



**BRANDING
E-VOLUTION 22**

Il brand purpose di L'Oreal: creare la bellezza che muove il mondo
Assunta Timpone, Media Director L'Oreal

amazon ads

GfK
Growth
from
Knowledge

ciaopeople

CONDÉ NAST

Google

IAS
Integral
Ad Science

KANTAR

LinkedIn

HOUSE OF COMMUNICATION
MEDIAPLUS


NEXTPLORA
insight & data management

Rai Pubblicità

SENSEMAKERS
powered by Oracle

Talkwalker

WebAds

A woman with dark hair is shown in profile, looking out over a vast blue horizon. The image has a strong blue color grade and a soft, ethereal quality. The text "SENSE OF PURPOSE" is overlaid on the left side in white, bold, sans-serif capital letters.

SENSE OF PURPOSE

Message from
our Chief
Executive
Officer,
Nicolas
Hieronimus



L'ORÉAL

"Creating the future of beauty,
Together, we will create the future of beauty.

The beauty of the future will be **diverse and inclusive**.
The beauty of the future will be **generous and committed**.
The beauty of the future will be **sustainable and safe**.
The beauty of the future will be **fueled by innovation,**
nurtured by green sciences and powered by Tech.

The beauty of the future will offer **more personalization,**
more experiences and more recommendations tailored to
each individual consumer.

Our transformation also involves **making L'Oréal the**
company of the future, with new ways of working,
strengthening our culture and values to engage
employees **of a new kind, hybrid workplace to come**.

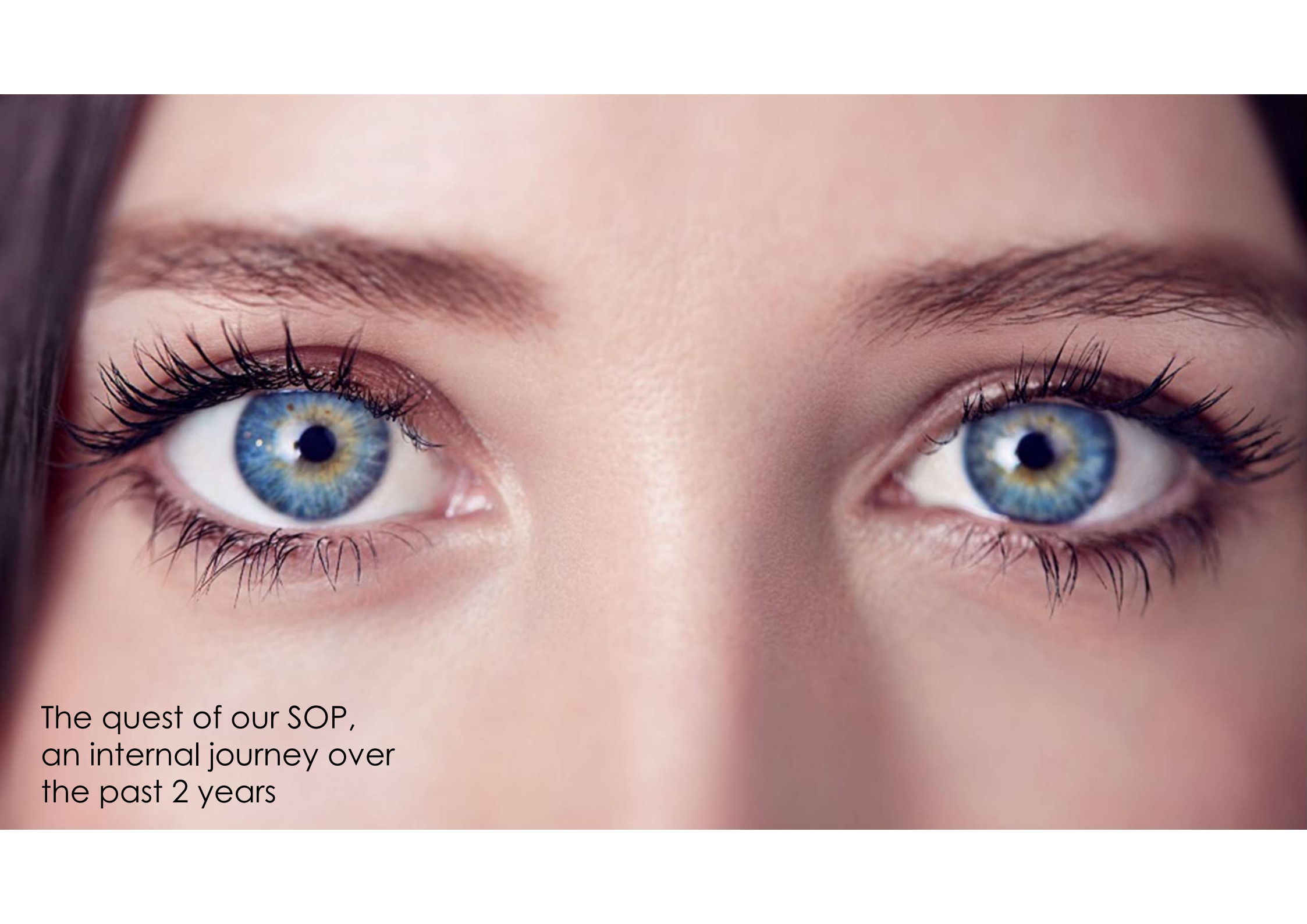
L'Oréal will always retain its lead in corporate social
responsibility.

Together, we will
create the beauty that moves the world."

Our Sense Of Purpose Objectives



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**.



The quest of our SOP,
an internal journey over
the past 2 years

THE AWARENESS
WE WANT TO DRIVE

L'ORÉAL

- We want our employees to **feel inspired and encouraged** to create and act ethically.
- We want our employees to **feel proud to work at L'Oréal**.
- We want to **drive a better knowledge of our company**.

What consumers
expect from our
purpose

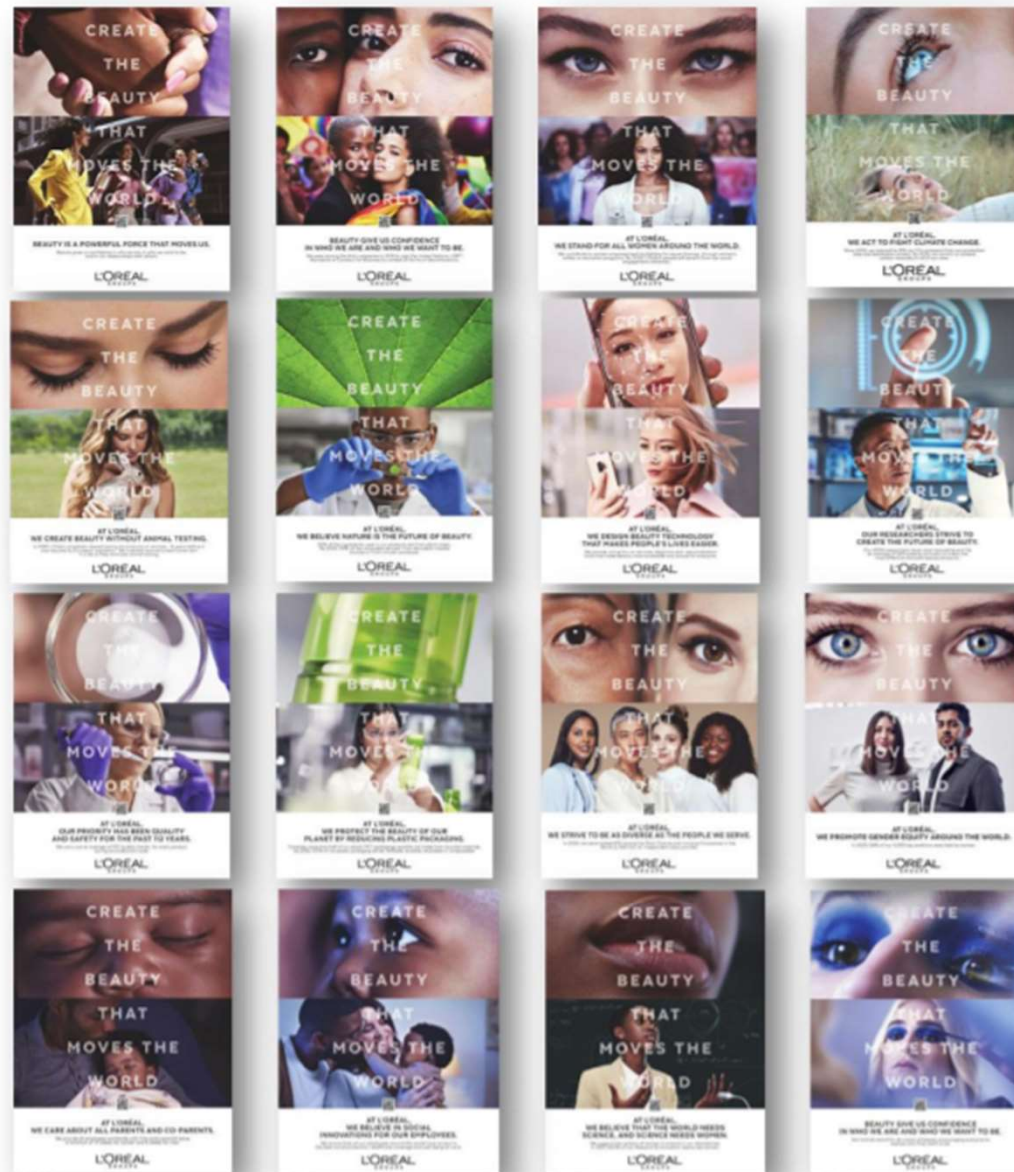


L'ORÉAL

*“We know that
consumers increasingly
make decisions on what
brands they buy based
on what they stand for”.*

N. Hieronimus

Global overview and topics approach in the 1st wave



L'ORÉAL

Beauty
Inclusive Beauty
Women's Empowerment
Climate Change
Animal Welfare
Green Science
Beauty Technology
Innovation
Quality and Safety
Recycled Packaging
Diversity & Inclusion
Gender Equity
Parenthood
Social Innovations
Women In Science Promotion
Inclusive Beauty

THE DAILY TOUCHPOINTS INSIDE & OUTSIDE

ARRIVING CONNECTING MEETING LEAVING

Main daily touchpoints have been treated as an opportunity to make the SOP top of mind. From the desk area, to the entrance, the meeting rooms and the whole building.

