

L'OREAL BRANDSTORM

Evolution

FORMAL EDITION

CHIH HSIANG TU

CHIA CHIH CHEN

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01 Motivation



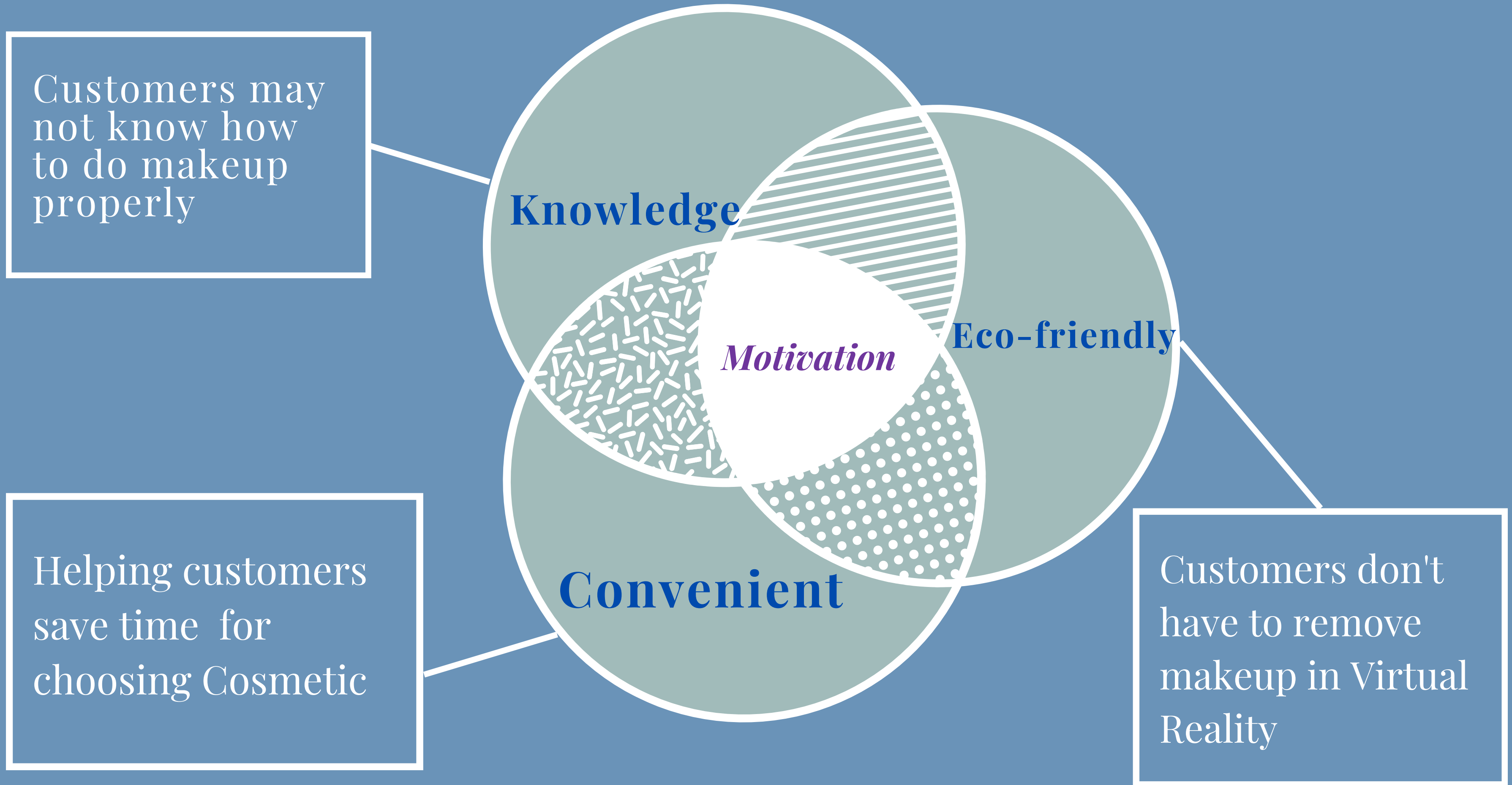
02 Project Instruction



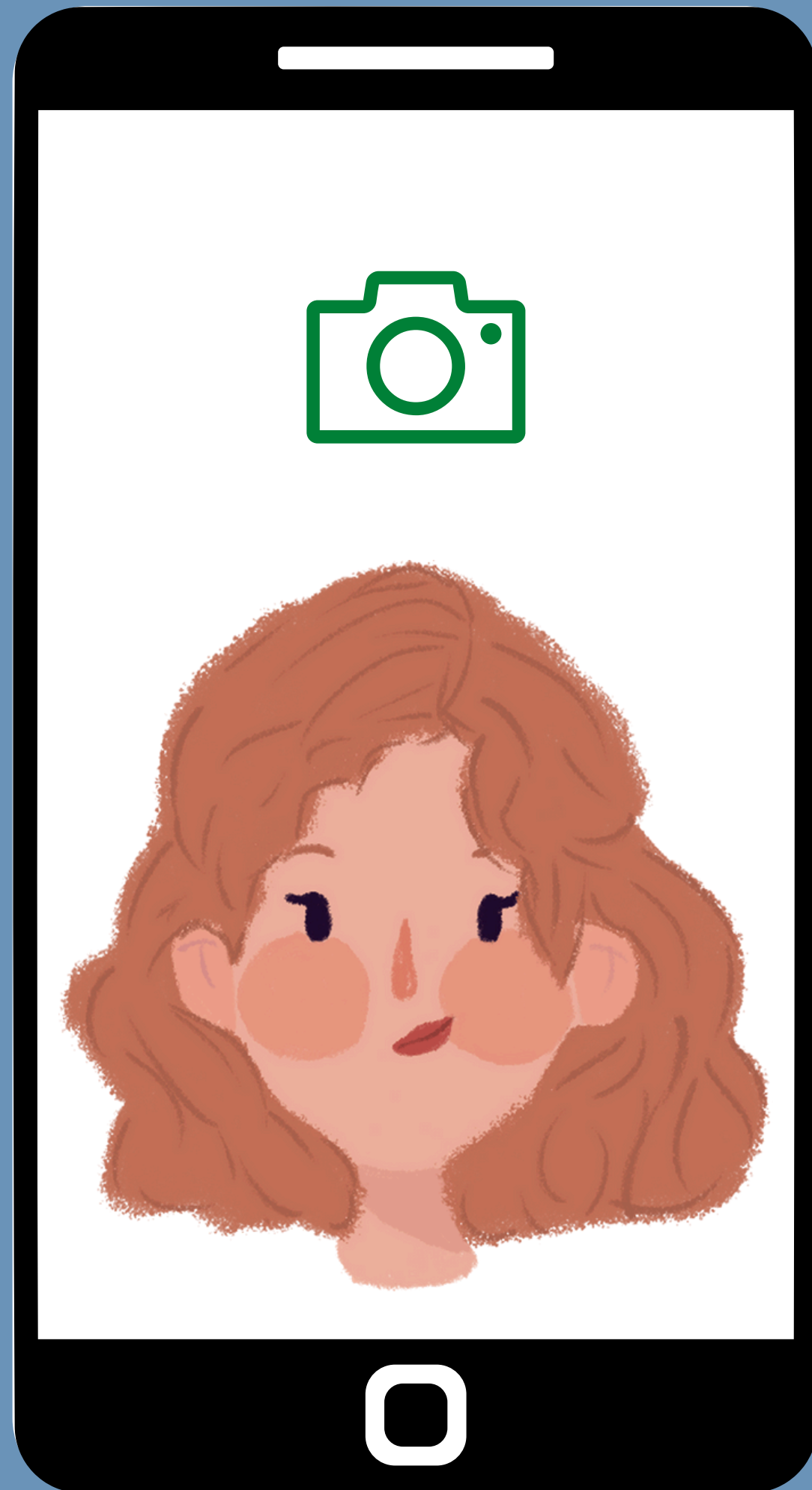
03 Future Plan



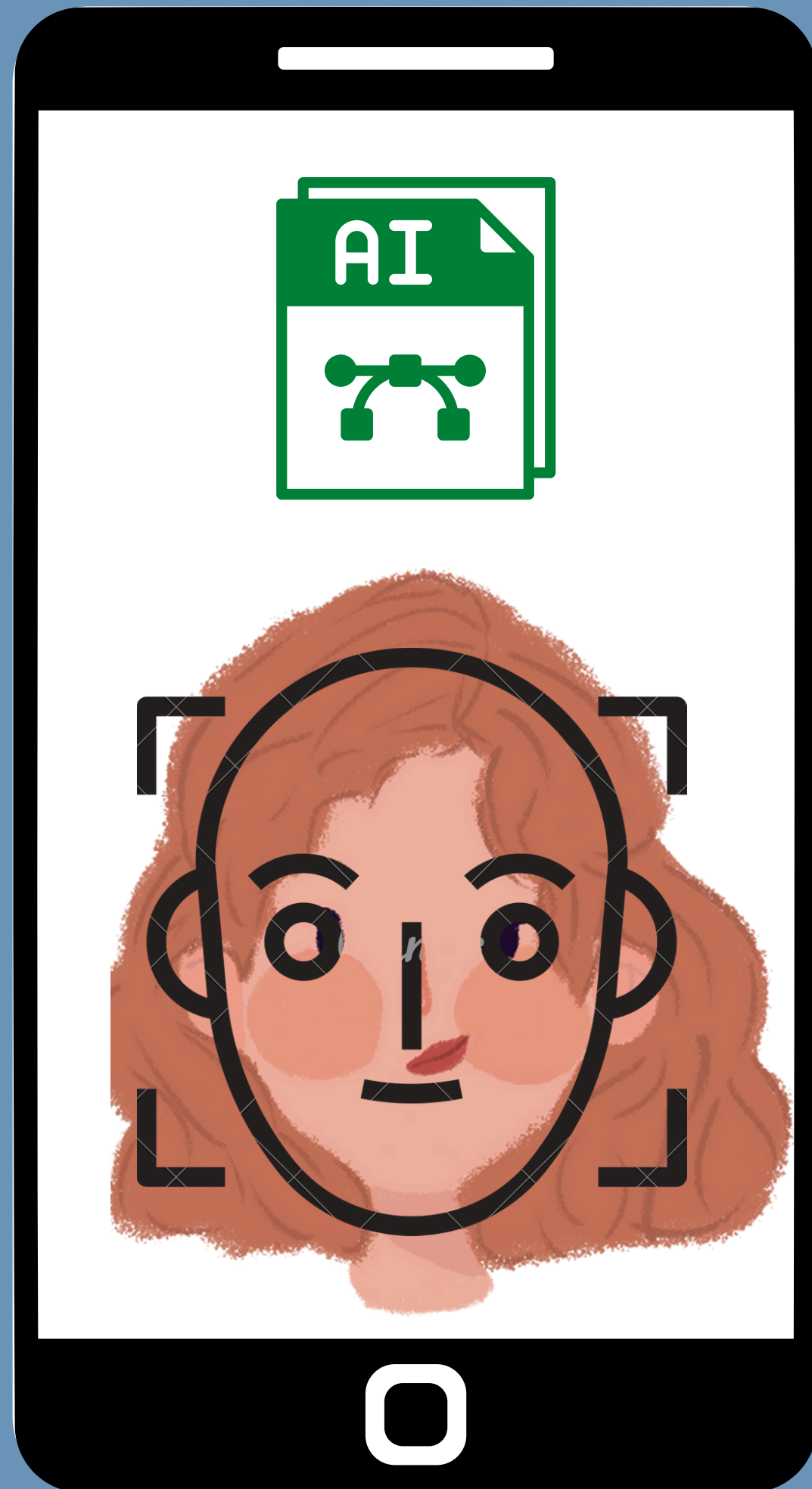
Motivation



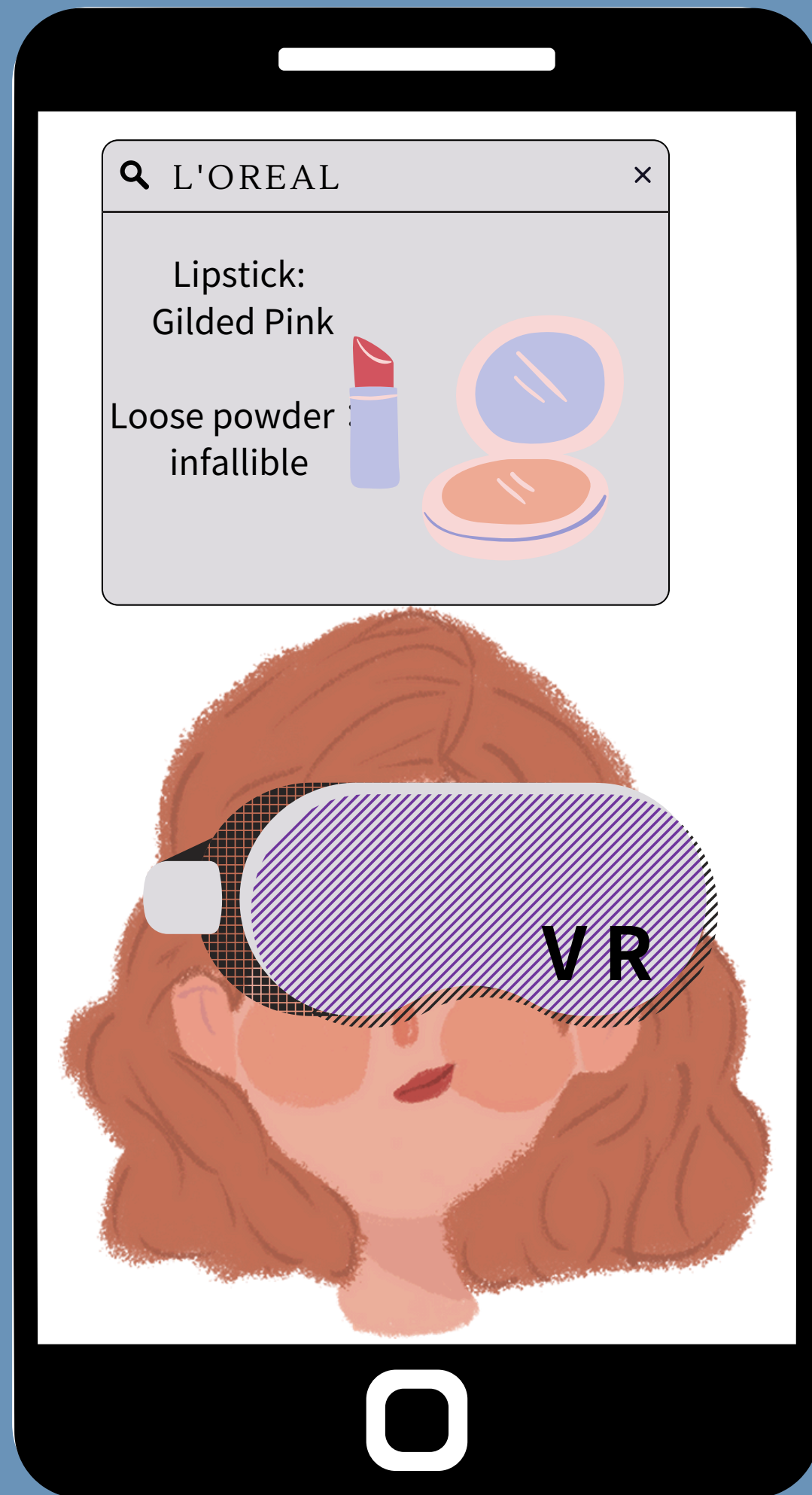
Project Instruction



Users turn on the
camera to scan their
face



AI analysis user's skin and
hair color



User puts on the VR device which can simulate the make-up progress. The scenario also provide cosmetic information.

Future Plan

Short-term plan

Attracting customers

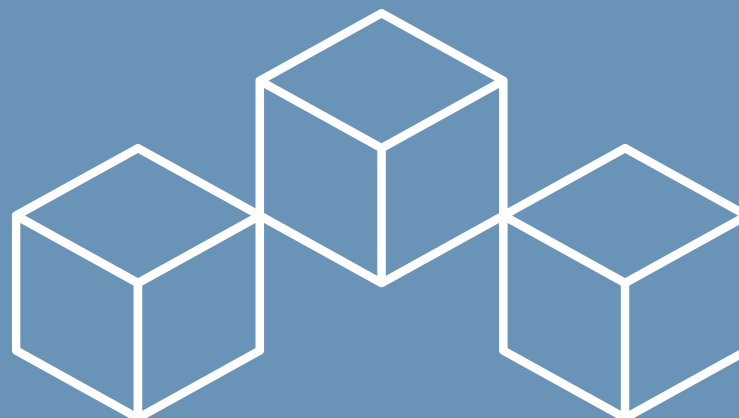
- Advertising
- Bonus

Capture market

- Develop VR profession
- Be the pioneer to bring different make-up experience

Optimization

- Modify existed technology
- Collect customers advice



Long-term plan

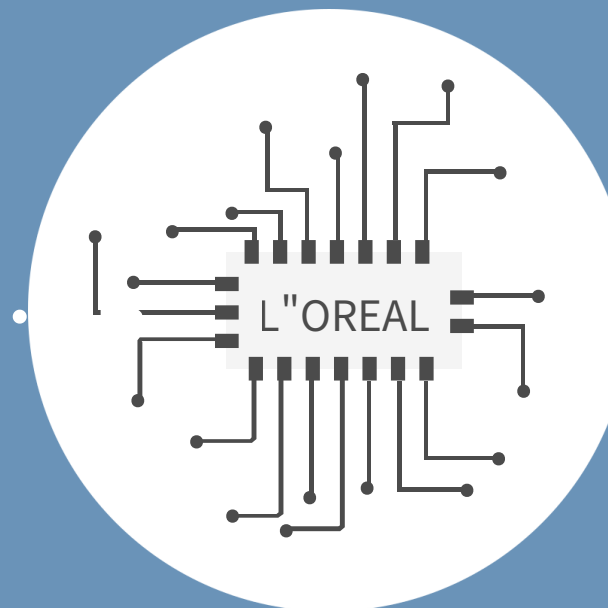
Establish brand image

- Know target audience
- Keep innovating
- Tech beauty=L'Oreal



Customer Loyalty

- customers buying products or services from L'Oréal over and over again



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Thank You

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