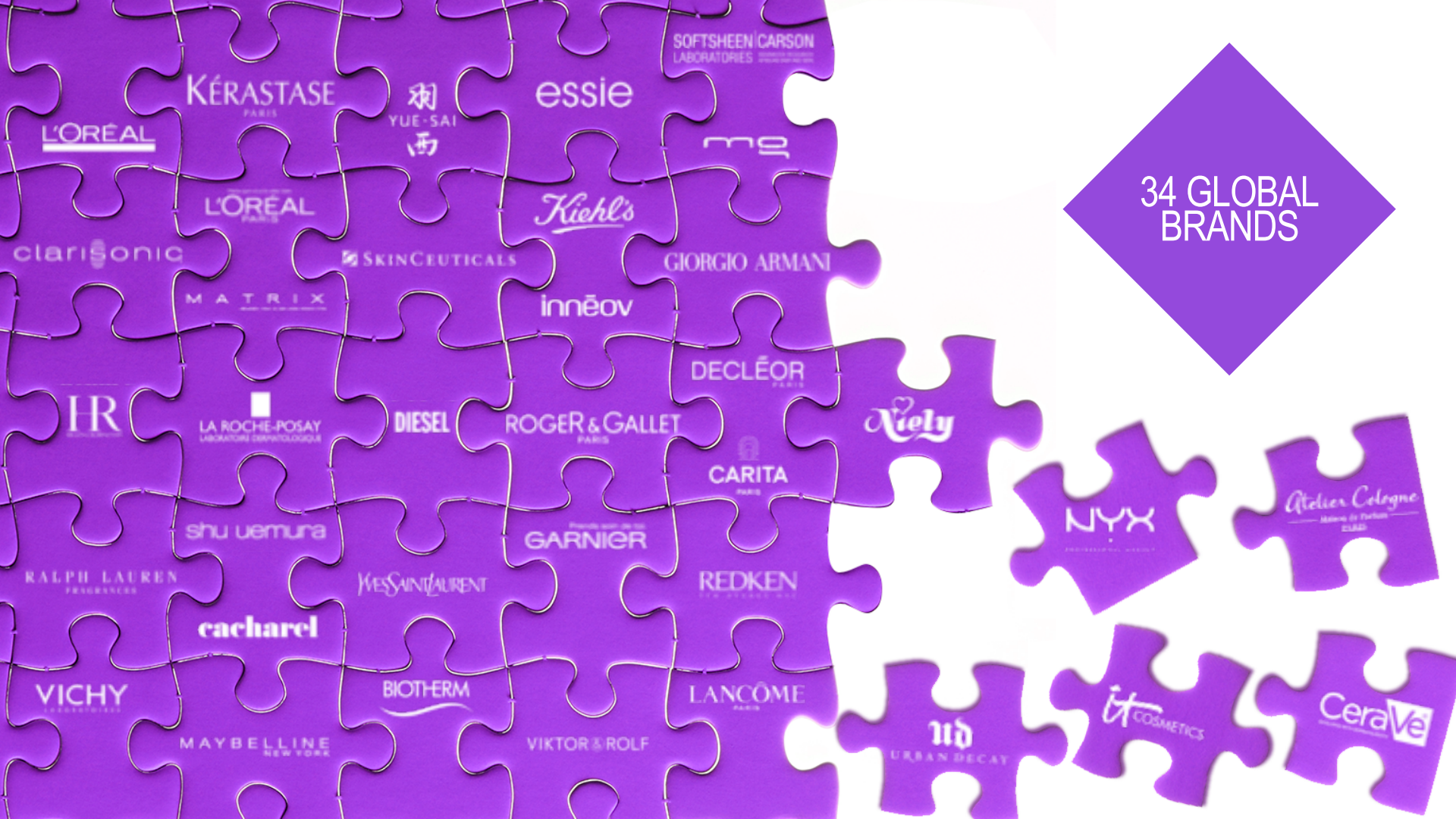




digital & beauty
the perfect match

Axel Adida – Digital COO

L'ORÉAL®



34 GLOBAL
BRANDS

KÉRASTASE
PARIS

YUE-SAI
西

essie

SOFTSHEEN | CARSON
LABORATORIES

L'ORÉAL

mg

L'ORÉAL
PARIS

Kiehl's

SKINCEUTICALS

GIORGIO ARMANI

clarisonic

MATRIX

innéov

DECLÉOR
PARIS

HR

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

DIESEL

ROGER & GALLET
PARIS

Niely

CARITA
PARIS

shu uemura

GARNIER

NYX
PROFESSIONAL MAKEUP

Atelier Cologne
Parfums de Paris
ESSENCE

RALPH LAUREN
FRAGRANCES

YVES SAINT LAURENT

REDKEN

cacharel

BIOThERM

LANCÔME
PARIS

VICHY
LABORATOIRES

MAYBELLINE
NEW YORK

VIKTOR & ROLF

UD
URBAN DECAY

it COSMETICS

CeraVe



PURE
PLAYER
IN BEAUTY

#1
BEAUTY
COMPANY
WORLDWIDE

L'ORÉAL

A GLOBAL
LEADER

34 brands

150 countries

26 billion €
sales in 2017

82,000 employees



L'ORÉAL



3 STRATEGIC PILLARS

UNIVERSAL

DIGITAL

SUSTAINABLE



OUR MISSION
BEAUTY FOR ALL

OUR STRATEGY
UNIVERSALIZATION

It's a Match!

**DIGITAL
FOOTPRINT**

1 Bn visits

250 M subscribers

38 % digital media

+33,6 % eCom Growth

8 % eCommerce sales

1997

2015



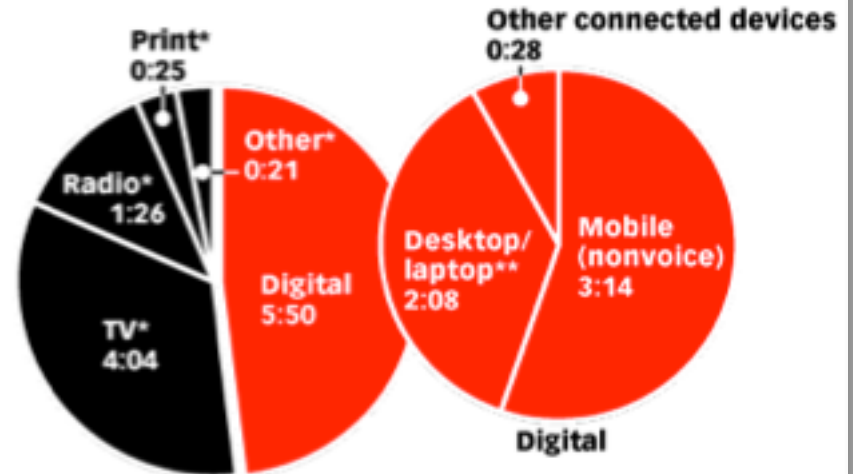
LANCÔME
PARIS



2017
A TIPPING POINT
OF ATTENTION
TO DIGITAL

Average Time Spent per Day with Major Media by US Adults, 2017

hrs:mins



Total per day=12 hours 7 minutes

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *excludes digital; **includes all internet activities on desktop and laptop computers*

Source: eMarketer, April 2017

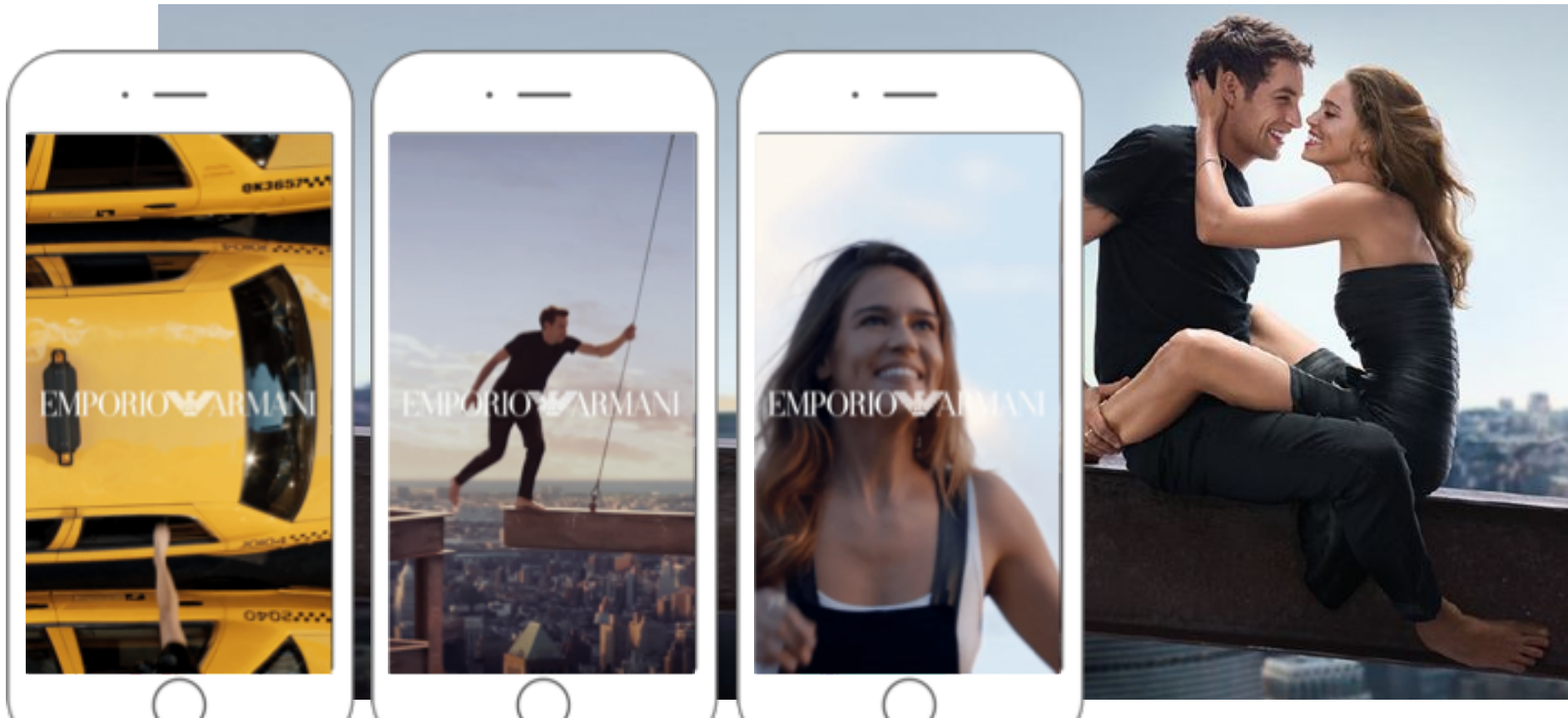


1972, Johanne Dusseau

SCENES FOCUS : LOOP & GIFS



SHORT LOOPABLE ADS HOOK THE NOW GENERATION

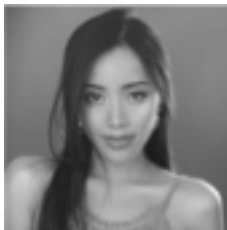




Filters ▼

About 79,700 results

Did you mean: **beauty bloggers**



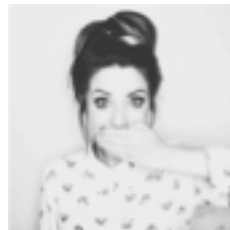
Michelle Phan

1.16bn views
8m subscribers



Dope2111

580m views
3.3m subscribers



Zoella

539m views
9m subscribers



Bethany Mota

763m views
9.3m subscribers



BubzBeauty

390m views
2.9m subscribers



M&Ms Make-up Tutorial for Kids by Emma (6 year old) Makeup for kids



KittiesMama 



S'abonner

1 355 112

2 309 309



Ajouter à



Partager

... Plus



7 584



1 250



beauty

Google Search

I'm Feeling Lucky

About 1,520,000,000 results (0.60 seconds)

5 billion searches a year

www.byrdie.com/best-beauty-blogs-2014 ▾ Traduire cette page

2 juil. 2014 - **Beauty** fanatics know that when you stumble upon a **blog** that speaks to you, it's akin to finding a soulmate— you know that euphoric feeling of, ...

45 billion videos viewed

fashionista.com/.../10-most-popular-beauty-youtube-... ▾ Traduire cette page

27 nov. 2013 - And the most viewed **beauty videos** EVER on YouTube are...

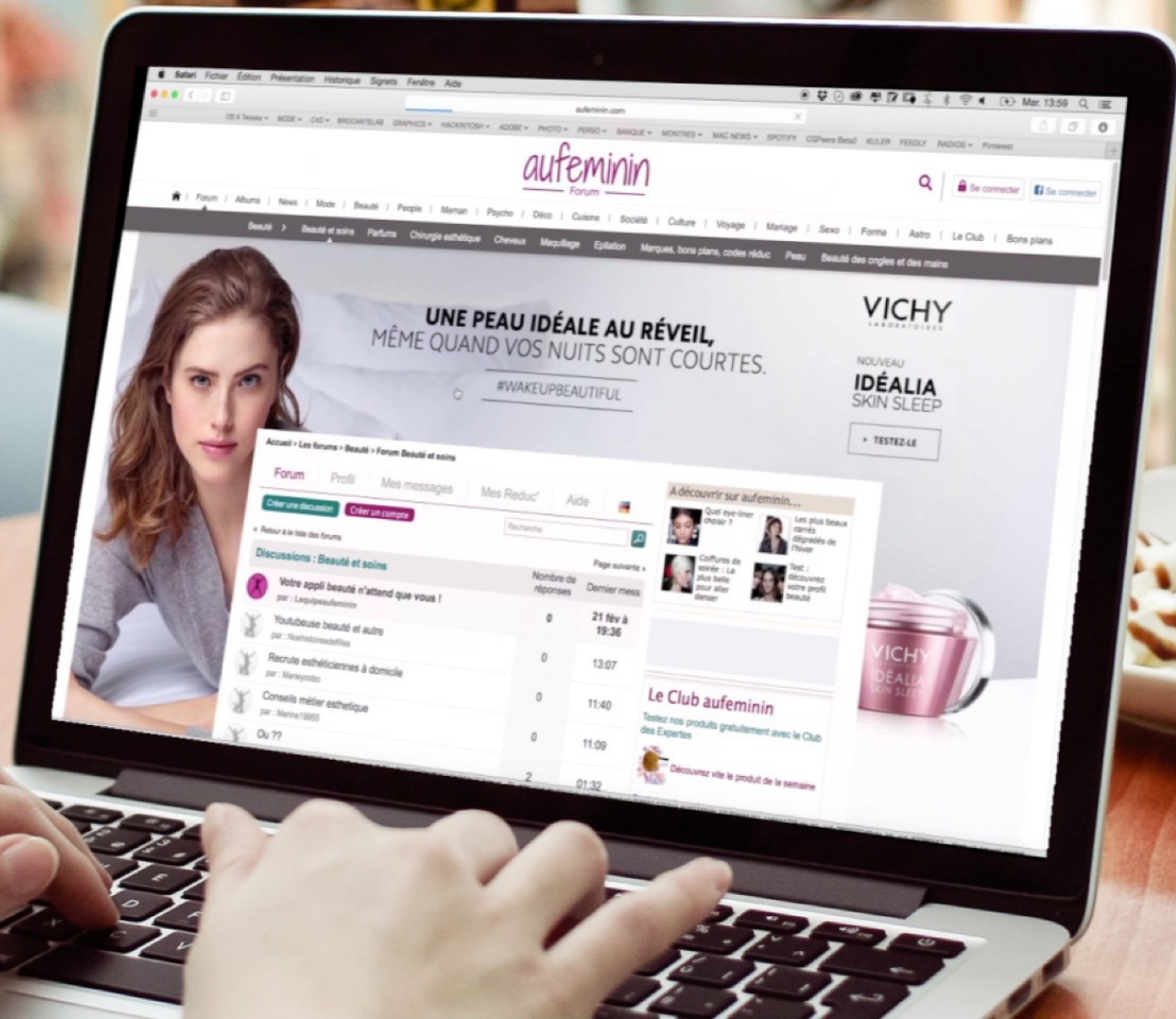
A woman with dark hair in a bun, wearing a white top and a black bag, is smiling and looking at her smartphone. She is standing in a cosmetics store, with shelves of various beauty products visible in the background. The shelves are labeled with product names like 'COULEUR', 'INFALLIBLE', 'GLOSS BAR', and 'EAU DE TEINT'. There are also promotional signs on the shelves, including one for 'THE 1ST LIVE MAKEUP TOOL' and another for 'GLOSS BAR'. The text 'Gain information about products' is overlaid on the right side of the image, with a line pointing to the woman's phone.

**Gain
information**
about products

A woman with brown hair in a ponytail is sitting on a grey couch, looking at a laptop on her lap. The background is a blurred indoor setting. Large black text '80%' is overlaid on the image.

80%

find out
about products
online





SINGLES'
day

NOV

11

SINGLES'
DAY

mg
magic moment
美即面膜



00:23

Guangdong
(province of China)

1st delivery !
Miss Fang receives
her MG mask

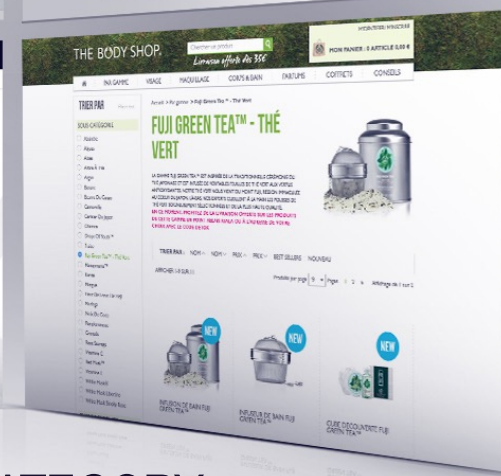
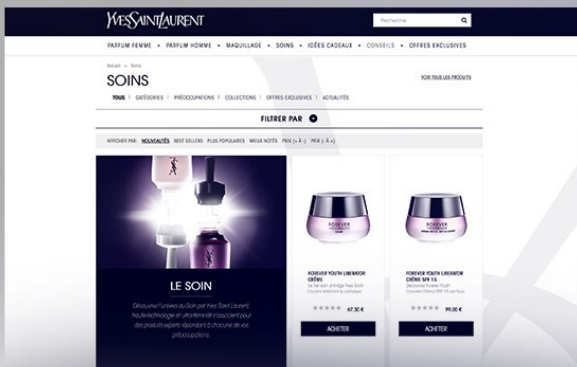
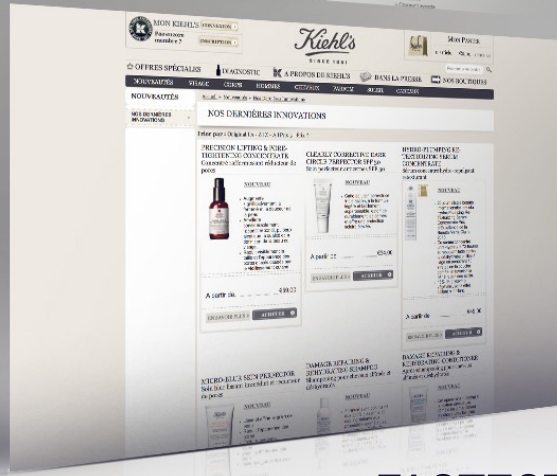
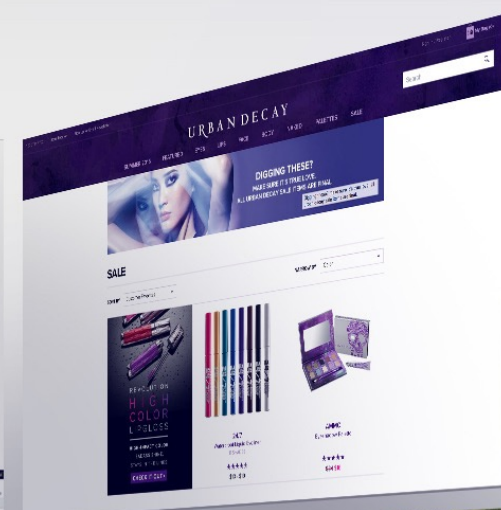
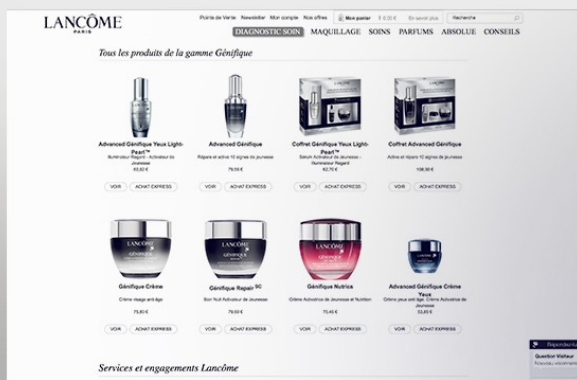
升级
UPGRADE
甘菊舒缓面膜

调理肌肤 舒缓减压
Chamomile Soothing Treatment
Pressure-relieving & toning

补海
大洋
冰

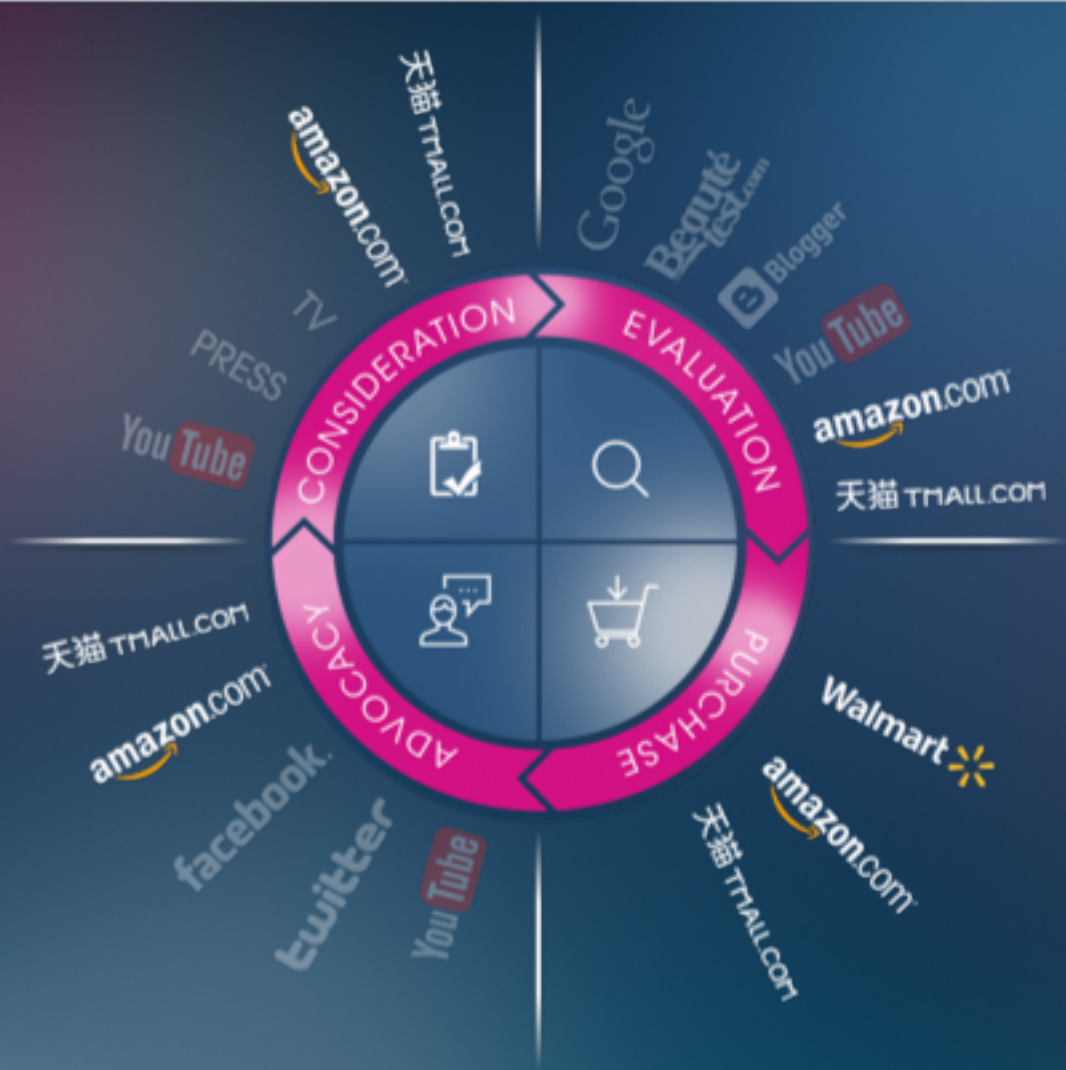


11 MILLION
MASKS SOLD



FASTEST GROWING ECOMMERCE CATEGORY







MAGNITUDE AND SPEED OF PRODUCT & IMAGE DATA

PIM

RETAILERS

PRODUCT DATA AND PACKSHOTS

DAM

COUNTRIES

ASSETS (PACKSHOTS AND COMMUNICATIONS)



