

Understanding tomorrow's beauty products customer



The world leader in beauty products, L'Oréal is present in 130 countries on five continents.

Our insights help L'Oréal in Mexico to craft better marcomms strategies for the millennial generation.

Situation

A quarter of Mexico's population was born between 1981 and 1995. Recognizing they are the consumers of the future, L'Oréal wanted to learn more about millennials' attitudes, beliefs, aspirations and behavior in order to meet the expectations of these digital natives.

Approach

To immerse ourselves in millennials' lives, we made heavy use of digital tools and technologies for our research. We interacted with 72 respondents on the client's Facebook page, and asked 16 millennials to write blog posts about health and beauty topics. We also hosted six focus groups with eight participants, as well as eight immersions.

Finally, we did an extensive desktop review of research about millennials in Mexico and the rest of the world, which allowed us to compare their similarities and differences. We concluded the project by holding an engaging and interactive "happening", where we shared the results with the client's teams.

Outcome

Our research left L'Oréal with deep insights on a customer base that is rapidly growing in size and importance.

Tangible deliverables from the project included practical and easy-to-digest videos about the millennial generation. These encompassed a 25-minute overview of the important concepts, as well as shorter clips on brand evolution in communication, fashion and beauty, music and memes*.

*[an image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by Internet users, often with slight variations.]