



**L'ORÉAL**  
PROFESSIONNEL  
PARIS

**ENHANCING  
L'ORÉAL'S MARKET  
PRESENCE - A  
GAME-CHANGING  
COLLABORATION**

## INTRODUCTION

In the dynamic world of cosmetics, few brands command as much respect and recognition as L'Oréal. Since its inception in 1909, this French multinational company has consistently led the industry, setting new standards in beauty, innovation, and sustainability. L'Oréal boasts a diverse portfolio of products, spanning skincare, haircare, makeup, and fragrances, catering to the varied preferences of consumers worldwide.

L'Oréal's arrival in Israel marked the beginning of an incredible success story. Today, it stands tall as an absolute powerhouse, representing nearly two dozen brands across more than 8500 locations throughout the country. By employing over 400 people, L'Oréal Israel has expanded its reach, leaving an indelible mark within the small geography.

## UNIQUE APPROACH - COLLABORATING WITH RESELLERS

Distinctive from its strategies in other countries, L'Oréal chose to partner with resellers in Israel to showcase and sell their products as opposed to having their own stores, focusing on pharmacies and cosmetics shops as the primary distribution channels. However, this approach presented a notable obstacle – the absence of physical L'Oréal sales representatives on the retail floor, leading to a lack of differentiation for their products among others on the shelves.

Since L'Oréal's inception into the Israeli market, ReaLo has been supplying the Israeli-based team with hardware services, including traditional digital signage products. Over time, L'Oréal's demand from the ReaLo team grew, prompting them to seek more unique display solutions and content creation services.

## REALO STEPS IN WITH INNOVATIVE SOLUTIONS

Despite L'Oréal's commendable marketing efforts, the impact on in-store consumers was not consistently meeting expectations. Attempts were made to differentiate L'Oréal's cosmetic brands, including distributing promotional materials and display stands to resellers. However, the lack of control over third-party displays posed a considerable challenge.

Recognizing the opportunity to make a transformative impact, ReaLo entered the scene with a groundbreaking concept. The core of their proposition involved installing sleek, long display screens with independent network connection on the shelving units holding L'Oréal products. This ingenious solution allowed consumers to interact with captivating content on the screens, while L'Oréal simultaneously executed marketing efforts on another vertical.

## **SEAMLESS SYNCHRONIZATION AND ELEVATED DESIGN**

ReaLo, renowned for its expertise in creating high-end displays, also boasts an in-house boutique design studio. This studio's hallmark is executing exquisite content, considering various display resolutions to ensure seamless synchronization across all screens, regardless of size. L'Oréal sought to create captivating synchronization between screens, maximizing the impact of the displayed content on consumers.

## **A COLLABORATIVE JOURNEY TO UNPARALLELED SUCCESS**

Working in close collaboration with L'Oréal's innovation team, ReaLo meticulously identified effective campaigns and the most suitable hardware for seamless implementation. Through meticulous planning, the installation of over 1000 displays across the country aligned nearly 200 locations with L'Oréal's branding efforts.

## **REALO'S GAME - CHANGING IMPACT**

Direct monitoring of promotional campaigns displayed at third-party resellers proved to be a game-changer for L'Oréal. This newfound control instilled confidence, enabling L'Oréal to precisely gauge content display, timing, and effectiveness. The meticulous execution of promotional campaigns elevated L'Oréal's brand image, bolstering its market position.

## **UNVEILING THE POWER OF ENHANCED SALES CONVERSION AND BRAND EXPOSURE**

ReaLo's display screens witnessed an immediate positive impact on L'Oréal's sales conversion. The striking contrast between L'Oréal and other cosmetic suppliers further cemented its dominance in the market. Beyond immediate gains, ReaLo's solution uncovered additional benefits, including enhanced brand awareness and exposure. The sleek displays captured more eyes, allowing L'Oréal to penetrate a wider audience and cultivate consumer loyalty.

## **PIONEERING SUSTAINABILITY - A SHARED VISION**

In sync with L'Oréal's vision of advancing towards a smart, efficient, and environmentally-friendly world, ReaLo's collaboration further solidified L'Oréal's commitment to sustainability and carbon neutrality. ReaLo's innovative approach aligns perfectly with L'Oréal's future-oriented goals, accommodating dynamic sales activities that demand tailored content for different days, times, and sales points.

## **DRIVING SUSTAINABILITY THROUGH INNOVATION**

The integration of ReaLo's display solution proved pivotal in supporting L'Oréal's mission to become more sustainable. By reducing the need for physical marketing materials and optimizing campaign deployment, the collaboration generated measurable reductions in waste and carbon footprint. This commitment to environmental stewardship not only resonated with L'Oréal's conscious consumers but also positioned the brand as a thought leader in the pursuit of sustainable practices.

## **CENTRALIZED DASHBOARD FOR ENHANCED OVERSIGHT**

Over the last year and a half, L'Oréal has taken significant strides in transferring all their displays, including television screens, LED screens, and video walls, to the capable hands of ReaLo. This move has allowed L'Oréal's headquarters to track all display activities from a centralized, user-friendly dashboard. The centralized oversight has empowered L'Oréal with comprehensive data and insights, enabling them to make informed decisions, optimize campaigns, and drive continuous improvement across their entire display network. As a result, ReaLo became the exclusive provider of display hardware and content creation for L'Oréal's operations in Israel. This strategic partnership has streamlined L'Oréal's display efforts, ensuring seamless brand consistency and enhanced consumer engagement.

## **CONTINUOUS COLLABORATION - EXPLORING NEW HORIZONS**

The success of L'Oréal and ReaLo's partnership surpassed all expectations, inspiring both companies to explore new horizons together. Leveraging the data-driven insights from the display screens, ReaLo and L'Oréal embarked on refining marketing strategies further, ensuring they aligned seamlessly with consumer preferences and emerging market trends.

ReaLo's evolving technology has played an instrumental role in analyzing consumer engagement metrics, allowing L'Oréal to tailor promotions and content to specific demographics. By harnessing real-time data, L'Oréal gained a competitive edge, connecting with consumers on a more personal level and fostering brand loyalty.

L'Oréal and ReaLo's partnership embodies a shared vision for the future of marketing and consumer engagement. Both companies remain committed to pioneering innovative solutions that not only drive business growth but also prioritize sustainability and environmental responsibility.

## CONCLUSION - A STRONG AND ENDURING PARTNERSHIP

The collaboration between ReaLo and L'Oréal has transformed L'Oréal's market presence in Israel, forging a robust and enduring partnership. ReaLo's customer-centric solutions have elevated L'Oréal's marketing strategy, fostering enhanced brand visibility and consumer engagement.

The positive impact on sales conversion, brand exposure, and sustainability initiatives has reaffirmed L'Oréal's position as a leading cosmetics brand. The journey of L'Oréal and ReaLo showcases the transformative possibilities unlocked by collaborative partnerships, powered by innovation and shared values. The partnership serves as an inspiration for businesses seeking to thrive in a competitive and conscious-driven market, paving the way for a brighter and more sustainable future in the beauty industry.