



# LANCÔME

PARIS



## Advertising and Promotional Activities Plan

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## BRIEF OVERVIEW

- Product launch on February 14th in Montreal at Ogilvy's
- Our target is Women 45-60 years old



## STRENGTHS

Well established cosmetics brand.

Consumer loyalty.

Know our target market well.

Focus on product knowledge.

Quality driven products.



BRAND RECOGNITION  
PRODUCT KNOWLEDGE

## WEAKNESSES

Not eco-friendly or sustainable.

Higher price point.

No brick and mortar (shop-in-shops only)

Elitist



HIGHER DISPOSABLE  
INCOME

## OPPORTUNITIES

Targeting the largest segment population

Increasing trend of self care

Loyal consumer

Strong use of social media

Product launch on Valentines day



BABY BOOMERS

## THREATS

Similar products

Releasing on Valentine's day

High end brand = promotional



PROMOTIONAL

# Write Her Future

LANCÔME  
PARIS

WORLDWIDE PROGRAM TO FIGHT  
YOUNG WOMEN'S ILLITERACY

February 2017 campaign for the launch of a new product line of 40 different shades of foundation.

Features very successful women of all ages and of all professions (not necessarily celebrities).

5 year long campaign, beginning May 2018, alongside CARE foundation to invest 2 million euros to fight female illiteracy.

Features ambassadors Julia Roberts, Lily Collins, Lupita Nyong'o, Isabella Rosselini, Penelope Cruz, Kate Winslet, and Taylor Hill.



# BRAND IMAGE

Femininity



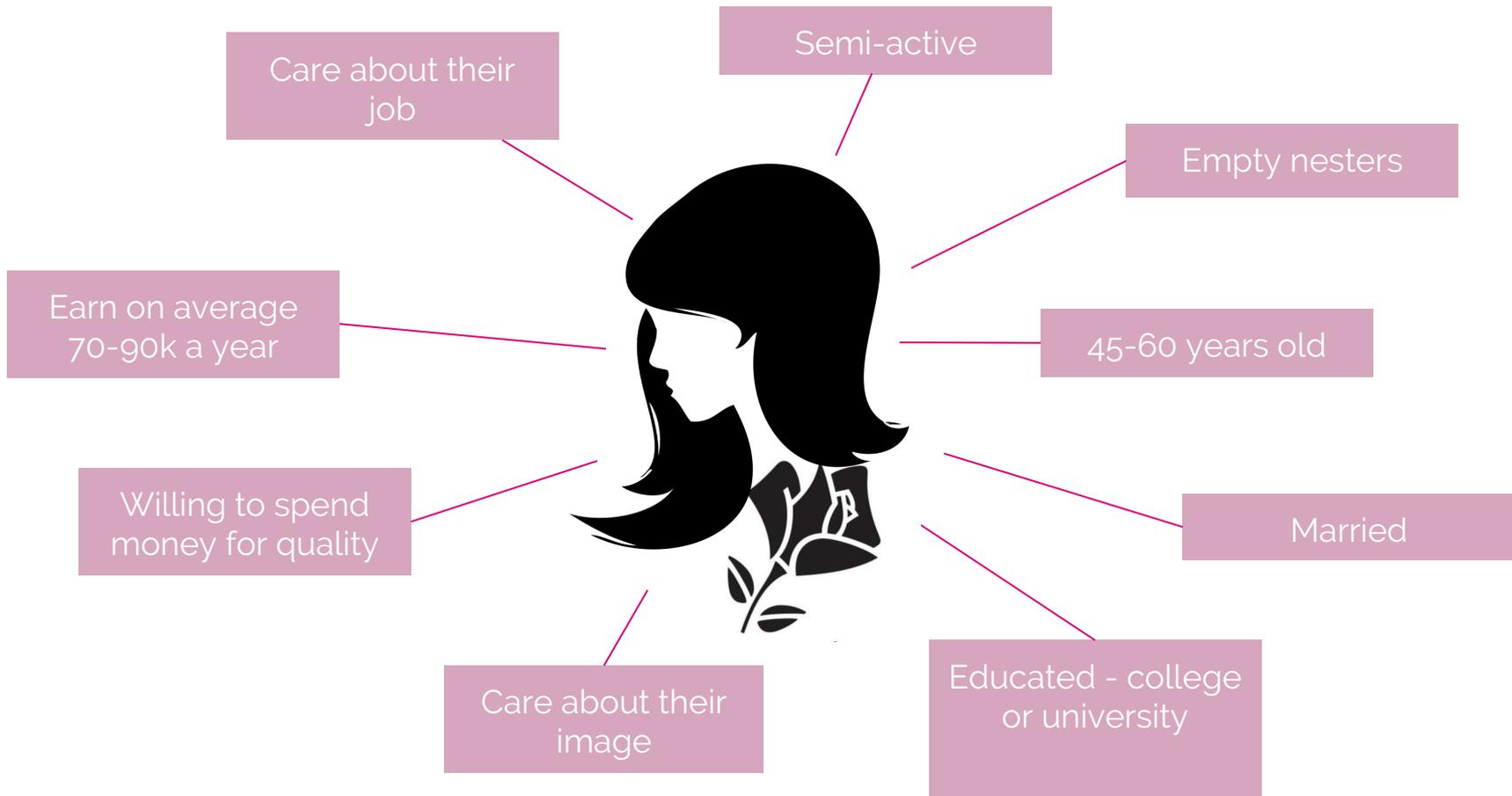
Luxurious

Refreshing Imagery



High end brand = Exclusivity





MEDIA USED



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BAZAAR Harper's

VOGUE

SALUT  
BONJOUR

## COMPETITORS & PROMOTIONAL PROGRAMS

ESTÉE LAUDER

**NIVEA**

*Kiehl's*  
SINCE 1851

**C**  
CLINIQUE

Dior

CLARINS



Through online activism and promotional programs Estée Lauder's most recent campaign is responsible for raising more than \$53 million in donations to breast cancer research



Clinique's latest promotional campaigns involved the idea of catering to customers of many different skin types, and providing them with the healthy methods to improve the condition of their skin.

# ENVIRONMENTAL ANALYSIS

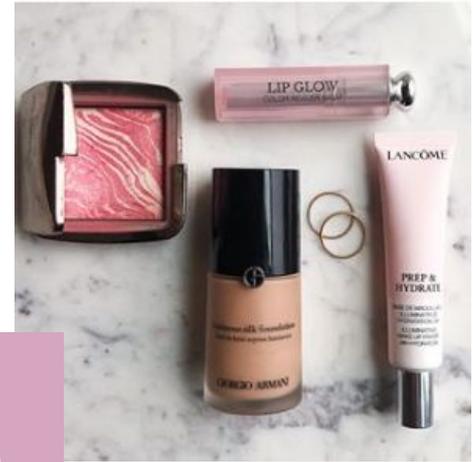
## Industry Trends

Diversity; real beauty comes in all shapes, sizes, skin types and tones..

Facebook live events and streams would help target social media-savvy customers



Micro influencers to promote a product through social media



 **charrzy** • Follow

charrzy Wanna have smooth glowy skin? Check out ANIA's latest Marula Brightening Serum which contains Vit C and Marula Oil! I love the fact that it's made with natural ingredients, is cruelty free and formaldehyde & paraben free 🍷 I use it everyday before applying makeup or just before bed 🍷 you can find out more at @ania\_skincare 🍷

charrzy #ania #aniaskincare #basicmodels #model #sg #skincare #face #vitamin #glow #selfie #selfiesaturday #skincareroutine #serum #marulaoil #natural #naturalsolis #fresh #complexion #luminous #photooftheday #vscocam #crueltyfree #beauty #parabenfree ania\_skincare ❤️

👍🗨️  
191 likes  
FEBRUARY 10  
Add a comment...



We would like a fully integrated communication campaign to build customer loyalty and strengthen existing relationships between customers. The campaign will be celebrating Valentine's Day beginning January 14th until February 28th in Montreal.



## CREATIVE DIRECTIVE

- "Don't forget to love yourself this Valentine's Day"
- Use femininity, self-importance and loving oneself to promote the product to existing clientele.
- Models being used must be within the target market, reflecting the message of inclusivity and beauty throughout the years.
- The campaign and product should have a romantic aspect to it.
- Product knowledge and imagery is important throughout the campaign to convey the image of the brand.

*La vie est belle  
en Lancôme.*



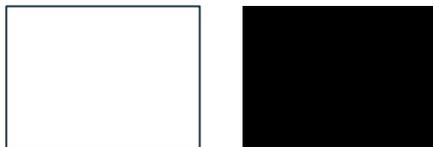
## STYLE GUIDE



LOGO



ICON



COLORS

Logo Font:

Adobe Garamond

Primary Font:

Gotham

FONT



