

ONE AI STRATEGY. ONE PORTFOLIO. ALL GROWING.

L'ORÉAL



L'Oréal Thailand: Scaling an AI-First Media Ecosystem

L'Oréal Thailand
WPP Media Thailand | L'Oréal Internal and Wavemaker Partners

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BACKGROUND

L'Oréal Thailand needed to move beyond campaign-by-campaign AI optimization and unlock growth across its entire beauty portfolio. The team saw an opportunity to connect video discovery with marketplace, website, and offline retail conversion.

The goal was to **drive brand.com actions, sales ROAS, and omnichannel sales impact** while **improving efficiency and consumer demand** in a highly competitive beauty market.

CREATIVE STRATEGY

L'Oréal shifted from product-by-product campaigns to portfolio-led creator storytelling, using AI to connect creator content and product feeds with relevant consumer interests. Instead of promoting a single product, KOLs showcased the wider portfolio, creating more opportunities to turn discovery into purchase.

YOUTUBE APPROACH

- Used VRC and VVC to build awareness, connecting signals to Demand Gen and Search AI Max.
- Deployed Shopping Demand Gen with product feeds, with 65% of conversion value coming from engaged views.
- Connected YouTube to omnichannel retail partnerships, measuring offline sales and search lift.

RESULT

+9.3% sales lift

THB 18,217M total revenue

**+23.0%
website action lift**

via Search AI Max

-29.0% CPM lift

-17.0% CPV and -19.0% CPC efficiency

SEA GRAND JUROR 2026

Emm Ordinanza
VP and Head of Integrated Media Team, Nestle



This is an effective online to offline execution through YouTube. Their ad drives from awareness to consideration and conversion. It will land sales.