

L'Oréal Group Selects Publicis Media for Consolidated Media Buying in France

Creates Bespoke iBeauty Client Solution for L'Oréal Group

November 2, 2017 - Publicis Media has expanded its media duties for L'Oréal Group to now entail the brand's entire media buying business in France (media buying and media consulting on all media). A tenured client of Publicis Groupe of 40 years, Publicis Media previously handled the media business for nine years.

L'Oréal Group's media spend is the second largest among French advertisers, comprised of its entire brand portfolio, including the Consumer Products Division, L'Oréal Luxe, Active Cosmetics Division and Professional Products Division, representing more than 70 brands.

The pitch involved building a competitive future marketing model for L'Oréal France. Publicis Media recently set out on a journey to reinvent media agencies of the future and help clients accelerate their own transformation and growth. For L'Oréal, Publicis Media has created a bespoke client solution called iBeauty, a data-driven media model which connects creative and digital teams through Publicis Groupe's Power of One approach.

The win further demonstrates the success of Publicis Media's and Publicis Groupe's approach, which puts clients at the center and delivers both marketing transformation and digital business transformation to drive client growth through enhanced technological, digital and data capabilities.

About Publicis Media:

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of Starcom, Zenith, DigitasLBI, Spark Foundry, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 23,500 employees worldwide.

Press contact:

Alexis Abeille
06 25 19 36 50
alexis.abeille@publicismedia.com