L'ORÉAL PARIS

Objective

With a history of delighting users through product innovation, L'Oréal wanted to experience mobile innovation with InMobi to deliver on its endeavour of - offering beauty for all. L'Oréal wanted to bring the retail experience for consumers on their palms and in the comfort of their current location.

Solution

An immersive ad experience was created to introduce the L'Oréal Cannes collection encouraging users to get Deepika's Cannes Carpet look. Through its built in, facial recognition software, the ad unit identified the contour of the user's face. Once the face is captures, the user can swipe left or right to try the shade on themselves. The live face tracking will help place the shade of colour onto the user's lip making their front camera a virtual mirror.

Results

710K	Reach in 20 days across Tier I & Tier II Cities
2.4Mn	IMPRESSIONS
19K	AD CLICKS
60sec	AVERAGE DWELL TIME

INMOBI

Top Personas Targeted:

- Millennials
- Fashionistas
- Mobile Savvy females