

L'Oréal New Product Launch - Social Media Creative Brief

Campaign Overview

Platform: Instagram

Campaign Duration: 4 weeks

Objective: Drive awareness and trial for three new L'Oréal product launches

Target Audience: Beauty enthusiasts, ages 25-45, interested in premium skincare and makeup

POST 1: Revitalift Triple Power Anti-Aging Serum

Creative Concept

Headline: "Turn Back Time in 30 Days"

Key Message: Clinical results meet luxury skincare with visible anti-aging benefits

Visual Direction

- Hero shot: Elegant serum bottle with golden lighting
- Before/after transformation imagery (models 35-50 years old)
- Clean, minimalist background with subtle L'Oréal branding
- Color palette: Deep blues, gold accents, white space

Copy Points

- "New Revitalift Triple Power Serum with Pro-Retinol + Vitamin C + Hyaluronic Acid"
- "Clinically proven to reduce fine lines by 47% in 4 weeks"
- "Because you deserve to look as young as you feel"
- CTA: "Try it risk-free for 30 days"

Content Specifications

- **Format:** Single Instagram image post
- **Copy Length:** 150-200 characters (with line breaks for readability)
- **Hashtags:** #LOrealParis #AntiAging #SkincareThatWorks #NewLaunch #BeautyRoutine #SelfCare #AntiAgingSerum #GlowUp

Social Media Image Asset Request

- **Dimensions:** 1080x1080px (Instagram square format)

- **Primary Elements:**
 - Hero product shot: Revitalift Triple Power Serum bottle (center-positioned)
 - Elegant gold gradient background with subtle texture
 - Key benefit callout: "47% reduction in fine lines" in modern sans-serif font
 - L'Oréal Paris logo (bottom right corner)
 - Age range indicator: "Clinical results for 30+ skin"
 - **Typography:** Primary headline in Montserrat Bold, supporting text in Lato Regular
 - **Color Scheme:** Deep navy (■ #1B2951), gold accent (■ #D4AF37), white (□ #FFFFFF)
 - **Additional Elements:** Subtle before/after split overlay, scientific molecule graphics
 - **Instagram-Specific:** Ensure text elements are readable on mobile, maintain visual impact at small sizes
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POST 2: True Match Lumi Glow Foundation

Creative Concept

Headline: "Your Perfect Match Just Got Better"

Key Message: Inclusive beauty with a natural, luminous finish for all skin tones

Visual Direction

- Diverse models (ages 20-40) showcasing range of skin tones
- Split-screen: natural lighting vs. enhanced glow effect
- Product shots showing shade range (minimum 8 different tones visible)
- Warm, natural lighting with golden hour aesthetic

Copy Points

- "Introducing True Match Lumi Glow - now in 45 shades"
- "Lightweight coverage that adapts to your skin's natural undertones"
- "Glow that looks like you, only better"
- CTA: "Find your perfect shade match"

Content Specifications

- **Format:** Single Instagram image post
- **Copy Length:** 180-220 characters (optimized for Instagram engagement)

- **Hashtags:** #TrueMatch #InclusiveBeauty #NaturalGlow #FindYourMatch #MakeupForAll #Inclusive #FoundationMatch #LOrealParis

Social Media Image Asset Request

- **Dimensions:** 1080x1080px (Instagram square format)
 - **Primary Elements:**
 - Split composition: 4 diverse models showcasing different skin tones (left half)
 - Product lineup: 8 foundation bottles arranged in gradient order (right half)
 - Central messaging: "45 Shades. Your Perfect Match." in bold typography
 - L'Oréal Paris logo with "True Match" product branding
 - Inclusive beauty statement: "Beauty for Everyone" tagline
 - **Typography:** Primary headline in Avenir Next Bold, supporting text in Avenir Next Regular
 - **Color Scheme:** Warm beige tones ((#F5E6D3)), rose gold ((#E8B4A0)), white ((#FFFFFF))
 - **Additional Elements:** Skin tone spectrum bar, natural lighting effects, diversity icons
 - **Instagram-Specific:** Vibrant colors for feed appeal, clear product visibility for shopping tags
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POST 3: Elvive Total Repair 5 Overnight Serum

Creative Concept

Headline: "Wake Up to Transformed Hair"

Key Message: Professional salon results while you sleep with convenient overnight treatment

Visual Direction

- Time-lapse style imagery: evening application to morning reveal
- Focus on hair texture transformation (damaged to silky)
- Cozy, bedroom setting with soft morning light
- Product hero shot with key ingredients highlighted

Copy Points

- "New Elvive Total Repair 5 Overnight Serum works while you sleep"
- "5 problems, 1 solution: repairs damage, adds shine, controls frizz, strengthens, protects"
- "Wake up to salon-quality hair every morning"
- CTA: "Transform your hair routine tonight"

Content Specifications

- **Format:** Single Instagram image post
- **Copy Length:** 160-200 characters (with emojis for Instagram appeal)
- **Hashtags:** #ElviveHair #OvernightTreatment #HairTransformation #SalonResults #HairCare #BeautyRoutine #HairGoals #SleepAndGlow

Social Media Image Asset Request

- **Dimensions:** 1080x1080px (Instagram square format)
 - **Primary Elements:**
 - Day-to-night visual concept: Moon and sun icons in opposite corners
 - Hero product: Elvive Total Repair 5 Overnight Serum bottle (center focus)
 - Hair transformation showcase: Before/after hair texture comparison strips
 - Key messaging: "5 Problems, 1 Solution" with iconography for each benefit
 - L'Oréal Paris Elvive branding with "Overnight Serum" product name
 - **Typography:** Primary headline in Futura Bold, supporting text in Futura Medium
 - **Color Scheme:** Deep purple ((#4A154B)), gold highlight ((#FFD700)), soft white ((#FAFAFA))
 - **Additional Elements:** Sleep-themed graphics (moon, stars), hair shine effects, time progression indicators
 - **Instagram-Specific:** Eye-catching contrast for feed scrolling, product placement optimized for shopping features
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Universal Guidelines

Brand Voice

- Empowering and confident
- Inclusive and accessible
- Science-backed but approachable
- Aspirational yet attainable

Visual Standards

- Maintain L'Oréal's premium aesthetic
- Ensure diverse representation across all posts
- Use high-quality, professional photography

- Consistent logo placement and brand colors

Performance Metrics

- **Awareness:** Reach, impressions, brand mention lift
- **Engagement:** Likes, comments, shares, saves
- **Conversion:** Click-through rate, website visits, purchase intent

Budget Allocation

- 40% - Post 1 (Anti-aging serum - highest margin product)
 - 35% - Post 2 (Foundation - broad appeal)
 - 25% - Post 3 (Hair care - support category growth)
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Approval Process

1. Creative concept approval
2. Visual asset review
3. Copy and legal compliance check
4. Final campaign approval
5. Launch and monitoring phase