

Lancôme "Digital Glow" Virtual Beauty Experience Brief

Campaign Objective

Drive adoption of Lancôme's new AI-powered virtual makeup try-on technology while increasing sales of the Teint Idole Ultra Wear foundation and complementary products.

Key KPIs

- 100,000 virtual try-on sessions within first quarter
- 30% conversion rate from virtual try-on to purchase
- 45% increase in customer time spent on Lancôme digital platforms

Target Audience

Tech-forward beauty enthusiasts aged 25-45 who shop primarily online and value convenience and personalization. They are comfortable with digital beauty tools but still seek the personalized expertise traditionally found at beauty counters. They have mid to high disposable income and are willing to invest in premium beauty products if they can be confident in their choices without in-store testing. They appreciate innovative shopping experiences that save time without sacrificing quality.

Campaign Theme

"Your Perfect Match, Perfectly Digital"

Messaging Direction

Position the virtual try-on experience as the evolution of beauty shopping, emphasizing the technology's accuracy and the confidence it provides in online purchasing. Create tutorial content featuring diverse models demonstrating the tool's capabilities. Highlight the time-saving benefit while maintaining the luxury experience expected from Lancôme.