

L'ORÉAL
PARIS

RECLAIMING THE LOVE.



THE STATUS QUO

In 2021, LP had the highest association with HA in the category, 2022 saw multiple brands entering the space...

Between 2018-2021, LP HA Serum lead with 15% share of reviews and ratings. In 2022, that has dropped to 9%. It's now lead by Lakme and Mamaearth.

Barriers to trial is price-related (too costly) and less information/general inertia

HOW DO WE RE-ESTABLISH OUR SUPERIORITY?

REVITALIFT
HYALURONIC ACID

THE ASK



BUILD A BRAND LOVE CAMPAIGN

A big over-arching digital led thought to create a
DIFFERENTIATED SPACE FOR LP HA SRUM
that can transcend seamlessly across different touchpoints in the
consumer journey.

OUR
APPROACH

A CONSUMER DRIVEN JOURNEY

with

A CONTENT DRIVEN APPROACH



INTEGRATED INSIGHT SYNTHESIS



HA INSIGHT AND
BRIEF DECK



16 PERSONAL INTERVIEWS *Women; 18-45 yr old across
Metro cities in India*



HA CALLBACK
REPORT



HA AMAZON
REPORT

THE 2 TRENDS DOMINATING THE CATEGORY.



TREND #1

YOUTH OBSESSION



Desire
for younger
looking skin

69% of people in APAC say they actively fight the signs of aging on their face, compared to **59%** of people globally.

While in India

74%

of people expressing strong affinity towards youthfulness

TREND #1

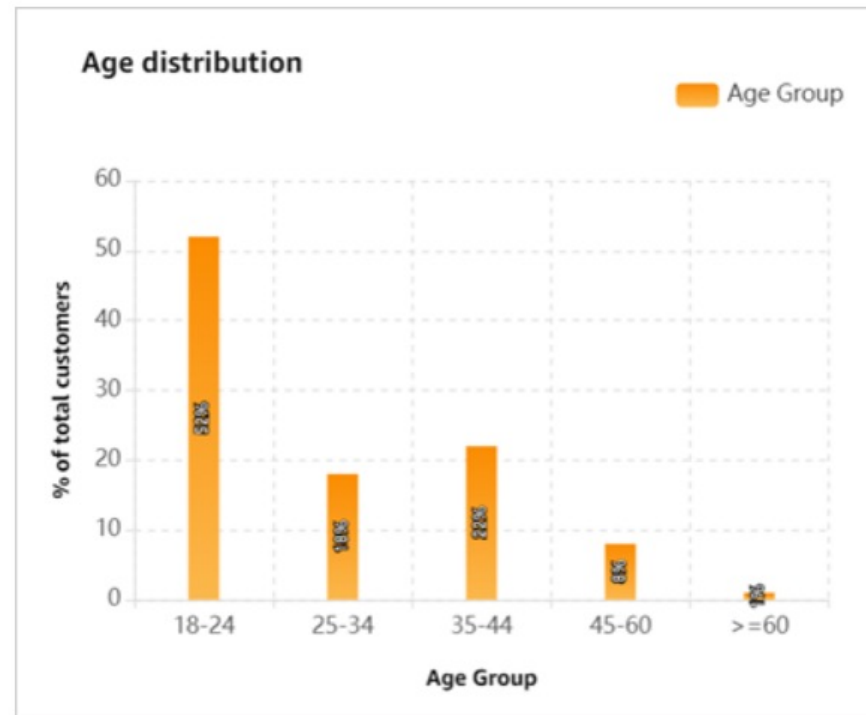
YOUTH OBSESSION



Desire
for younger
looking skin

BOTH FROM A PREVENTIVE AND CURATIVE SPACE!

Age distribution for OAP Serums.



Amazon Report Results

TREND #2

URGENT OPTIMISM

Time bound results

OFFERS

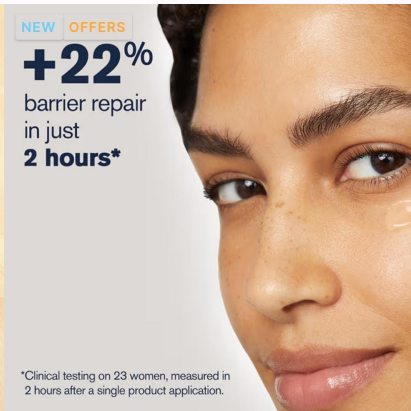


CLINICALLY PROVEN TO REDUCE 5 YEAR OLD PIGMENTATION IN 3 DAYS.*

*Basis Clinical study June, 2023.

NEW OFFERS

+22%
barrier repair
in just
2 hours*



*Clinical testing on 23 women, measured in 2 hours after a single product application.

OFFERS

BRIGHTER SKIN IN **3 DAYS***



*Basis clinical study on reduction of spot color & number, net size.

GOODBYE PIMPLES IN 7 DAYS*



*Visible results when used twice a day.

OFFERS

92% SAW INSTANT BRIGHTENING EFFECT

91% SAW DARK SPOT REDUCTION IN 3 DAYS



*based on Consumer Test among 199 Asian women, agreement %.

LAKMÉ

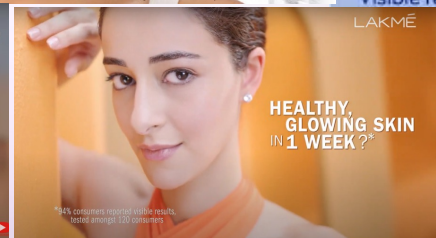
IN **3 DAYS***



*Basis Clinical study June, 2023

LAKMÉ

HEALTHY, GLOWING SKIN IN 1 WEEK?*



*84% consumers reported visible results, tested amongst 420 consumers

Fine Lines IN 7 DAYS



OFFERS CLINICALLY PROVEN RESULTS

INSTANTLY* IN 2 WEEKS

INCREASES SKIN BRIGHTNESS +25%
RADIANCE +16%

SKIN LOOKS MORE EVEN, LUMINOUS & SMOOTH WITH LESS FINE LINES*



TREND #2

URGENT OPTIMISM

Efficacy & results through science,
research and active ingredients

89% of women said* initial signs of aging look diminished

↑↑↑

Dark Circles
Fine Lines
Hydration
Radiance
Puffiness

*Consumer testing on 279 women after using New Advanced Night Repair Eye for 3 weeks.

View similar

Estee Lauder

91% said* skin looks more vibrant

CLINICALLY PROVEN TO REDUCE DIFFERENT TYPES OF DARK SPOTS*

View similar

Cetaphil

Consumer Study

93% subjects agreed skin feels very smooth after 4 weeks*

97% subjects agreed skin tone looks even & brighter after 6 weeks*

97% subjects agreed skin feels soft immediately after use*

**Based on consumer self-evaluation

View similar

Minimalist

7% ALA & AHA Brightening Face Wash With Vitamin B5 & Glycolic acid For Glowing Skin |

Before

After

96% of panelists had an improvement in overall dark circles - see the results!*

*Clinical testing on 55 women, after using product for 12 weeks.

View similar

Estee Lauder

YOUTH + URGENT OBSESSION OPTIMISM

Effective and agile way of getting rid & preventing ageing and its markers

- DRYNESS
- DULLNESS
- SAGGING & HOLLOWNESS
- FINE LINES & WRINKLES

Hyaluronic Acid
is still one of the leading
anti-ageing actives after Vitamin C

Ageing/Anti-ageing



						
Minimalist 2% Hyaluronic Acid + PGA Face Serum	The Ordinary Hyaluronic Acid 2% + B5	Dot & Key Hydrating Hyaluronic Face Serum	Plum 2% Hyaluronic Acid Serum	The Derma Co 2% Hyaluronic Acid Face Serum	Olay Hyaluronic Super Serum	L'Oreal Paris Revitalift Hydrating Serum with 1.5% Hyaluronic Acid
4.5/5 6757	4.5/5 3490	4.3/5 2191	4.5/5 1245	4.5/5 242	4.7/5 161	4.5/5 1916
₹599 30ml ₹20/ml	₹700 30ml ₹23/ml	₹665 30ml ₹22/ml	₹790 30ml ₹26/ml	₹599 30ml ₹20/ml	₹1999 30ml ₹67/ml	₹999 30ml ₹33 /ml

Plumpness is the category signifier of younger & healthy looking skin. Instant Hydration being the promise.

<p>Deep Moisturization</p> <p>Instantly Plumps</p> <p>Baby Soft Skin</p>	<p>Hydrates multiple layers of your skin</p> <p>Low-, Medium- and High-molecular-weight hyaluronic acid</p>	<p>Lightweight Resurface visibly plump, healthy & hydrated skin</p> <p>Penetrates deep to instantly hydrate skin</p>	<p>Gives your skin the right balance of deep moisturization and surface hydration</p> <p>Healthy, Plump and Happily Hydrated skin</p>	<p>Plump up your skin</p> <p>Reveal fresher, hydrated, and healthier-looking</p>	<p>Intense Hydration for a Dewy Glow from within from 1st use.</p>	<p>Hydrates + Reduces Fine Lines (-60%)</p> <p>Replumps Skin in 1 Hour</p> <p>Youthful Skin</p>
---	---	---	--	---	---	--

CATEGORY PROMISE

A QUICK FIX TO YOUNGER LOOKING SKIN

THROUGH INSTANT HYDRATION & PLUMPING

IT SOUNDS GREAT. BUT WHAT ARE ASSOCIATIONS
CONSUMERS HAVE WITH 'INSTANT RESULTS'?

QUESTIONABLE. TEMPORARY. SURFACE LEVEL.

"I feel like its temporary or the effects last for a very little time."

"Makes me feel unsure of the product. I don't know if it will permanently solve my problems or just give me a solution for a few minutes or hours".

"Doesn't sound very real. These days every brand is saying that, and I don't even know what to believe anymore".

"Doesn't sound like it will solve my problems permanently".



L'ORÉAL
PARIS

**WHAT
MAKES US THE
WORLD'S
N° 1 SERUM?**





Science. Efficacy. Results.

50X SMALLER MOLECULE. DEEPER PENETRATION. LONG-LASTING, INTENSE HYDRATION.

Infused with 50X smaller micro-hyaluronic acid
that penetrates 3 layers deep, delivering intense hydration.

CREDIBLE PERFORMANCE. TIME-BOUND RESULTS.

- ✓ **Skin is plumper for 100% women in 1 hour.**
- ✓ **63% fine lines reduced for 98% women in 4 weeks.**



Repeats. Loyalty. Ratings. Reviews.



4.5

25894



4.2

17617

Magical product 🇮🇳

Nykaa: 3/19/2023

My skin was completely dry and dehydrated it made my skin plump and healthy in first use itself.. And i am writing this review after 1 month of using this.. My skin texture has not only improved it has become healthy.. Amazing product it is

Best serum 🇮🇳

Nykaa: 9/14/2022

My skin used to be very dry and irritating, but after using this HA my skin definitely feels overly hydrated and smooth, it gives you that instant Plumpness with a smooth, glow, dewy texture. I think everybody should just add this to their skin routine. I use it twice a day and i just don't think I'm stopping anytime soon. Its just perfect. 10/10

Once tried, the product seems to enjoy a very high repeat incidence

9 in 10 are willing to buy us in the future



Superiority over competition.

**SUPERIOR EFFICACY
THROUGH SCIENCE
AND NOT A SUPERFICIAL HACK.**

**NOT A QUICK FIX
BUT A DEEPER, LONG LASTING
YET TIME-BOUND SOLUTION.**



Through superior efficacy and market leadership, only we can **PROMISE A HIGHER-ORDER BENEFIT AND OWN A DIFFERENTIATED SPACE.**

LP HA SERUM PROPOSITION.

TRANSFORMATION IN AN HOUR.

Deeper penetration for deeper hydration.
Skin plumper. 100% results.

ASSOCIATIONS WITH 'TRANSFORMATION'

COMPLETE CHANGE.
EVOLUTION.
INTERNAL.
SUPERIOR.

*"Sounds like a **complete change**, making you feel your problems will be solved **from within**".*

*"Transformational sounds like a long-term process, **science based**, and more like **internal** than just surface level".*

*"Sounds like a **superior** elegant product".*

*"It is something major. **Evolution of skin**. You will see the **before and after results** of your skin after using the product".*

TRANSFORMATION IN AN HOUR.

Plumper skin. 100% results.

FILM + KV

BRAND LED CONTENT

Leadership:

Promise from World's N°1 Serum'

Plumper skin in a hour:

Doesn't get in the way of life

100% Credibility:

100% women have experienced plumper skin

Wow at the first go:

Feel the difference from the first use
The science behind the transformation

Science that transforms:

50X smaller molecule

In 4 weeks 98% women looked younger:

63% fine lines reduced for 98% women in 4 weeks

ADVOCACY LED CONTENT

Plumper skin in a hour:

Do your thing and get transformed

Before you are done with a coffee catch-up
Lunch break miracle
Transformation episode – Netflix and Plump
Shop for that new look – Shopping experience

100% Credibility:

100% results! Is it even real?
Product demo

Routine building demo:

When to use

Science that transforms:

Plump Skin
Radiant Skin
Fine lines and wrinkles
Aging prevention: younger audience

USER AND CHANNEL LED CONTENT

Ratings & Reviews

100% Credibility: Testimonials

100% results! Is it even real?
Product demo

Read out the reviews: 5 stars

Ask the Dermat:

IG Q&A with the dermat

Transformation videos:

In 4 weeks for fine lines
In an hour for Plump Skin

A+ LISTING

CONTEXTUAL BANNERS

THANK YOU

