

# 22 INFLUENCER MARKETING

powered by UPA

## Trust is the new love

*Melissa Lee, Brand Advocacy, Innovation & Consumer Care Manager L'Oréal*

BUZZOOLE

CONTENT  
GARAGE

FORTYDEGREES  
CONTENT & INFLUENCER MARKETING

Google

groupm

INFLUENCER

MONDADORI  
MEDIA

Openinfluence

REALIZE  
NETWORKS

SENSEMAKERS  
MINDS & DATA

telesia

TERRITORY  
INFLUENCE

toluna



L'ORÉAL  
ITALIA

# A COMMON PURPOSE

CREATE THE BEAUTY THAT MOVES THE WORLD

As the leader of the beauty category, it is our own responsibility to **provide transparency** and to **highlight our contribution to the world as individuals and as a society**, in the deepest and most honest way possible, driven by a **quest for excellence and ethical business**.

Nicolas Hieronimus – CEO @L'Oréal



Trust is the New Love



# RECENT EVOLUTIONS OF TRUST

## WHY TRUST MATTERS EVEN MORE TODAY?

### A PREVAILING CULTURE OF DOUBT

People sceptical of the authorities and institutions, amplified by pandemic

*In terms of responding to the COVID crisis, the national media of France, Italy and Spain have been poorly perceived (National Media: France -22%, Italy -10%, Spain -7% before pandemic v current)*

### LESS TRUSTED GOVERNMENTS & THEIR MIXED MESSAGES

Perception that they contribute to problems, amplified by the stream of their mixed messages

### DIMINISHING TRUST IN CLASSIC MEDIA SOURCES: AT A RECORD LOW LEVEL

*59% of the population believe journalists purposefully try to mislead*



Insieme ai dirigenti pubblicitari (15%), i politici in Italia sono la categoria professionale considerata **più inaffidabile**.

Al primo posto ci sono i medici (54%) e gli scienziati (56%).

**Fonte Ipsos 2022**

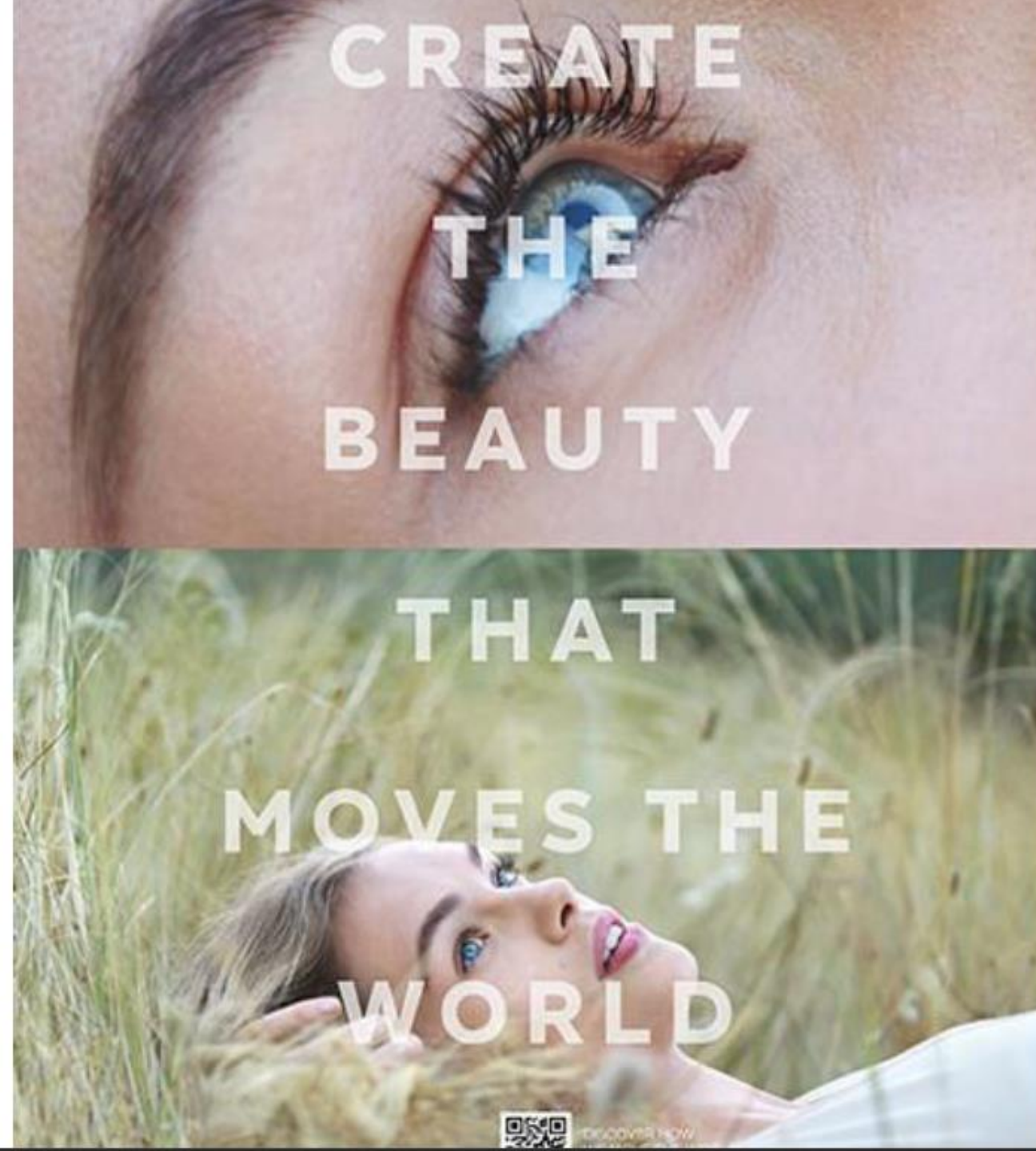
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## CORPORATIONS BECOME THE MOST TRUSTED INSTITUTION

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Business is  
more trusted than  
government  
to drive positive change.

Being a winning brand means being a  
business with beliefs, full transparency,  
and products with a purpose.



# ENTERING THE ERA OF RADICAL TRANSPARENCY

Demystification of the beauty industry towards more clarity, simplicity and brand integrity

## TODAY

Claim fatigue & mistrust.

Gen Z growing in misinformation & content overload.

Simplicity activist indies: power to the people, simplicity-based standard

**KNOWLEDGE  
IS YOUR POWER**

THE **in**key LIST™

Sources: Mintel / The Trust challenge, 65DB, Trustpilot 2020 report

## TOMORROW

Provide clarity on labels, certifications & norms.

Towards full disclosure of the value chain : from sourcing to pricing, from "made in" to full traceability



# IS IT THE END OF MACRO INFLUENCE?

VOGUE  
BUSINESS

TALENT

MEMBERSHIP

SIGN IN



TECHNOLOGY SUSTAINABILITY COMPANIES FASHION RETAIL BEAUTY DATA EVENTS ADVANCE

MARKETING



## The big influencer trust issue — and the beauty brands trying to save it

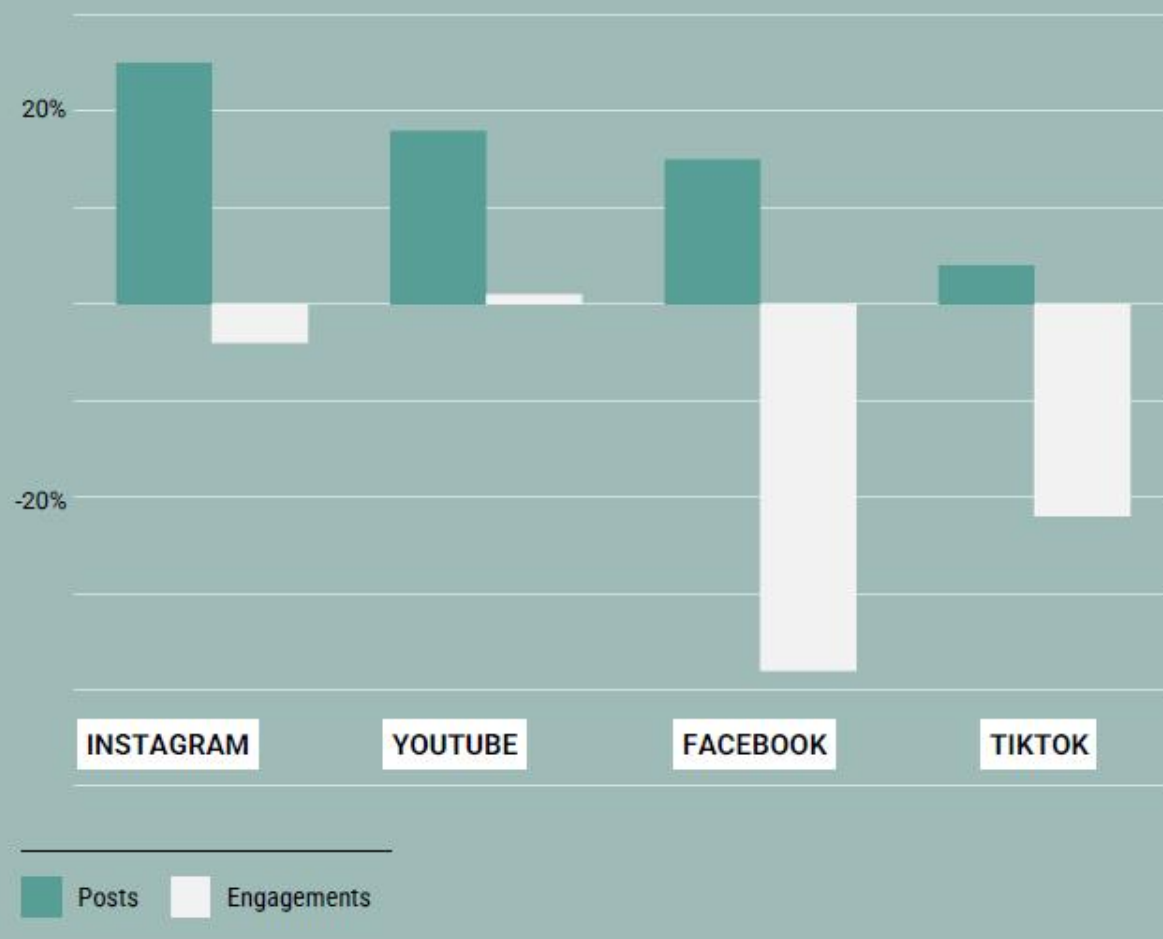
From fake reviews to so-called sponcon, influencers or creators with big followings are often distrusted as sources of guidance for health and beauty products. Can brand training help?

BY KATI CHITRAKORN

23 February 2022



## USER ENGAGEMENT DROPS WHILE PAID COLLABORATIONS GO UP



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TOMORROW,  
PEOPLE WILL BUY FROM PEOPLE

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Quality of trust  
is more important than  
quantity of reach

**"Genuinfluencers"** with close relationships with their communities. Micro-influencers have up to a 60% increased engagement rate compared to macro-influencers.

**Brands are responsible for trustworthy influence:** upskill your creators to tackle misinformation and harmful advice.

# Meet the face of adventure.

Clinique joins 5 bold female explorers  
in their quest to go beyond what's been  
done before.

[Learn More](#)



COMPANIES

## Meet the "genuinfluencers" who don't want to sell you anything

Brands are banking on an emerging crop of so-called "genuinfluencers",  
who are more interested in using their platform to share advice and  
information rather than sell products.

BY KATI CHITRAKORN

9 August 2021

# AND NEW FIGURES OF TRUST WILL LEAD IN BEAUTY

Building trust through authority, proximity & vision

## THE EXPERT AUTHORITIES

SCIENCE NOT MIRACLE  
INTERNATIONAL RECOGNITION  
RESEARCH & INNOVATION

MEDICAL  
INVOLVED



Cerave

EXPERTS  
ADVOCATES



LRP

RESEARCH  
PARTNERSHIPS



Estee Lauder

Surgeons  
Dermatologists  
Facialists

Skinfluencers  
Nurses  
Pharmacists  
Hairdressers  
Nutritionists  
Makeup artists

National medical  
associations  
Tech companies

Sources: European Indies by Label Chic, 2022

## THE SIMPLICITY PIONEERS

CULTIVATING PROXIMITY & CONNECTION  
DEMOCRATIZED & RELATABLE LIFESTYLE  
UNCOMPLICATED, ETHICAL YET PERFORMANT

ACCESSIBLE  
IT GIRLS



Violette

CLEAN  
GURUS



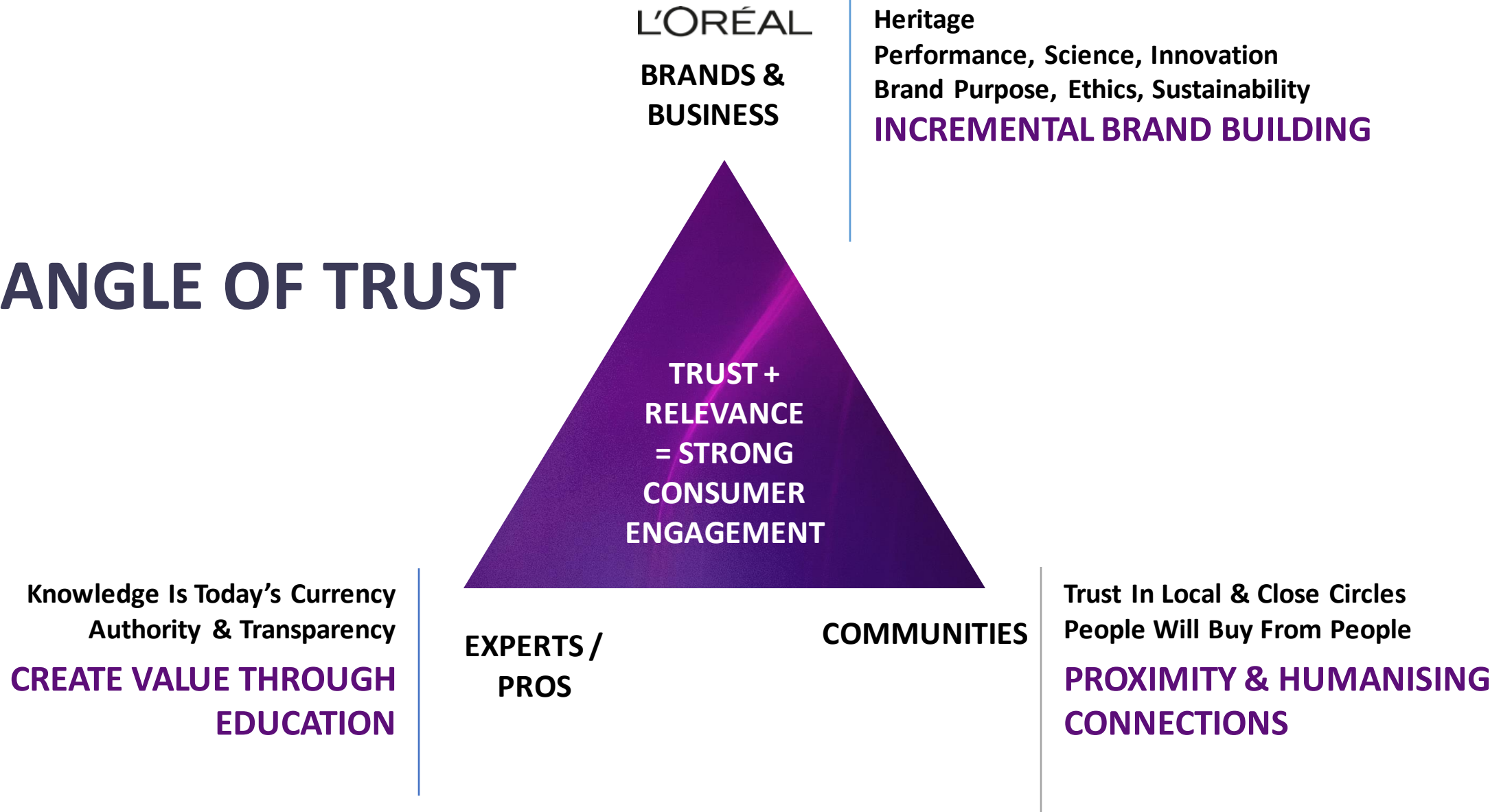
Pai

DEMOCRATIZERS

KNOWLEDGE  
IS YOUR POWER

The Inkey list

# TRIANGLE OF TRUST



# EXPERTS



**GARNIER**  
SKINACTIVE

**CeraVe**<sup>®</sup>  
DEVELOPED WITH DERMATOLOGISTS



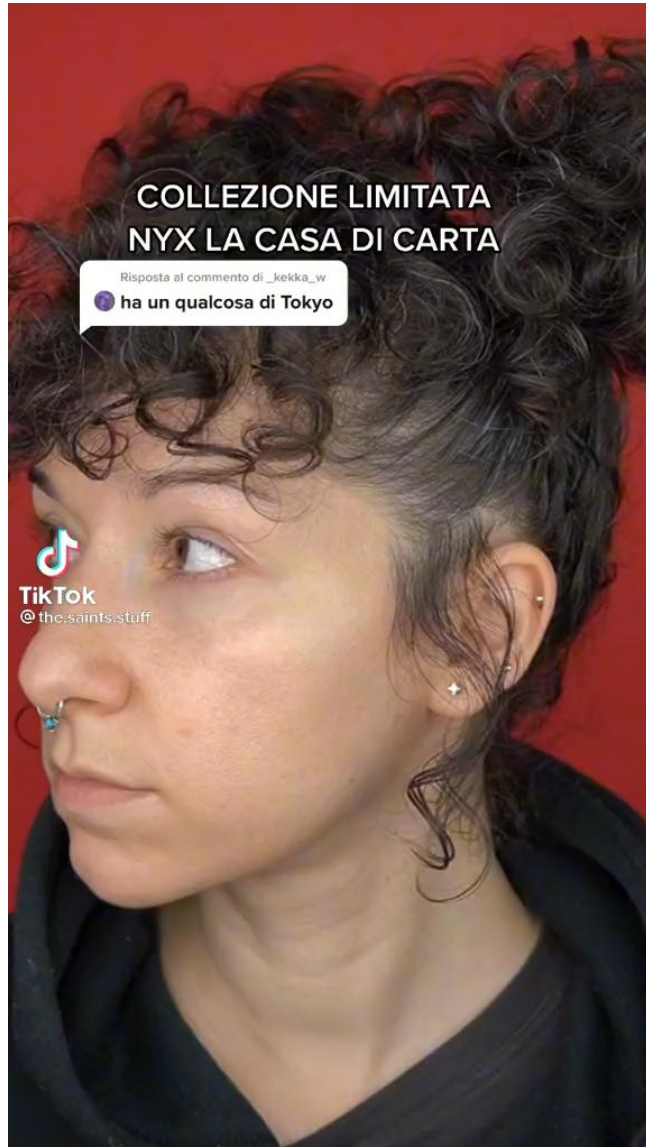
*Kiehl's*  
SINCE 1851

# EXPERTS



**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# REAL PEOPLE COMMUNITIES



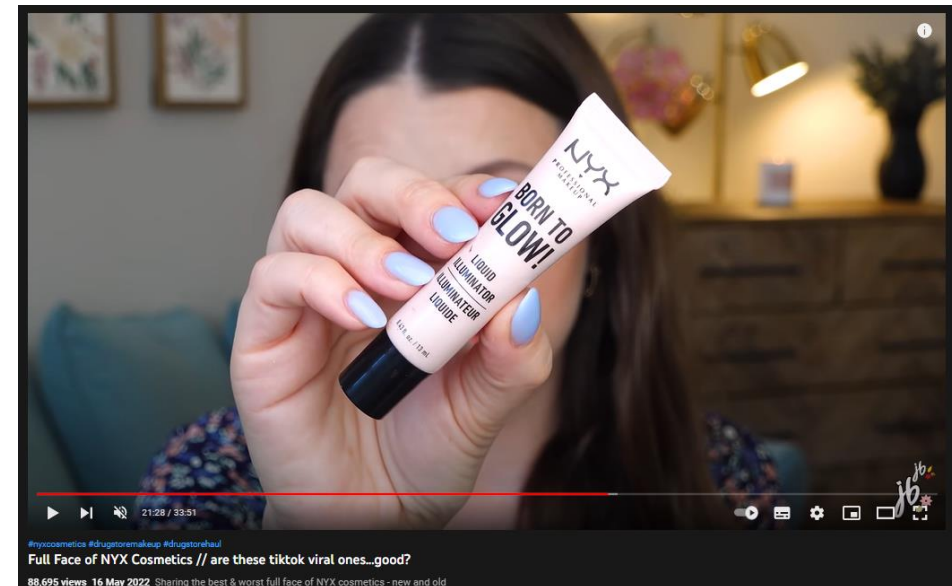
## TikTok discovers viral makeup hack: L'Oreal Paris' powder foundation

By Sophie Cannon

February 10, 2021 | 11:40am | Updated



NYPost Composite





EMERGING COMMUNITIES

MAYBELLINE  
NEW YORK

A woman with dark hair pulled back, wearing a light pink dress with large, ruffled sleeves, stands against a clear blue sky. In the upper left corner, there is a colorful, abstract, painterly shape in shades of purple, pink, and blue. The text 'TRUST IS THE NEW LOVE' is written in small, white, uppercase letters in the top left corner.

TRUST IS THE NEW LOVE

# WHY IS IT SO IMPORTANT?

1.

You don't build trust ALONE

2.

Trust is a long term story

3.

Trust is cultural

4.

No trust, no commerce



# WHAT CAN YOU LOSE?

I.

## Money

2.

## Purpose

3.

Share of market

4.

## Your brand



# GRAZIE

*It is PEOPLE not TECHNOLOGY who transform business*

MELISSA LEE

Advocacy, Consumer Care &  
Innovation Manager

L'ORÉAL  
ITALIA