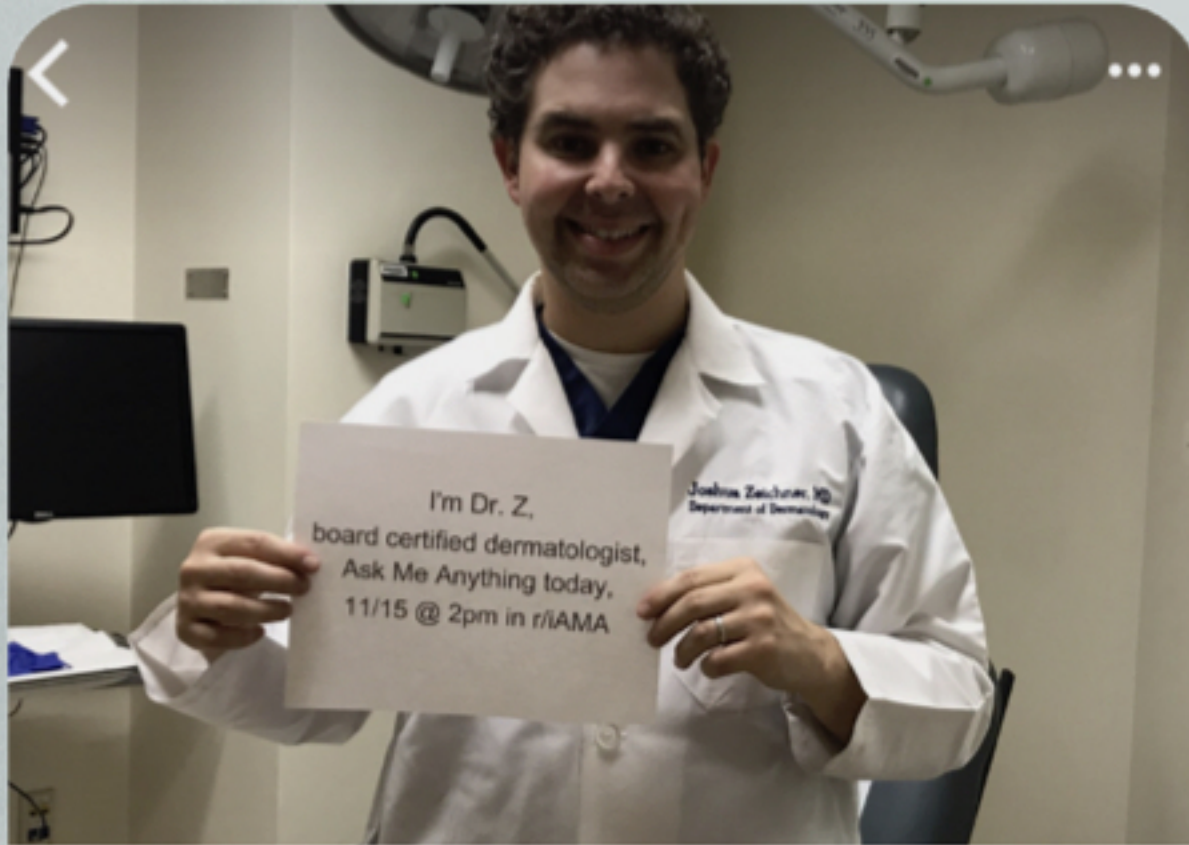


L'Oreal builds love in Reddit communities

L'ORÉAL



r/IAMA
u/JoshZeichnerMD • 13d

I am Dr. Josh Zeichner, a board certified dermatologist and acne expert in NYC. I've partnered with La Roche-Posay, a #1 acne brand in Europe to answer any acne skincare questions.

MEDICAL

My name is Josh Zeichner. I am a board certified dermatologist and acne expert in NYC. A dermatological skincare brand, [La Roche-Posay](#) has invited me to host this AMA since acne continues to plague 40 million Americans every year, with a

31 115 Share

The Story

L'Oreal partnered with Reddit to promote their La Roche-Posay Effaclar product line among the most passionate skincare and beauty enthusiasts on the web

The Strategy

L'Oreal tapped into our robust beauty and skincare communities by asking Redditors to share their best skincare advice. They also gave users the chance to ask their questions through a Promoted AMA with a board-certified dermatologist. By engaging with these beauty enthusiasts and bringing value to their communities, L'Oreal saw significant lift for their La Roche-Posay Effaclar product line.

PROMOTED · u/LaRochePosayUSA 1 year ago from laroche-posay.us

Hey Skincare Addicts of Reddit, La Roche Posay here. What's the most helpful skincare advice you've ever received? We're giving out Reddit Gold to our favorites.

54 Comments Share Save Give Gold ...

ebolalol 2 points · 1 year ago 🏆

Simplify your routine - gentle facewash and moisturizer to start. Then work from there to create your ideal skincare routine if needed (as in, you may not even need more than a gentle facewash, moisturizer, and SPF).

20%

Brand awareness lift

6x higher than industry norms

10%

Brand favorability lift

4x higher than industry norms

9%

Purchase intent lift

3x higher than industry norms

