mission: to help every woman embrace her unique beauty while reinforcing her innate sense of self-worth.

GOAL

Dare to Stand Out

L'Oréal Paris aimed to drive awareness of its new cosmetic line named Infallible, as well as increase recommendations and ad recall with their target audience: female aged 18-49.

SOLUTION

Go Bold or Go Home

L'Oréal Paris posted sponsored photos targeted to females in Canada over a four-week period. These photo ads showcased L'Oréal Paris cosmetics on models in a snowy outdoor shoot in Whistler, Canada. With a soft color palette punctuated by deep reds and purples, the eye-catching series encouraged women to "Dare to stand out from the crowd this winter" and "Take winter beauty to new heights".

The ad creative had a significant impact on brand awareness with their target audience, including a 7-point lift in recommendations among 25-49 age group. The campaign also generated a 14-point lift in ad recall compared to the control group—more than twice Nielsen's average for online advertising. While ad recall was fairly consistent across age groups, a notably higher lift was observed in ad recall among the 25-49 age group.

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We know that consumers are highly active on mobile, so we decided to test Instagram as a means to stand out in the eyes of our target audience. We are pleased with the lift our campaign generated in both ad recall and recommendations, and we will definitely be adding Instagram to our marketing mix in the future.

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Hugo Thibault
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