




Case Study

L'Oréal Paris Italia Changes his communication strategy

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Abstract

“L’Oréal Italia Changes his communication strategy ” is a Marketing case study on a business dilemma faced by the cosmetic multinational company L’Oréal Paris Italia in 2013. It analyses the difficulties incurred in formulating a new communication strategy for an anti-wrinkle cream.

The 2nd of August 2013, the Italian Antitrust Authority open a commission that inspected L'Oréal Italy for misleading advertising. The product under consideration was the new Revitalif Laser x3, a leading product in the world for L’Oréal. The advertising of this product was conveyed through the press, television, the site, radio and point of sale. In these messages a comparison was made between the results obtained with these cosmetics and those related to an aesthetic Laser treatment. The Antitrust believes that the effectiveness of a wrinkle cream can never be compared to that of a laser treatment, a facelift, or even a cosmetic surgery. The Management of L'Oréal had to completely reinvent the communication strategy of the product. The main problem was that the comparison with a laser treatment was at the heart of his identity. How to communicate such a different message to the customer, without generate misleading and without falling again in the claws of the antitrust and incurring in a penalty of hundreds of thousands of euro?

In this case, we will have the unique opportunity to see how a multinational company like L’Oréal not only reinvented a product, but became the number one between the anti-ageing in Italy.