

Through its pioneering Google+ Hangout On Air, L'Oréal Paris España achieves deep interaction with consumers



About L'Oréal

- Leading cosmetics and beauty brand
- www.loreal-paris.es

Goal

- Engage with consumers in an interactive, dynamic new way

Approach

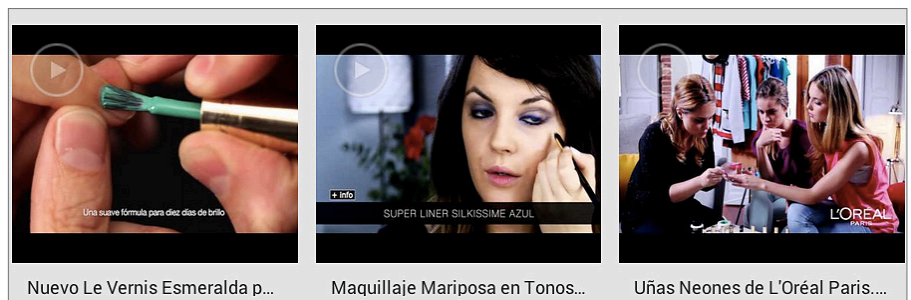
- Announced a Google+ Hangout On Air
- Promoted the event through Google+, Google search campaign

Results

- Search campaign achieved 7.6% click-through rate
- Over 50,000 hangout views
- Event gained excellent participant feedback
- Hangouts now form part of the brand's social media strategy

With 27 global brands available in 130 countries, the L'Oréal Group is the world's largest cosmetics and beauty company. L'Oréal Paris is the main brand in mass market and it encompasses hair colour, skin care, sun protection, make-up, and hair care. Its brand values centre around the slogan "Because You're Worth it," and L'Oréal Paris products aim to make women feel more beautiful inside and out.

Internationally, the brand has had a Google+ page from the beginning of 2012, and the team at L'Oréal Paris España has actively maintained the page in addition to several other social media channels where it is present. The easy-to-use Google+ interface has been particularly valuable in circulating the brand's rich media, including visuals as well as **video tutorials**, which are served seamlessly from YouTube.



Hangouts On Air are another feature of Google+ unavailable on any other channel, and have also proved to be useful in promoting L'Oréal's social messaging through this unique real-time, multi-user video chat functionality. "The hangout tool lets brands connect in a very different way with consumers, leading to a direct and in-real-time engagement that no other social media platform allows," says Lucia Oderiz, Digital Manager, L'Oréal Paris.

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L'Oréal Paris España launched an innovative hangout to present a make-up masterclass and embedded it in their own website. The "L'Oréal Paris Masterclass Summer Nights Formentera" enabled users to join in from home and learn how to use techniques outlined by a cosmetics professional on screen. As the make-up artist created a key seasonal look on a model, viewers could recreate the same look on themselves, all in real time.

About Google+

Google+ brings the benefits of personal recommendations to Google search and ads, delivering recommendations when people need them most and making it easy to start conversations with those who care about your brand. Linking your site to your page unifies your +1s across search, ads, your Google+ page, and your homepage. Google+ pages let you share your content with new audiences and connect with them in more engaging ways.

To learn more about Google+ pages, visit: www.google.com/+business

L'Oréal Paris España actively promoted the event on its Google+ page, using the **Google Display Network** and through a **Google search campaign**. As a result, the Hangout On Air has had **over 50,000 views**.



The results – both on screen and off – have been very positive, with the search campaign alone generating an impressive **7.6% click-through rate**, “It was really satisfying,” says Lucia. “Our consumers told us how great an initiative it was.” So how do hangouts fit into the brand’s social media strategy? “Very well. They will form part of it from now on. We would like to increase our hangouts with bloggers and consumers, offering a different kind of content.”

