



Reaching a Beautiful Lift with Authentic Earned Content

They Engaged

68,121

People

Who Spent

1m 58s

On Average

Delivering

70%

Brand Lift

L'Oreal's Goal: Generate Awareness and Preference

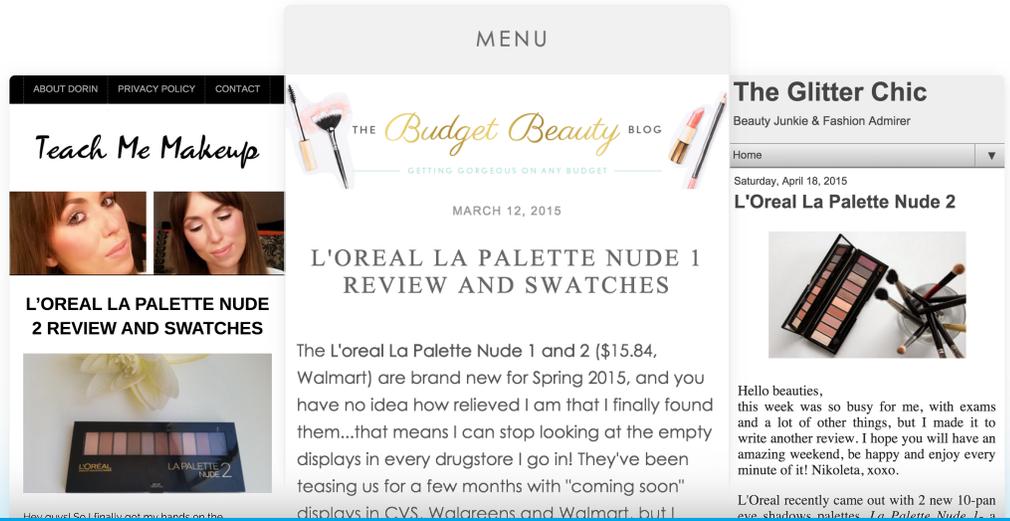
L'Oreal wanted to increase awareness and preference for La Palette, a new eyeshadow product that needed to stand out in a highly competitive space.

Our Solution: Promote Real Content by Real People

inPowered delivered a unique campaign that balanced L'Oreal's need for quality and accuracy in the content with consumer demands for authenticity in a way that created true excitement around the La Palette product. This can be particularly challenging in the beauty category, but by promoting real content by real people over a 13-week period, L'Oreal was able to reach an unprecedented brand lift of 70 percent.

Content

With a total of 13 content pieces that included detailed reviews written by makeup savvy consumers along with how-tos and tutorials, L'Oreal found that the honest point of view and the “real voice” of a relatable woman (e.g., college student) drove the highest engagement rates.



Audience

The target audience was females 18-34 and specifically novice who relies on experts for tips and education about makeup. Contextually targeted site categories (e.g., Art & Entertainment, Style & Fashion and Hobbies & Interests) were used to reach this audience along with relevant keywords. The top performing category was Style & Fashion, and those who had an affinity towards Target and Walgreens engaged at the highest rate.

Ads & Distribution

The content around La Palette was distributed through four main native ad formats, including social, in-feed, in-text and in-ad units. The highest engagement rate came from in-text.

The inventory sources used for the campaign included Facebook, Vibrant, InMobi, MoPub, Yahoo Gemini and DoubleClick AdX. Vibrant was the strongest distribution channel in terms of engagement rate.

