

TAKE CARE



THIS YEAR WITH
L'ORÉAL
Travel Retail

İPEK ALTAN

KUTAY ERKAN

ILGIN KAYA



→ **EXPERIENCE**

→ **OUR APPROACH**

→ **CURRENT SITUATION**

CURRENT SITUATION

Different Perceptions

LUXURY

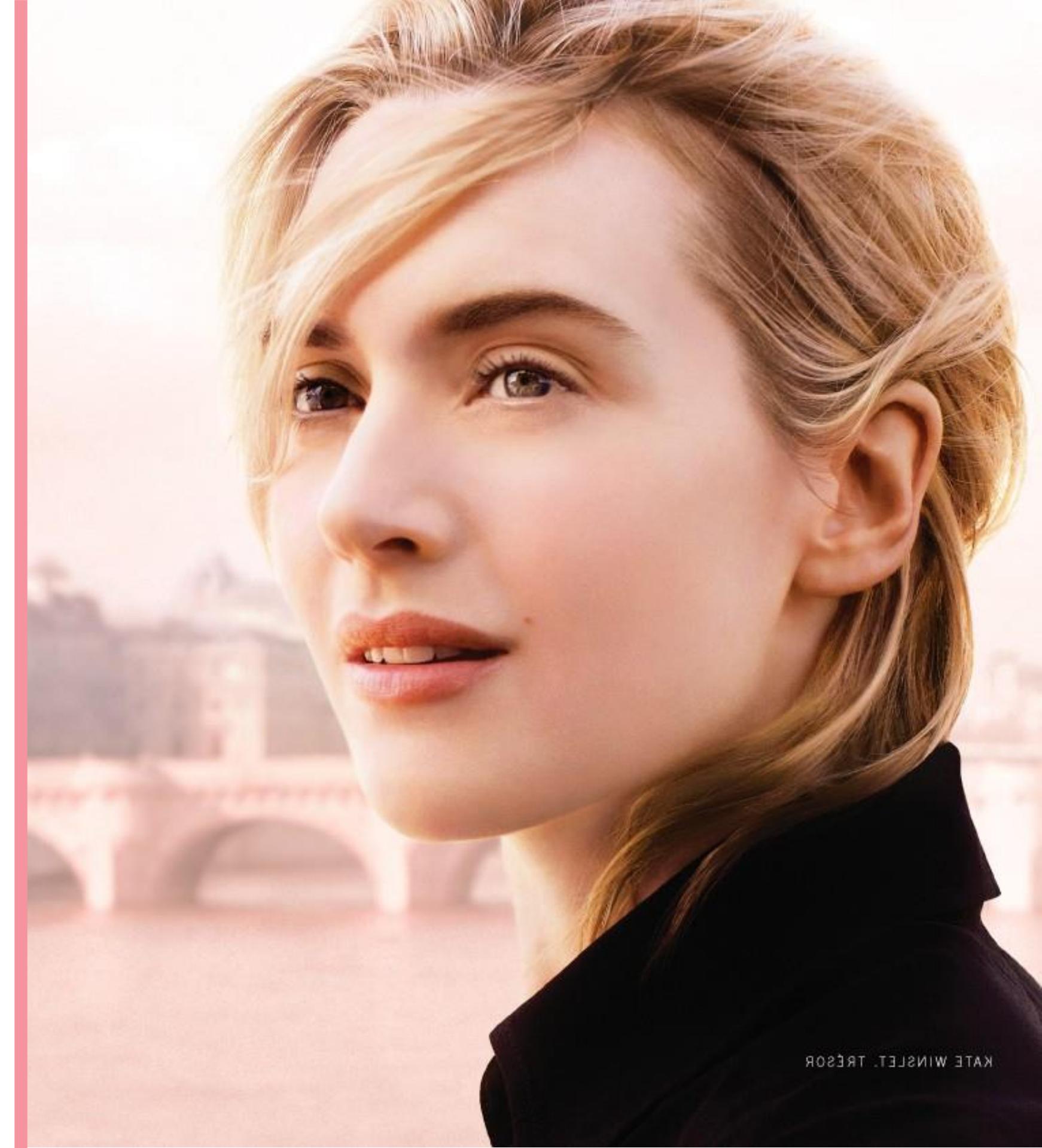
- ❖ Something you can feel
- ❖ Exclusivity, personalization
- ❖ Success and confidence



Different Perceptions

LANCÔME 

- ❖ Femininity & Passion
- ❖ French Beauty
- ❖ Make Up Authority
- ❖ Skin Care Innovator
- ❖ Fragrance Expert



KATE WINSLET TRESOR

Different Perceptions

TRAVEL RETAIL

- ✈ High stress levels
- ✈ No browsing opportunity
- ✈ Tendency to buy gifts & souvenirs
- ✈ Excitement to try the new



Lancôme's Profile

MIDDLE EAST



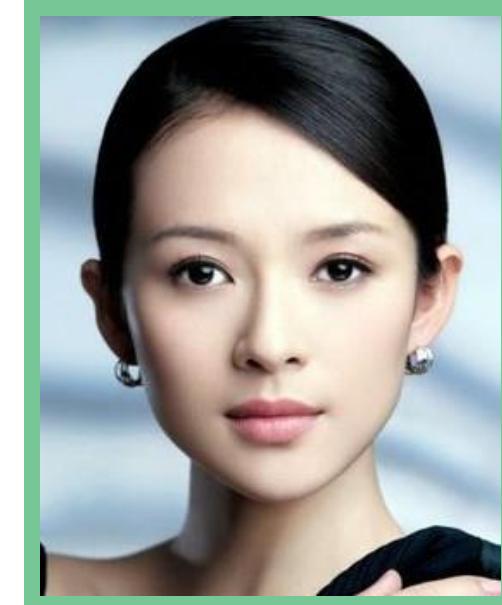
Expensive products

RUSSIA



Something new

ASIA PACIFIC



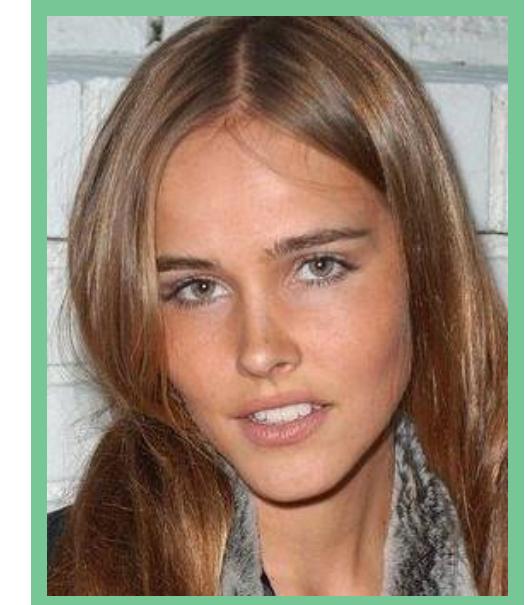
Whitening products

SOUTH AMERICA



Skin care products

EUROPE



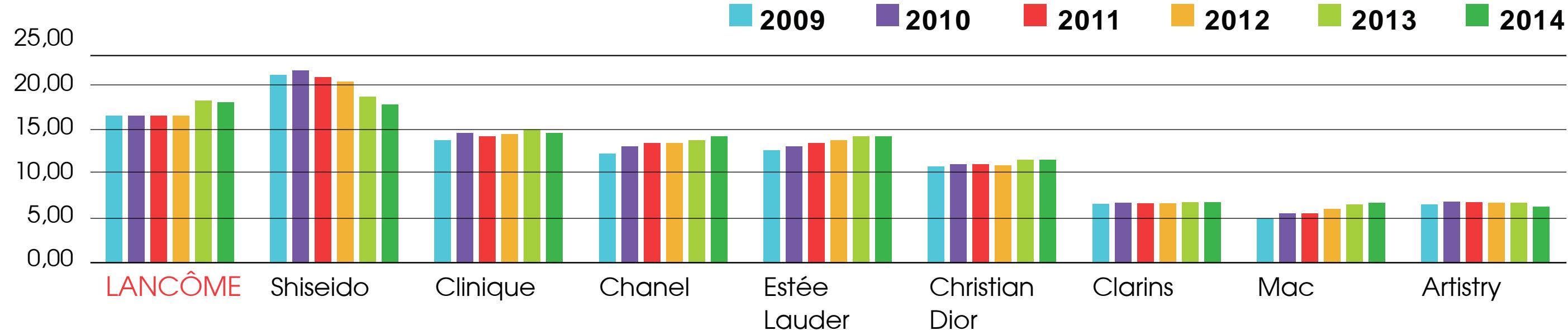
Quality over appearance

GLOBAUX STOPPER

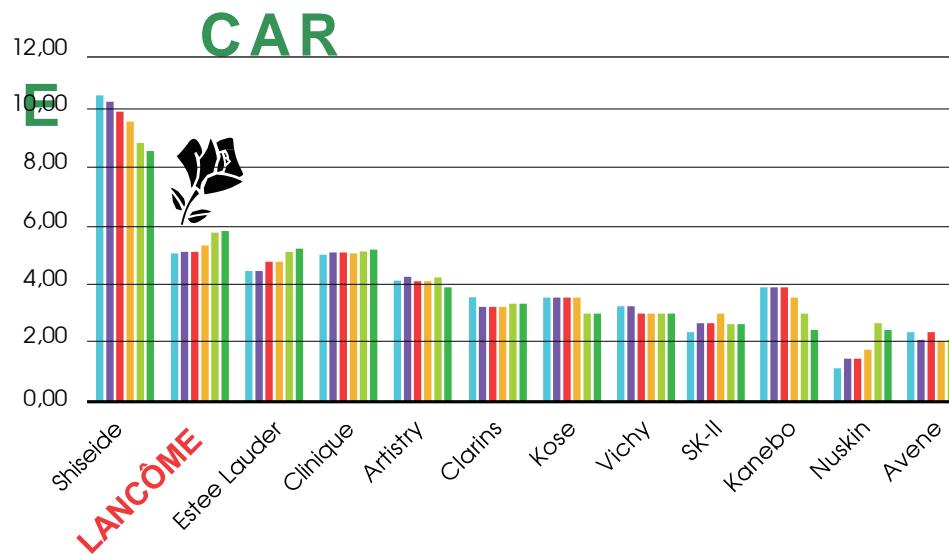
Competitors



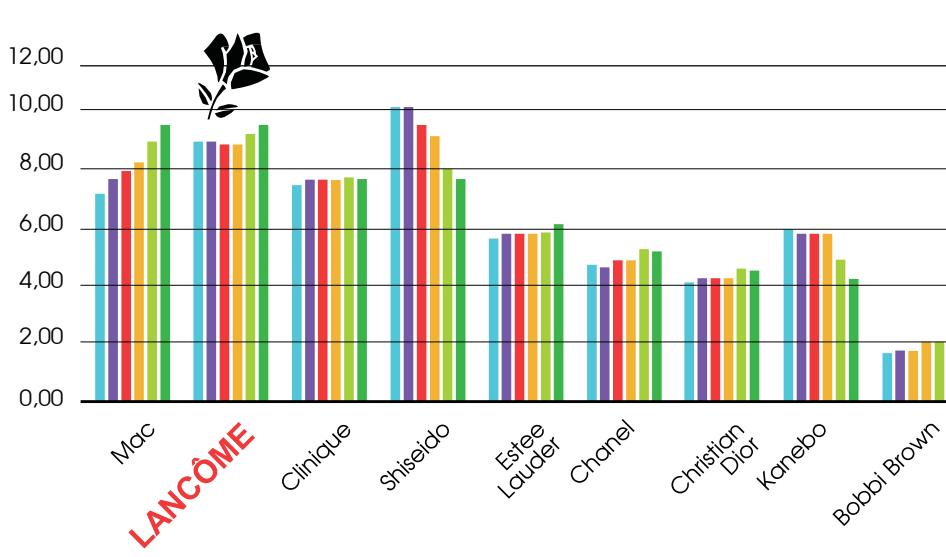
TOTAL



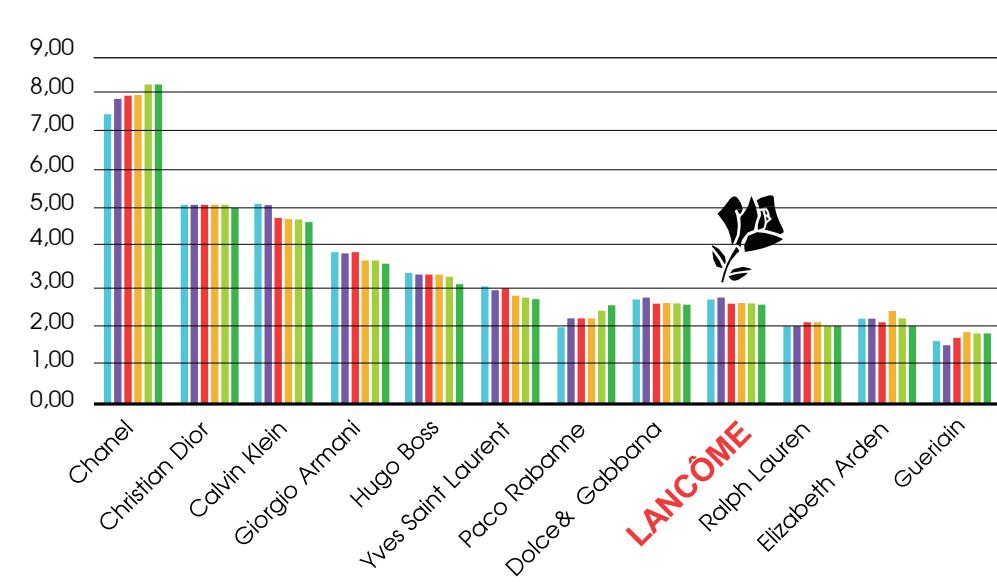
SKIN



MAKE-UP



FRAGRANCE



Currently on Lancôme Travel Retail

COMPETITION

Opponents are located due to ranking

Lancôme mostly located next to Estee Lauder and Dior

ESTĒE LAUDER

LANCÔME

Dior

Lancôme Travel Retail

RETAIL DESIGN

- All three axes together
- Shelf share according to importance
- Relationships are significant
- Shelf personalization by location

BEAUTY ADVISORS

- At least two trainings a year
- Make Up Artists & Skin Experts
- Fluent in foreign languages
- Shifts in line with the flights



OUR APPROACH



TAKE CARE

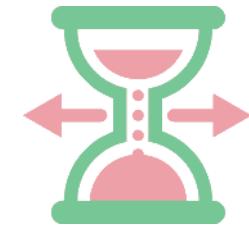
WE CARE

Strategy



LOYALTY & RECRUITMENT

Keep loyal customers, Acquire “non user non rejectors”



INTERVAL OF PURCHASE

See the shopping experience not as a moment but as a journey



6TH CONTINENT FOR 6TH SENSE

Attract people's **HEARTS**, not mind - use the power of **LUXURY**



SUPPORT BACKGROUND

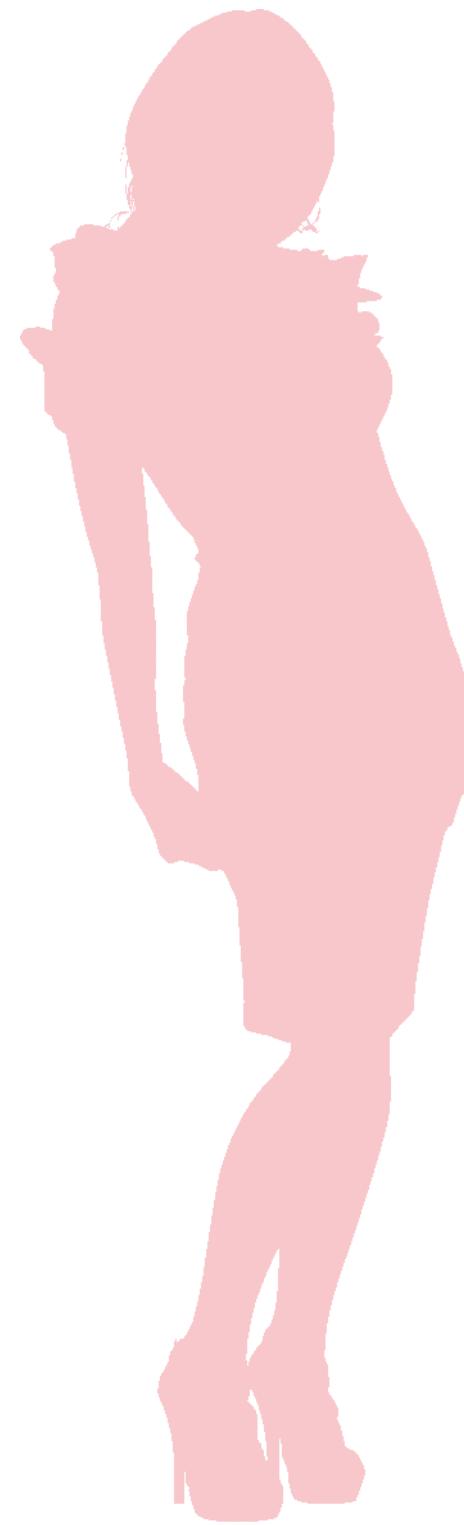
Extend your time with data to act more efficiently

EXPERIENCE

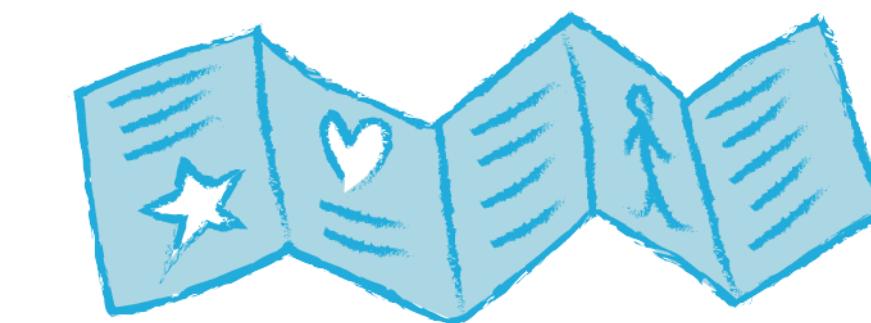
Experience



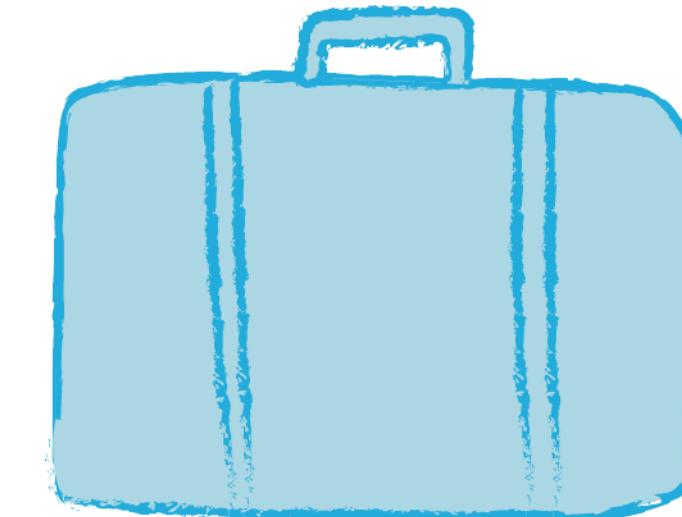
On Her Way...



Rose
theme



Informative
brochure



Awareness

Lancome
is Luxury

Future
Sales

La Villa de Beauté



- An installation in the terminal
- Lancôme heritage - an experience



- Create inception before entering the store
- Rooms decorated as different studios

In Store



- La Villa de Beauté concept in selected stores
- Personalized shelves
- Retail design + Animation
- Feeling of expertise
- Creating a complete experience

In Store



First contact with our beauty advisor



Carefully planned shifts



Four Minutes → Maximum performance



Beauty advisor will be supported by CRM data



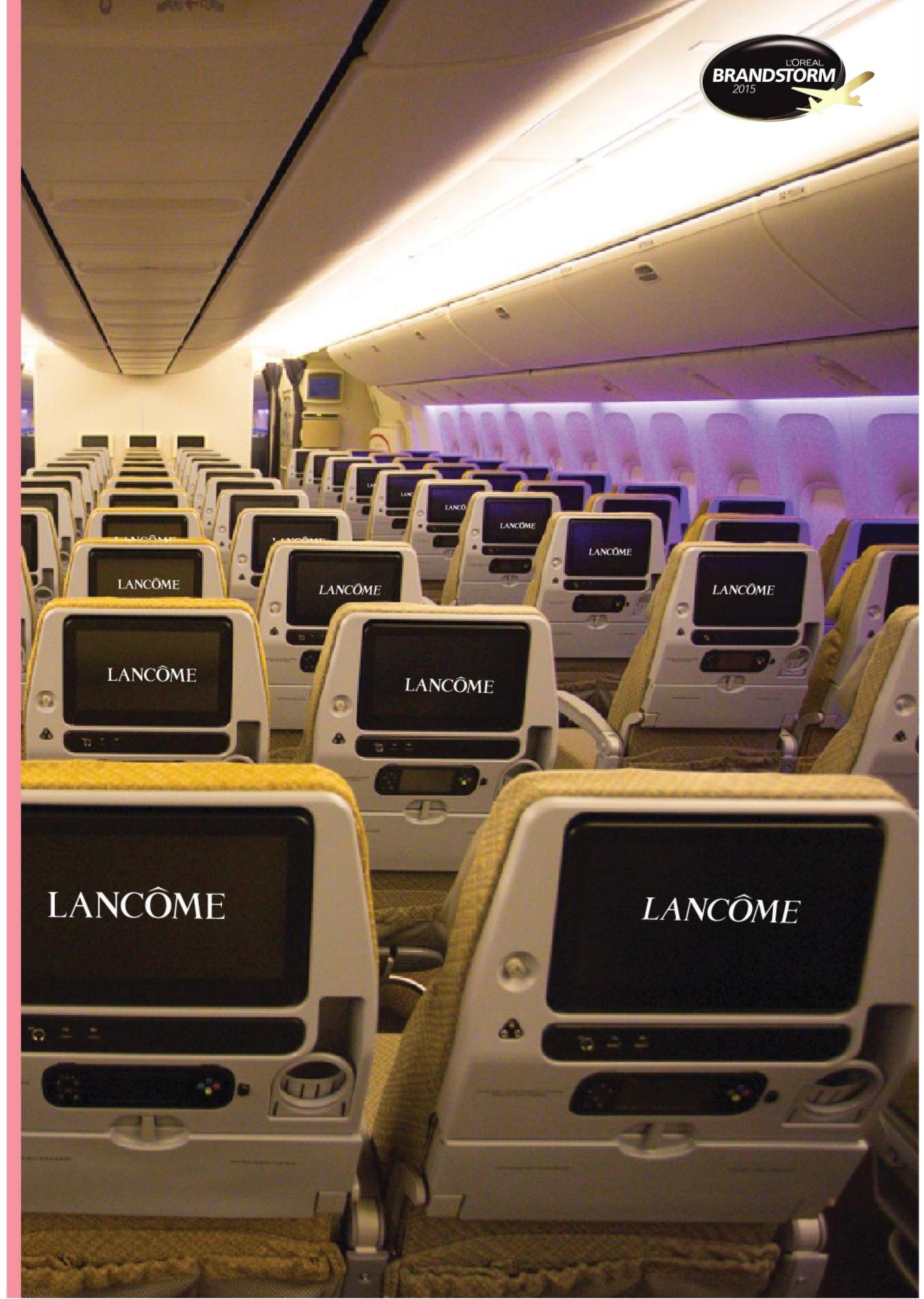
In Store

- Passport and phone covers, luggage stickers
- Rose theme, proverbs such as “*Joie de vivre*” or “*la vie est belle*”
- RFID will be used with the consent of customer
- “*Lancôme & Visited City*” themed photographs for customers



Up In The Clouds

- Seat screens for ordering products
Ready to pick up when landed!
- Eye Masks & Sample Skin Care products
We "take care" of you up in the clouds too!
- Refreshing towels in premium seats



Destination



- Delivery of purchased products
- Beauty corners in lounges



Local Markets

- Create customer follow up with the new CRM system
- Integrate digital with store:
Design options with purchases
- Offer discounts on special days to local markets:

Anniversary of first Lancôme purchase
Anniversary of their trip to Paris



Meanwhile in Digital

DIGITAL CAMPAIGN

- Product oriented to authenticity
- Bring the sense of luxury
- Communication:
Confident but more relatable

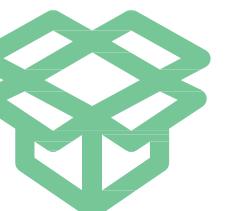


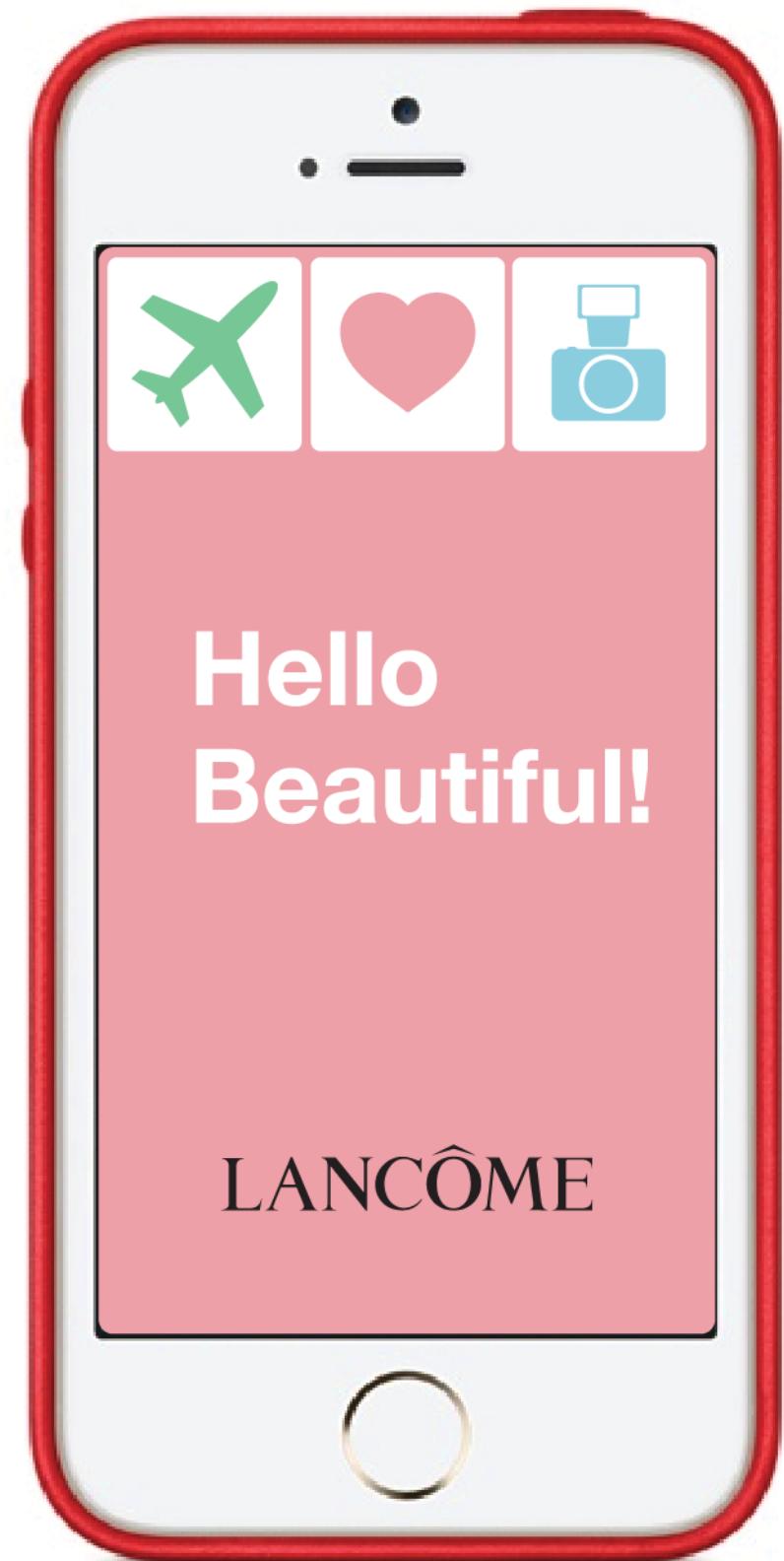
Meanwhile in Digital

DIGITAL CAMPAIGN

- CRM and mobile app complementing each other

“Take Care” Mobile App

- Giving daily beauty tips
 - Designing customized packages
 - A bonus tab that gets activated in the airports
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THANK YOU & TAKE CARE



TAKE CARE
WE CARE