

BRANDSTORM 2019 CASE

MISSION: Invent the future skincare experience for health-conscious consumers.

BRIEF: Create a disruptive innovation for skincare experience to attract, engage and educate health-conscious consumers by leveraging new online and offline services, digital solutions and connected technologies.

YOUR INNOVATION PROJECT SHOULD TAKE THE FOLLOWING INTO ACCOUNT :

- Skincare experience goes far beyond the application of skincare products. It touches the whole consumer journey, including online and offline touchpoints before, during and after the purchase. It can be provided directly by the brand, in the point of purchase and through skincare and healthcare professionals. It influences consumers' skincare knowledge and beauty-routine habits, provides long-term benefits, and affects the way they interact with brands, products, professionals and the environment.
- Health-conscious consumers: individuals of all ages ranging from people with health-related habits who are concerned about their well-being, up to people with skin disorders striving to improve their quality of life. They are looking for efficient and safe products and services that preserve, protect, and enhance the natural beauty of their skin and that are developed with and recommended by health practitioners. They care about natural ingredients and sustainability. *(see Resource pack for more details)*
- The L'Oréal Active Cosmetics Division business model is based on medical advocacy and recommendation from healthcare and skincare professionals (dermatologists, general practitioners, aesthetic practitioners, plastic surgeons, pediatricians, oncologists), pharmacists, dermoadvisors, beauty and health media, as well as consumers' and patients' advocacy. Therefore, your innovation should include a high-quality professional context and bring added value to both end consumers and professionals. *(see Resource Pack for more details)*
- Your innovation should take into consideration the latest trends in medical and technology areas. *(see Resource pack for inspiration)*
- Your innovation should answer and serve consumer needs, aspirations and insights. It should have genuine and positive impact on the life and wellbeing of consumers.
- Your strategy and argumentation of ideas should be based on both the data from the Resource Pack, and your own research.
- Brands: Your innovation can be based on one or several brand(s) within L'Oréal's Active Cosmetics Division.
- Market: You can consider a specific market (country, region) to build your strategy, bearing in mind it should have the potential to be scaled.

- Point of purchase: Use an omni-channel approach with a focus on health care outlets (pharmacies, parapharmacies, drugstores, medical offices and medical spas), in addition to e-retail & e-commerce, department stores and travel retail.
- Budget: You have no constraints in terms of budget, but do consider the long-term profitability of your idea.
- Timing: The practical realization of your idea should take maximum 24 months.
- Sustainability: Your innovation should respect our collective duty to reduce the environmental footprint of our activities and improve the brands' social profile.

"I strongly believe that health is the future of beauty and that there will be major disruptions in the world of beauty impacting the way people live. For Active Cosmetics Division, I am personally committed to ensuring that every single brand changes people's lives and engages in social or environmental projects. I'm very excited to see your innovations and look forward to meeting you on the International final in Paris in May 2019."

Brigitte Liberman
President Active Cosmetics Division