

L'ORÉAL
PARIS

The “Naturally Advanced” Line



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Casey McBride, & Dylan Skwira

THEN



NOW



Target Audience:

Young women, ages 18-34, who are interested in improving the look and feel of their hair while also saving the environment

Brand Position

The Naturally Advanced line is a *sustainable shampoo and conditioner* line that is available for a wide variety of hair types. Unlike other shampoo brands, L’Oreal Paris’ new products will provide *young women* with *relatively inexpensive and environmentally friendly* hair care products that are geared towards the specific needs of a variety of consumers. These products are not only cost effective, but they will *enhance the appearance* of the consumer’s hair while also *enhancing the environment around them*.

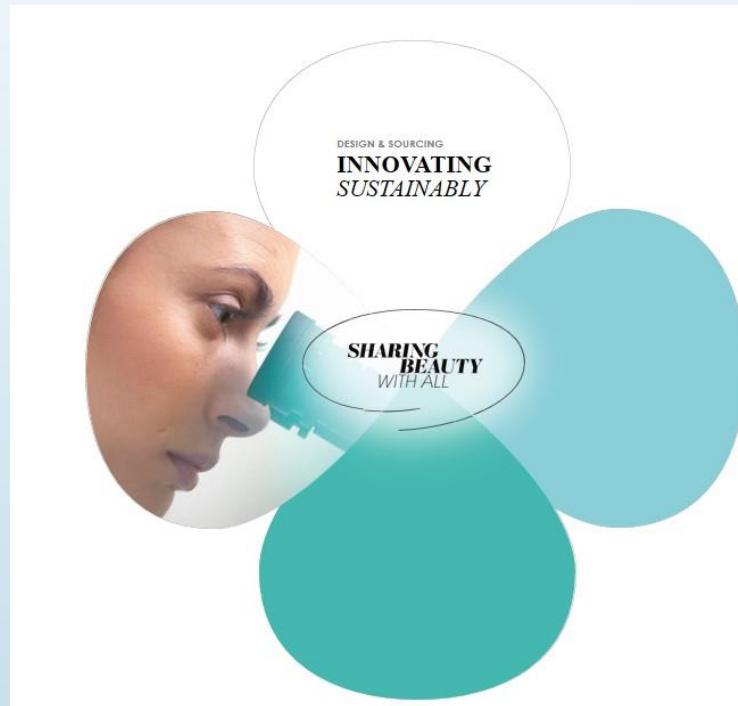
Campaign Objectives

- To establish brand awareness amongst 90% of the target market.
- Achieve first time purchases of 20-25% from our target market.
- Achieve “Naturally Advanced” sales of \$50,000,000 with twelve months.
- Establish brand loyalty for L’Oreal Paris.



Message Theme

“For the Beauty of the Environment”



DESIGN & SOURCING
**INNOVATING
SUSTAINABLY**
by 2020

100%
of our products demonstrate
an environmental and social
benefit

L'ORÉAL

13

SHARING
BEAUTY
WITH ALL

Support

- “Women and younger consumers report above-average purchasing of the majority of liquid body wash and bath products, as these demographic groups are typically more engaged in the beauty and personal care category as a whole.”
- “Younger shoppers are more influenced by what’s added to the product and what benefits it has to offer.”
- “87% of consumers aged 18-34 say they would be willing to pay a premium for green products.”
- “Income has a small effect on the willingness to pay extra for green products.”

Constraints

- Resistance of consumers
- The purchasing power of the young women
- Competitor’s products



Goals

- Brand recognition
- Create positive feelings toward the line
- Tell consumers about L’Oreal’s commitment to sustainability
- Allow consumers to sample the products
- Interact with the consumer
- Create brand loyalty





Budget

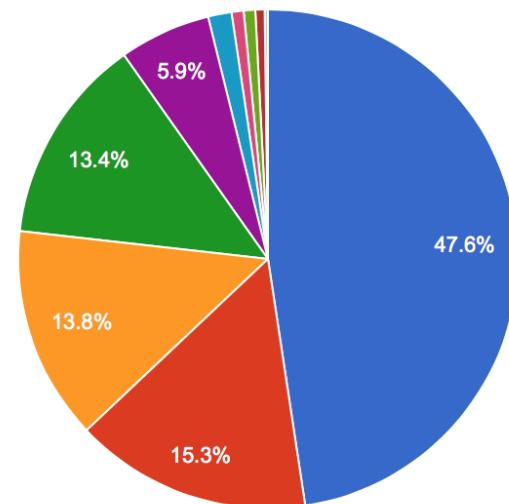
“Naturally Advanced” Line Budget

L’Oreal Paris - MEDIA SPEND BY CATEGORY

(Close)

CATEGORY	2013	2012	%GROWTH
Magazines	\$284,340,635	\$238,873,995	19.03%
Syndication	91,602,421	84,848,013	7.96%
Network TV	82,625,000	105,296,900	-21.53%
Cable TV	80,209,485	65,327,914	22.78%
Span Lang Net TV	35,393,200	23,034,100	53.66%
US Internet - Display	9,070,001	7,398,059	22.60%
US Internet - Search	4,671,719	5,346,216	-12.62%
Spot TV	4,460,100	3,925,288	13.62%
Hispanic Magazines	3,573,354	589,500	506.17%
Outdoor	767,750	1,572,966	-51.19%

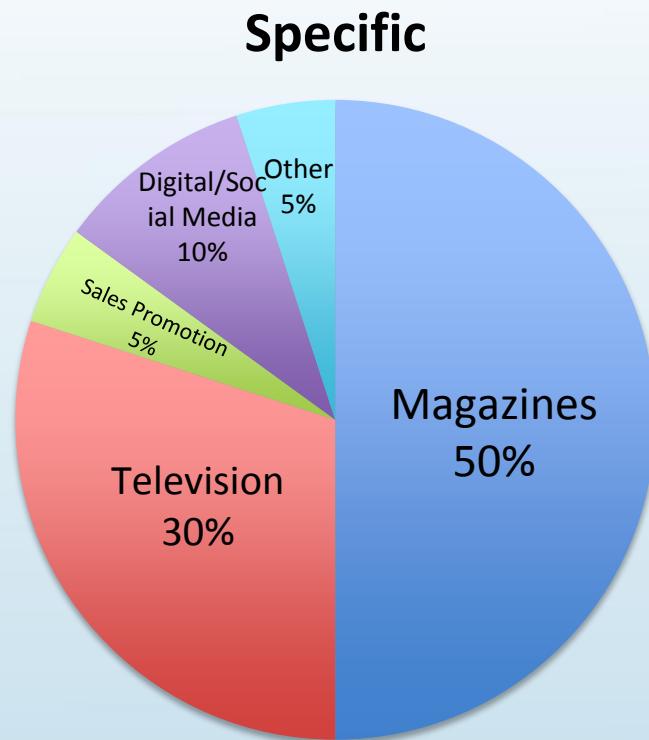
(Only Top Ten Categories Listed)



"Advertisers" as defined by Kantar Media -- U.S. Media Spend only, measured by Kantar Media.

May differ from REDBOOKS Ad Spend numbers due to spending for International, Sponsorships, Endorsements, Mobile, Franchisees, Licensees, etc.

General vs. Specific Budget





Creative Strategy

Big Idea

- Convincing women that they can *easily* help the environment by buying the **Naturally Advanced** line
 - Focus on the natural ingredients
 - L’Oreal’s dedication to sustainability
 - How buying this shampoo affects the world around us
 - “For the Beauty of the Environment”

Types of Shampoos/Conditioners

- Smooth Intense- for FRIZZY hair
- Power Moisture- for NORMAL TO DRY hair
- Color Vibrancy- for COLOR TREATED hair
- Total Repair 5- for EXTREMELY DAMAGED hair
- Triple Resist- for FRAGILE, BREAKING hair
- Volume Filler- for THIN, FINE hair



Positioning Statement

“The L’Oreal Paris Naturally Advanced hair care line is a reformulation of the extremely popular Advanced Haircare line in order to make it more sustainable. Unlike the original Advanced Haircare line, the Naturally Advanced line has a 98% biodegradable formulas and 100% biodegradable packaging. This particular line extension will allow green consumers to increase their sustainability efforts, while paying inexpensive, drugstore prices for high quality hair care products.”

Message Strategy

- Hierarchy of Marcom Effects Model
 - Advance consumers from unawareness to awareness
 - Utilizing emotional and slice of life approaches
- Offer a quality product at an affordable price
- Place an emphasis on “Pure Living”



Copy Elements & Visual Impact

- Blue and green tones to reflect the environment
 - Blue skies/backgrounds, green writing
- Sleek and shiny hair on models
- Shampoo and conditioner packaging
- Simplistic typography
- Very little text on advertisements
 - Information about being biodegradable on every ad
- L’Oreal “Think Green” logo





Copy Elements

Natural. Sustainable. Advanced.



Unlike the original L'Oreal Paris Advanced Haircare line, the Naturally Advanced line has 98% biodegradable formulas and 100% biodegradable packaging.





L'ORÉAL PARIS

PRESENTS



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L'ORÉAL
PARIS



PRESENTS THE

NATURALLY
ADVANCED
HAIR CARE LINE



- Smooth Intense
- Power Moisture
- Color Vibrancy
- Total Repair 5
- Triple Repair
- Volume Filler

Unlike the original Advanced Hair Care line, the Naturally Advanced line has 98% biodegradable formulas and 100% biodegradable packaging.





Media Strategy

Media Objectives

Reach: 90%

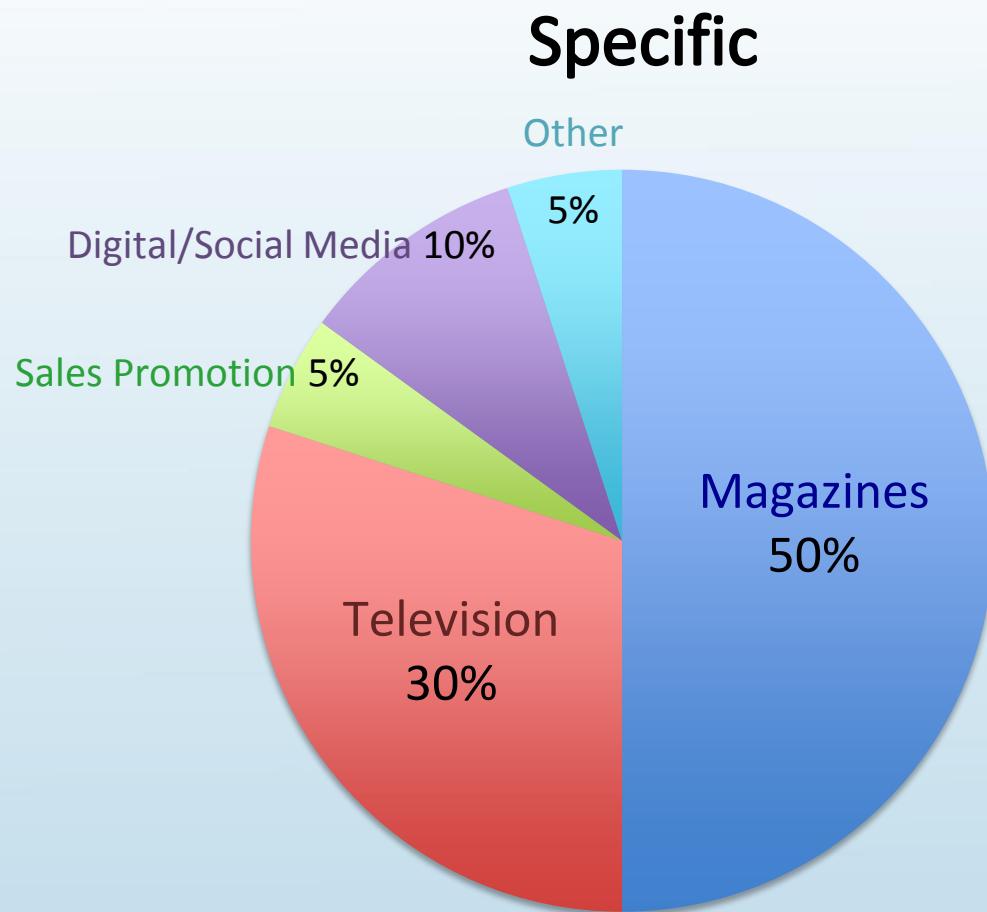
Frequency: 7.0 exposures

Weight: (Reach X Frequency)

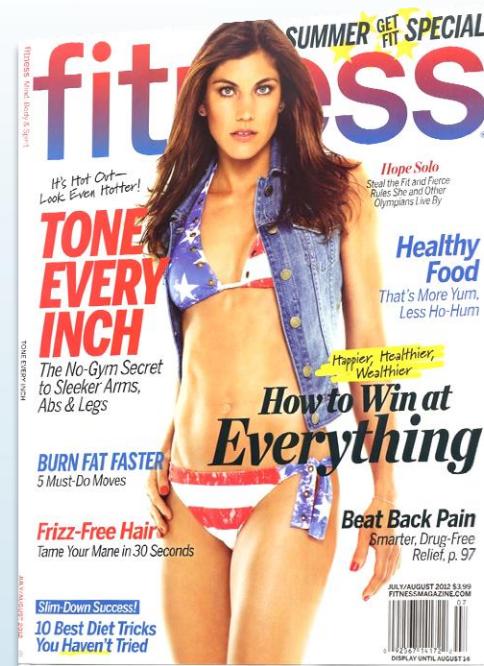
$$\text{GRPs} = (90) \times (7.0) = 630$$



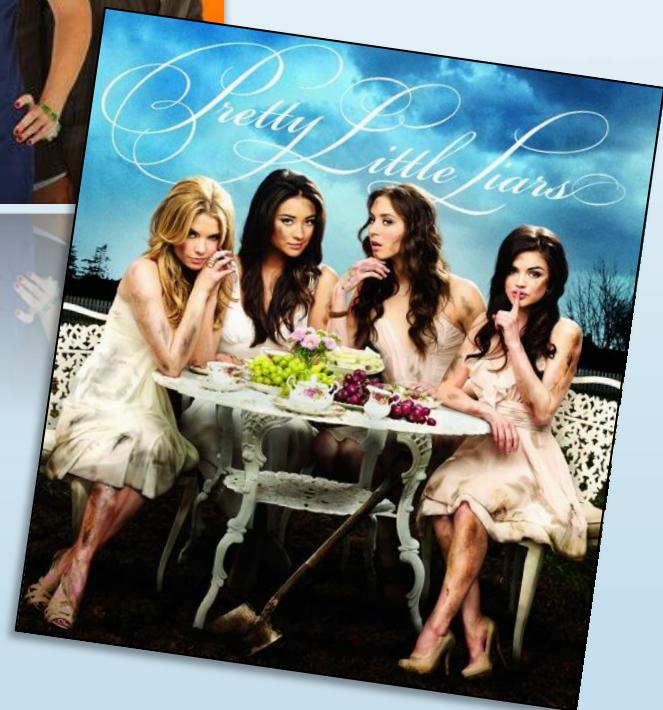
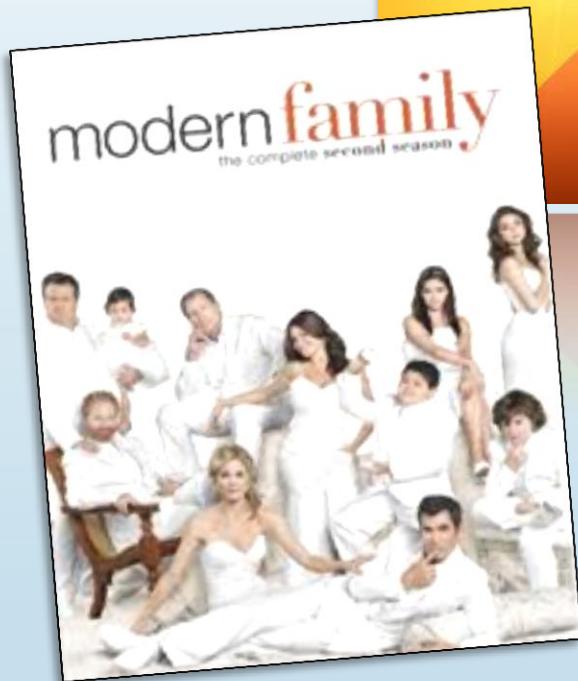
“Naturally Advanced” Line Allocated Funds



Magazine Vehicles



Television Vehicles



Pulsing Media Schedule

Does your hair feel like it carries the weight of the world?



A girl to be shown with frizzy messy hair

1

New L'oreal Paris Naturally Advanced Hair care line is here to take the weight off.



2

Show of ingredients that go into our product

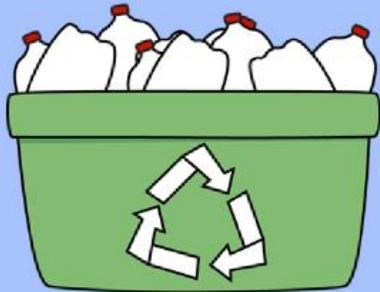
3

With our new formula that is 98% bio degradable you will be helping your hair for the beauty of the environment



* an after image of a girl with lite weight hair and free.*

4



Each year 86% of plastic bottles used in the US ends up in landfills throughout the country. Until Now...

1



With the new L'Oréal paris hair care line your bottle won't stay around forever.

2

Show the ingredients in the shampoo

3

Our new formula that is For the beauty of the environment

4



Digital Media Plan

Digital Media Allocation

- Overall Budget: \$8,960,000 for 1 Year
 - \$2,966,000 for Facebook and Twitter
 - \$5,934,000 for SEA, Banner Ads, YouTube, and Instagram
- Social Media Vehicles
 - Facebook
 - Twitter
 - Instagram
 - YouTube
- SEA/SEO & Banner Ads with Google Adwords





Facebook Advertising

Budget: \$1,483,000

Cost Per Day: \$4,050



Facebook Advertising

Suggested Post



L'Oréal Paris

Sponsored

"Like" the L'Oréal Paris page for more information about the Naturally Advanced line and a chance to win a free sample!

L'ORÉAL PARIS PRESENTS

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POWER MOISTURE

POWER MOISTURE

POWER MOISTURE

POWER MOISTURE

L'ORÉAL PARIS PRESENTS

Like · Comment · Share · 10,345 460

••••• AP ⌂ 5:15 PM 100%

Search

Status Photo Check In

Suggested Post

L'Oréal Paris Sponsored

"Like" the L'Oréal Paris page for more information about the Naturally Advanced line and a chance to win a free sample!

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POWER MOISTURE

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L'ORÉAL PARIS PRESENTS

1,447 Likes 67 Comments

Like Comment Share



Facebook Advertising

L'Oreal Paris

"Like" the L'Oreal Paris page for more information about the Naturally Advanced line and a chance to win a free sample!



Like Page

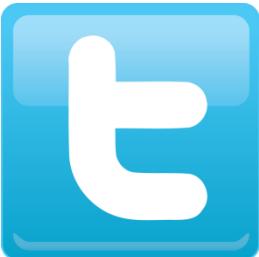


Twitter Advertising

3 Types of Twitter Advertising

- Promoted Tweets
- Promoted Accounts
- Promoted Trends

**Budget: \$1,483,000
Cost Per Day: \$4,050**



Twitter Advertising

Followed by Harrison Miller, Jen Hartford and Santiago Perez.

L'Oreal Paris @LOrealParis · Nov 17

For a chance to win a free sample of the Power Moisture Naturally Advanced shampoo, log on to www.lorealparis.com/NaturallyAdvanced

L'Oreal Paris

Promoted

Follow

Who to follow · Refresh

L'Oreal Paris @LOrealParis Follow Promoted

AdParlor @AdParlor Follow

Richard Branson @richardbranson Follow

Popular accounts · Find friends

Trends · Change

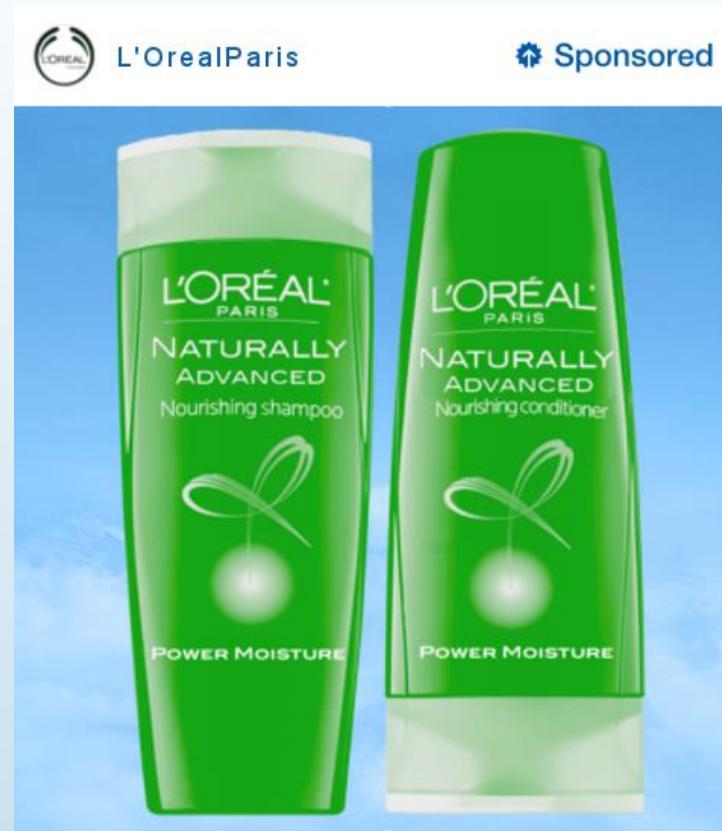
#**L'OrealParisNaturallyAdvanced** Promoted

Justin Bieber
#AdParlor
Lady Gaga
#NBA
#Christmas
Super Junior
#Earthquake
#Football
Royal Baby
#USA



Instagram Advertising

L'orealParis Sponsored



The image shows two L'Oréal Paris hair care products against a blue background. On the left is a green bottle of "NATURALLY ADVANCED Nourishing shampoo" with "POWER MOISTURE" at the bottom. On the right is a green bottle of "NATURALLY ADVANCED Nourishing conditioner" with "POWER MOISTURE" at the bottom. Both bottles feature a stylized leaf and flower graphic.

L'OrealParis The new #NaturallyAdvanced hair care line is 98% biodegradable with 100% biodegradable packaging! #L'OrealParis

Like Comment ...



YouTube Advertising

Naturally advanced shampoo review

Review: L'oreal Elvive Fibrology Thickening Collection | Chloe Luckin by Chloe Luckin 1,185 views

L'Oréal Advanced Haircare Review by MoniqueoxBeauty 1,093 views

Hair Loss!? Causes, Solutions & My Experience by Loepsie 32,084 views

HAIR PRODUCT REVIEWWW! L'OREAL PARIS ADVANCED HAIRCARE by HurricaneJaime 1,955 views

Product Review | THE L'OREAL PARIS ELVIVE FIBROLOGY RESULTS | by Charlotte Davis 3,963 views

Mix Vegetable Handvo - Savory vegetables cake by crazy4veggie 5,162 views

L'Oréal Total Repair 5 Advanced Haircare Review by MsKodakPrincess 9,831 views

L'oreal Paris Volume Filler by MalNoufXO

Loreal Paris Naturally Advanced Haircare

Leecedeanna

Subscribe 333

190 views

Published on Mar 11, 2014

Hello lovelies!! SO as you can tell from this video I definitely am very impressed with the shampoo, conditioner and treatment! Definite drug store must! I did forget to mention the smell, but it smells like

Budget: \$1,978,000
Cost Per Day: \$5,420



SEA: Google Ad Words

- Enter “keywords” that would cause search results to come up
- Pay-Per-Click
 - Set daily budget and maximum “per click” bid
- Run on auction system
- \$1-\$5 bid per click results in about 1,600 to 8,000 clicks per day

Budget: \$1,978,000

Cost Per Day: \$5,420



SEA: Google Ad Words

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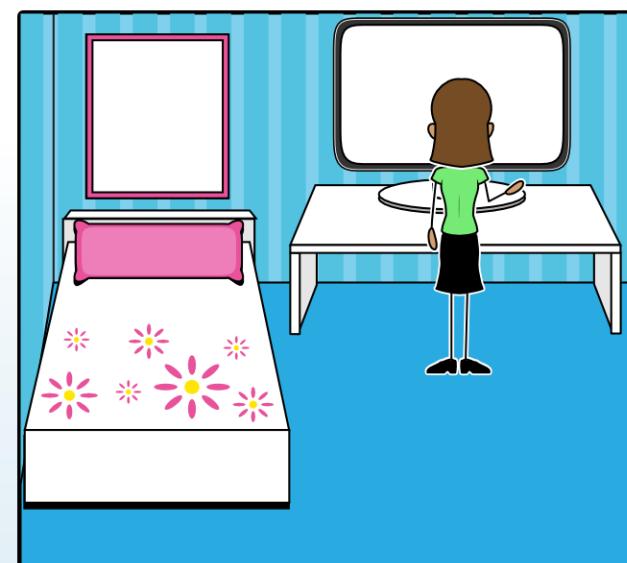
Google green shampoo

Web Shopping Images Videos News More Search tools + Casey SafeSearch

Toner Bottle Prell Blue Garnier Fructis Brands

Brands

The image shows a Google search results page for the query "green shampoo". The top navigation bar includes "Web", "Shopping", "Images" (which is selected), "Videos", "News", "More", and "Search tools". On the right, there are user profile icons, a camera icon, a microphone icon, a search icon, and social sharing options. Below the navigation, there are six main categories with sub-images: "Toner" (two small bottles), "Bottle" (three bottles of different sizes), "Prell" (a bottle and a woman's face), "Blue" (a blue bottle and a purple bottle), "Garnier Fructis" (a woman smiling and several bottles), and "Brands" (various brand packaging). The main content area displays a grid of green shampoo products from various brands like Palmolive, L'Oréal, Garnier, Suave, and Sunsilk. Some products are shown in their packaging, while others are used on models or displayed in a more artistic way.



Hi, everyone my name is Naja Griffin. Today I am here to review the new product from L'Oreal Paris.



First of all some background information. This product is 98% biodegradable which is amazing. Also, the it is an extension of the Naturally Advanced Hair Care Line



I know how hard it is to find the right Shampoo that works for you. And I think I might have found the right product for me. The first week that I used this product I could feel the difference.



My hair is free and amazing and I have already recommended this product to all my friends and now to all of my amazing followers like you.



Also their slogan is amazing "For the Beauty of the Environment" So go out and help the environment by washing your Hair. Peace Love and Hugs

TRENDING
WOMEN OF WORTH
BEAUTY LIBRARY
TOOLS & CONSULTATIONS

MY BEAUTY PICKS

MAKEUP

HAIR

SKIN CARE

BRANDS

LATINA

What are you looking for?

39°

TUESDAY, NOV. 18
MELBOURNE

Bedtime Routine

Always remove your makeup at night – even if you're sleepy. Use a gentle makeup remover and cleanser to wash away dirt and oil.



L'ORÉAL
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PRESENTS



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For more information on where to buy the Naturally Advanced Line

[Click Here](#)

Alternative Media

- Product Placement
 - Today's Talk with Kathy Lee and Hoda
 - \$200,000-\$300,000 per placement





Sales Promotion Plan

Objectives

- Increase brand awareness by twenty to twenty-five percent
- Increase brand loyalty
- Increase repeat purchasing



Increase Brand Awareness

- Offer a low introductory price
 - Ranging from \$5.99-\$8.99
- Bonus Packs
- Free Gift with Purchase
- Online Offers
 - Samples
 - Coupons
- Hold Social Media Promotions
 - Samples
 - L'oreal's Commitment to Sustainability



Increase Repeat Purchasing/ Brand Loyalty

- Monthly Sales Promotions at local retailers
 - CVS, Rite Aid, Target, ShopRite, Acme, etc.
- Coupons
 - Online and in Print Ads.
- Special Promotional Offers
 - Maybelline.com
 - Social Media Contests
 - Banner Ads.
- Competitive Pricing
- Community Events
 - Green Fest
 - Community Clean-ups
 - Conservation Events



MAYBELLINE

NEW YORK

Glamour Express Line

Free 7 piece Application Tools Kit**, yours with any "Glamour Express" product Kit purchase of \$14.99 or more.
(An \$15.00 Product Value)



NEW

**Free Gift Subject to Availability

MAYBELLINE

NEW YORK

NEW

"Glamour Express Line"



"Maybelline Glamour Express" and Receive a
FREE
"Glamour Express Starter Kit"

Quantities limited to the first 3,000 likes
Must Complete Contact Information Form and be at least 13 years old to qualify.



MAYBELLINE

NEW YORK

Glamour Express Line

Click Here

Special Introductory Offers Starting at \$14.99

Free Trial Kits

A Global Beauty Leaders

Product Demonstrations

Instagram



#GlamourExpress

Photo Contest: Your “Teen Beauty”

1. Follow @MaybellineGlamourExpress
2. Take a Picture of “Your” Definition of Beauty
3. Tag #GlamourExpress
4. Ten Lucky Winners will win a FREE Year’s Supply of “Glamour Express” Products

Must Enter By May 31, 2014 6pm Eastern Time to
be eligible

Maybelline New York

“Glamour Express Line” Teen Starter Kit



Receive \$3.00 off the purchase of any “Glamour Express” STARTER KIT \$14.99 or more

Redeemable at any participating retailer of Maybelline New York Products.

Expires: 06/30/2014

Coupon Courtesy of Coupons.com

**To let your outer beauty shine,
we begin on the inside.**

NEW

**"Glamour Express" Make-Up Kit
Starting at \$14.99**



MAYBELLINE
NEW YORK

NEW

"Glamour Express Line"

Save 30%
off the purchase off
any
"Glamour Express"
Starter Kit



Reg. \$14.99-\$24.99
Prices Valid 05/04/2014-05/10/2014
Quantities Limited, Minimum 20 per store

Reinforcing The Sales Promotion Plan

- Social Media Pages/Contests
- Special Offers on LorealParis.com
- Magazine Ad's
- Television Ad's
- Online Advertising





Advertising Evaluations

Traditional Media

- Recognition vs. Recall
- Concept Testing
- Copy Testing
- Goals
 - 70% recognition rate
 - 50% recall rate



Digital Media

- Social Media
 - Likes, follows, etc.
 - Engagements
- Banner Ads/SEA
 - Click thru rates
 - Website visits



Overall Effectiveness

- Behavioral Metrics
 - Overall Brand Awareness of 70%
 - Increased first time purchase rates
 - Increase repeat purchasing
 - Help the target market to realize the importance of sustainability
 - Gain top of mind awareness
 - Attain 45% market share