

Lancôme "Ageless Radiance" Campaign Brief

Campaign Objective

Reposition Lancôme's Rénergie Lift Multi-Action Ultra face cream as the premier anti-aging solution for the discerning luxury skincare consumer.

Key KPIs

- Increase product awareness by 30% among target demographic
- Drive 20% growth in department store and premium beauty retailer sales
- Achieve 10,000 user-generated content pieces featuring the #AgelessRadiance hashtag

Target Audience

Affluent women aged 40-55 who are established in their careers and prioritize self-care as part of their lifestyle. They are well-educated, have significant disposable income, and view premium skincare as an investment in their confidence and professional image. They research products thoroughly before purchasing and value scientific backing. They are increasingly tech-savvy but still appreciate traditional luxury retail experiences.

Campaign Theme

"Radiance That Defies Time"

Messaging Direction

Showcase the scientifically proven results through sophisticated visuals that highlight skin transformation. Balance aspiration with authenticity by featuring diverse women who embody confidence at any age. Emphasize the brand's heritage and scientific expertise.