



L'Oréal **BRANDSTORM**

TEAM FLASH
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THE PROBLEMS

- ⚠ Lack of innovation
- ⚠ Traditional purchasing process
- ⚠ Traditional store layout
- ⚠ People enter the pharmacy only if there is a particular need

MARKET TRENDS



#1

Conscious consumers: they demand for environmental sustainability, recyclable materials and the best performer products

#2

Need for innovation and new technologies but keeping the focus on natural ingredients

#3

Spread of anti-age and anti-pollution products

#4

Desire for a more customizable skincare routine

#5

Men are entering the world of the skincare

MAIN COMPETITORS:



⊕ Lierac: anti-age products

⊕ Jowaè: natural and low cost products for millennials

💡 Training courses about digital communication

⊕ Products for any kind of skin

💡 Promotional events with an expert

💡 Partnerships for ethical projects

⊕ Focus on sensitive, dry, damaged skin

💡 Online video advices

💡 #sfdalacne

💡 Pure skin camp

⊕ Products for sensitive, dry, intolerant, allergic skin

💡 Online skin diagnosis

💡 Promotional events with an expert

SWOT ANALYSIS

- | | |
|---------------------------|------------------------------|
| 1- Pharmacist's expertise | 4- High quality |
| 2- Direct advice | 5- Specificity of assortment |
| 3- Niche brands | |



- | |
|---|
| 1- Little space |
| 2- High prices |
| 3- Pharmacy as a point of sale you go if you need |



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|--|-------------------------------|
| 1- Technological innovation | 4- More experiential purchase |
| 2- More aware consumer | |
| 3- Implementation of new medical discoveries | |



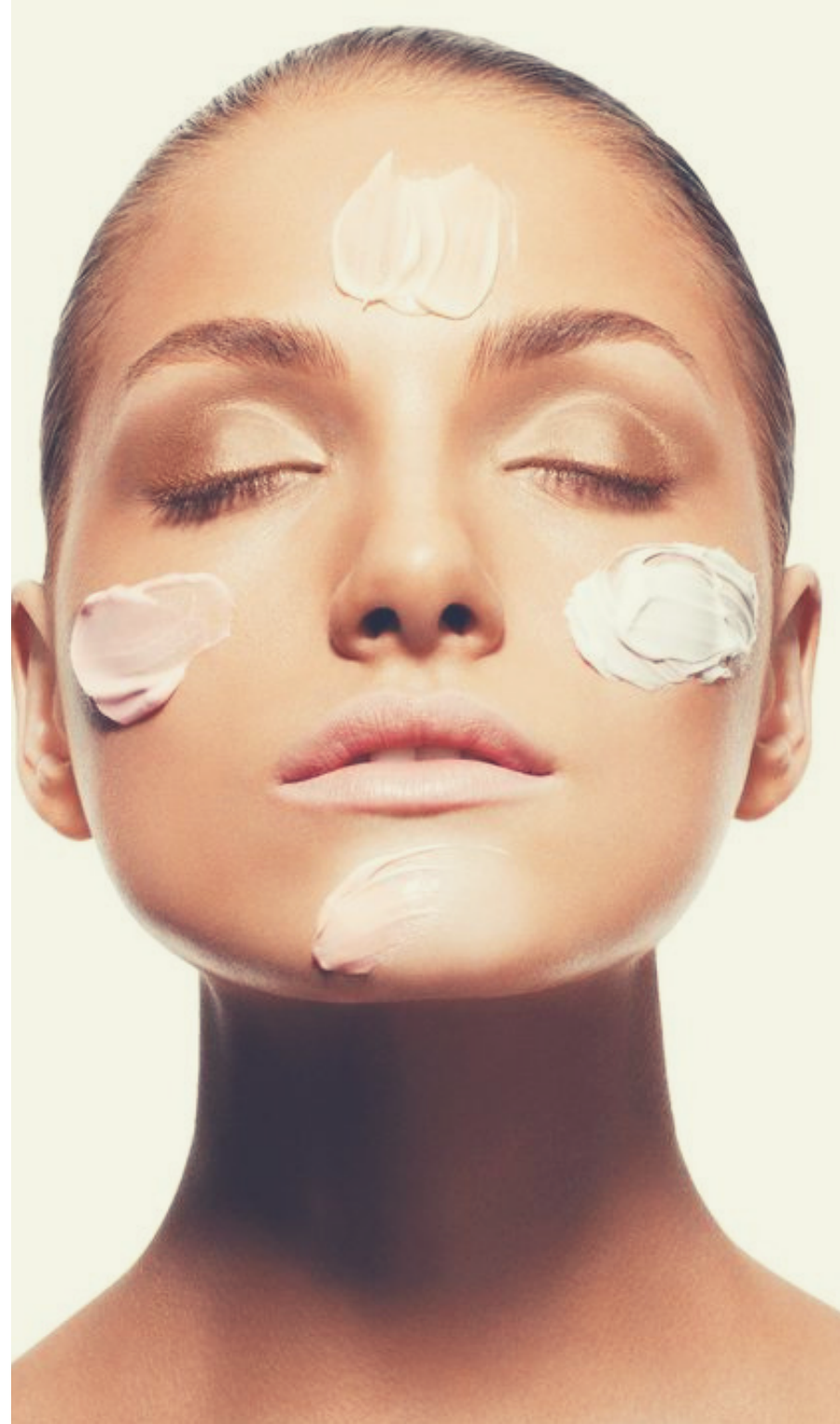
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| 1- Products in e-commerce with lower prices |
| 2- Other channels more related to that type of product |



PERSONAS

Our customer is woman. She always becomes more aware of products thanks to computer-based technologies. The naturalness of the products and the need for a complete shopping experience are put in first place:

- Healthy active career mums
- Healthy image obsessed millennials
- Veglam mums
- Time seeking successful women
- Nature seeker millennials





OUR IDEA

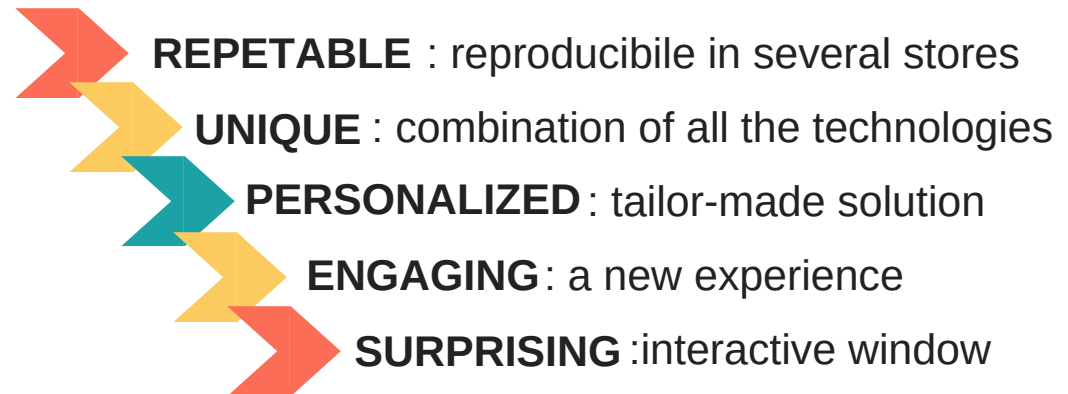
AWARENESS

1. THE CUSTOMER IS ATTRACTED BY AN INTERACTIVE WINDOW
2. THE PHARMACIST CAN DO A SKIN TEST WITH A PROBE AND THE SKIN IMAGE WILL BE PROJECTED IN A SCREEN PLACED ON TOP OF THE SHELVES
3. ON THE SHELVES THERE ARE BEACONS THAT ALLOW THE CUSTOMER TO SEE THE REVIEWS AND ADVICE OF OTHER CONSUMERS AND THE INGREDIENTS ORIGIN OF THE PRODUCTS
4. THE CUSTOMER CAN WEAR A VISOR THAT ALLOWS HIM TO SEE THE MANUFACTURE OF THE PRODUCT



#OBJECTIVE

Increase the number of visits in pharmacies by innovating the purchasing process and involving millennials

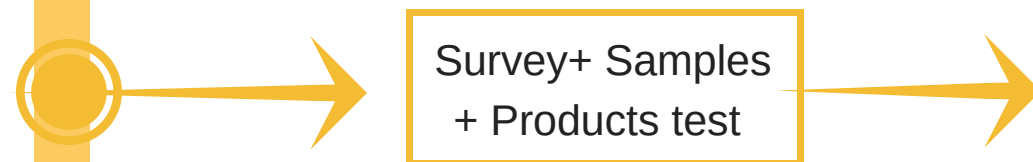
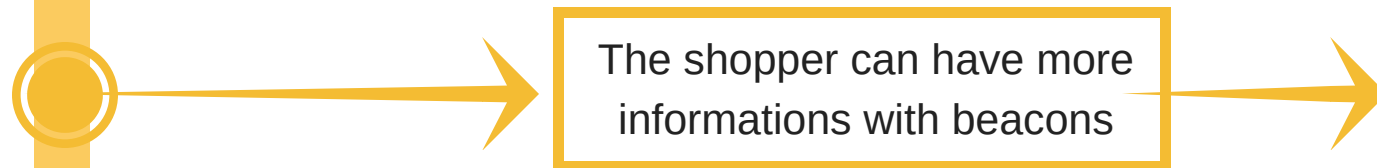
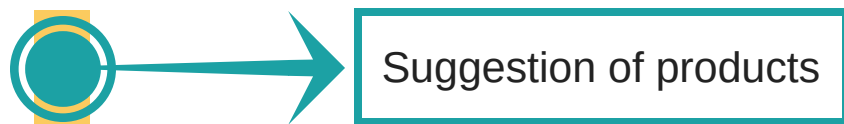


IMPACT ON THE BUSINESS OF THE PHARMACY:

- Increase in pharmacies visits
- Increased sell-out
- Greater awareness of the category

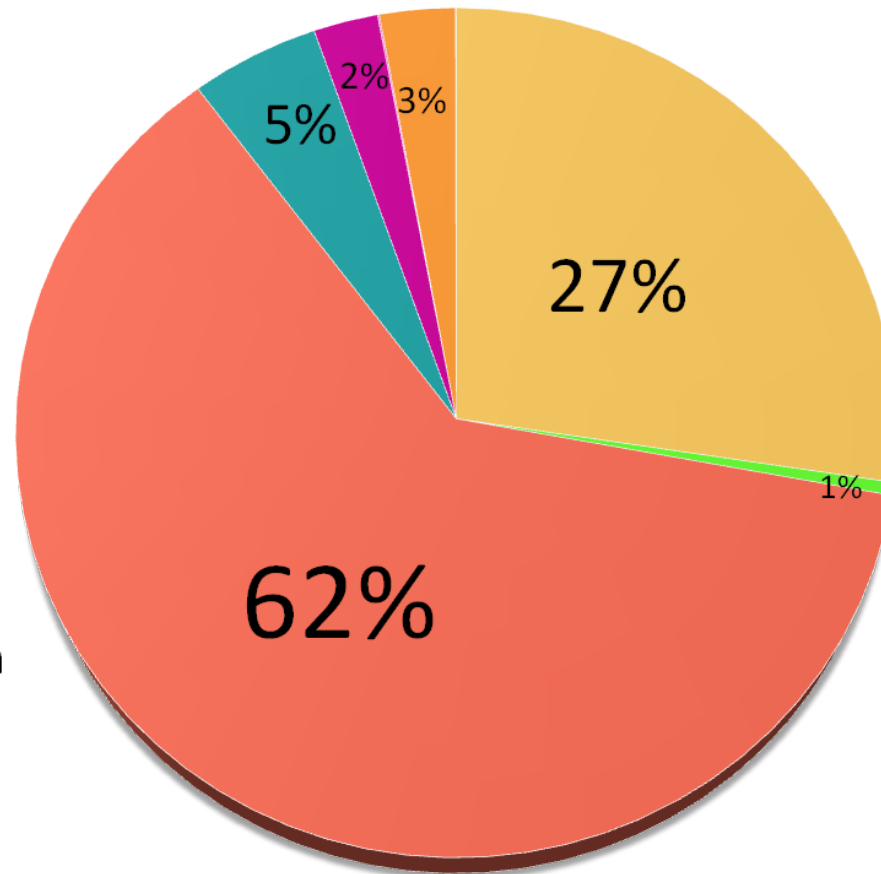
TOUCHPOINTS & CUSTOMER JOURNEY





#BUDGET

- Interactive window
- Beacons
- Skin Exam
- Smart TV
- Visor
- 3D video production
- Samples
- Social media



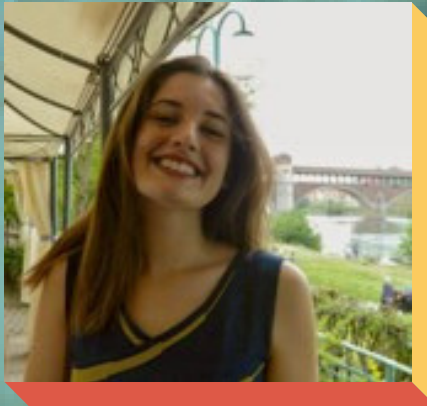
REVENUES

We believe that revenues will increase of 25% in two years, this means that the total amount of revenues will be 500.000.000€

The budget refers to the cost of the program for 5680 pharmacies (8%) located in European capital cities is 34.904.400

THANK YOU

for your time!



FLASH GROUP