

# MAPS CAMPAIGN



# L'ORÉAL CELL BIOPRINT



GROUP 1:

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# L'ORÉAL'S PROMISE



PERSONALIZED, SCIENCE-BACKED  
SKINCARE CLARITY IN 5 MINUTES, CELL  
BIOPRINT REVEALS WHAT YOUR SKIN  
NEEDS AND DELIVERS PRECISE  
REGIMEN RECOMMENDATIONS YOU  
CAN TRUST.



# L'ORÉAL'S PERSONALITY



CELL BIOPRINT INHERITS L'ORÉAL'S  
SCIENCE-FIRST, INCLUSIVE, AND  
SAFETY-LED ETHOS: CLINICAL-LUXE,  
DATA-DRIVEN, TRANSPARENT, AND  
EMPOWERING.

KNOW YOUR SKIN. THEN ACT.



# INTRODUCTION

L'ORÉAL CELL BIOPRINT IS A PREMIUM, AT-HOME/RETAIL/MEDSPA SKIN ANALYSIS DEVICE THAT USES A SIMPLE TAPE-STRIP AND PROTEOMICS TO READ YOUR SKIN'S PROTEIN SIGNALS IN ABOUT FIVE MINUTES. IT REPORTS YOUR BIOLOGICAL SKIN AGE, HIGHLIGHTS KEY SIGNALS, AND, VIA AI (ARTIFICIAL INTELLIGENCE), MAPS INGREDIENT FIT TO DELIVER CLEAR, PERSONALIZED REGIMENT RECOMMENDATIONS (NO MEDICAL CLAIMS). THE EXPERIENCE TIES INTO APP GUIDANCE, BUNDLES, AND SUBSCRIBE-AND-SAVE TO KEEP ROUTINES CONSISTENT AND RESULTS TRACKABLE.



# TARGET MARKET

TO RESONATE WITH OUR AUDIENCE, WE HAVE A CLEAR UNDERSTANDING OF WHO WE SERVE:

## DEMOGRAPHICS

MEDSPA OWNERS/MANAGERS IN THE U.S., AGES 30–50.  
BEAUTY CREATORS IN THE U.S., AGES MID-20S TO EARLY-30S.  
WOMEN CONSUMERS IN THE U.S., AGES 40–60, PREMIUM SKINCARE BUYERS.  
PLATFORMS: LINKEDIN/INSTAGRAM (MEDSPA);  
TIKTOK/INSTAGRAM/YOUTUBE (CREATORS);  
FACEBOOK/INSTAGRAM (CONSUMERS).

## PSYCHOGRAPHICS:

MEDSPA: SEEK DIFFERENTIATION, CLIENT TRUST, ADDED REVENUE; BLOCKERS: COST, STAFF TRAINING, WORKFLOW FIT.  
INFLUENCER: SEEK CREDIBLE, BUZZ-WORTHY CONTENT AND FAIR AFFILIATE; BLOCKERS: GIMMICK RISK, TIME.  
CONSUMER: SEEK SIMPLE, PERSONALIZED RESULTS AND GIFTABLE VALUE; BLOCKERS: PRICE, COMPLEXITY; NEED STEP-BY-STEP SUPPORT.  
RESPOND TO STEP-BY-STEP VISUALS, TESTIMONIALS, AND LIGHT OFFERS.



# VISUAL IDENTITY



LOGO

L'ORÉAL

L'ORÉAL PARIS

FONTS

Aa

TRADE GOTHIC  
EXTENDED

COLOR PALETTE



#B11D1D

#0A0AOA

#D3C2AO

#E7E3DD

L'ORÉAL  
PARIS  
Because you're worth it.



# OBJECTIVES

## AWARENESS

Increase awareness of L'Oréal Cell BioPrint by 60%

## CONVERSIONS + LOYALTY

Increase app downloads and add to cart by 40% for the L'Oréal Cell BioPrint

## INCREASE RUN-RATE FOR SUPPLEMENTARY PRODUCTS

Increase repeat purchase of recommended add-on products with L'Oréal's Cell Biorprint by 35%



# MATURE MARGARET

## DEMOGRAPHICS:

Age: 52

Gender: Female

Marital Status: Single

Location: New York City

## INCOME:

\$200,000-\$400,000

## DIGITAL CHANNELS:

Facebook, Pinterest, Blogs,  
Email

## EDUCATION:

Obtained an MS Degree in  
Marketing Science from  
Columbia University

## CAREER BACKGROUND:

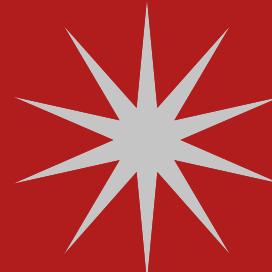
Margaret worked for her uncle's  
finance company out of  
college, climbing up the ranks  
to become CMO

## OCCUPATION

Current CMO of a finance  
company based in NYC



# MARGARET'S MOTIVATIONS



**Social Proof:** Since college, Margaret has thrived on routine: the same coffee shop, same gym days, same social scrolls. Now, as a successful professional, as she gets older, she will be ready to invest more into her health/beauty and add more balance to her daily life.



**Quote:** "I've always believed that taking care of myself comes first. Prioritizing my happiness and health isn't just self-care it's what allows me to stay focused, energized, and grounded every single day."

# MARGARET'S AWARENESS STAGE

**Trigger:**  
While scrolling on Facebook before bed, Margaret sees a sponsored ad that says "Don't pause your life. Pause time," showing her a simple step-by-step guide on how it works and what it can do for her

**Goal:**  
Intrigue Margaret with the latest advancements in beauty technology and show her how effortlessly she can pause time for her skin motivating her to click and learn more.

**Touchpoints:** Display ad in social media spaces like Facebook and Pinterest. Also in person ads at maybe loreal store fronts and other partner brands.

**Pain Points:** Margaret being a CMO is very aware of marketing techniques and how they use social aspects to influence their audience decisions.

**Alleviation:** Visually striking display ads immediately capture Margaret's attention. At her age, she's eager to try the newest and most advanced beauty technologies, making her highly receptive to innovative product messaging.



# MARGARET'S INTREST STAGE



## Trigger:

After intercating with intital ad she is taking to the webstie where she reads easy to digest information about the product however no purchase is made and no newsletter signed up for

## Goal:

Create lasting recall so Margaret keeps the product top of mind lingering in the back of her head as she thinks about elevating her beauty routine.

**Touchpoints:** Showcase the website's clean, easy-to-digest design that appeals to Margaret focusing on the health and beauty outcomes she values most, rather than the complexity of the technology behind it.

**Pain Points:** While she shows the intrest in the product and keeps it in mind there is not intent to purchase at this tiem

**Alleviation:** Although there is not intent to purchase because of the click to go on the website we now have cookies to reach out to her and give her more targeted ads.



# MARGARET'S CONSIDERATION STAGE

## Trigger:

After a few weeks she see a couple more ads sprinkled through pintrest and other socials as well as a sponsored review by a blogger she follows on facebook

## Goal:

To keep showing her the product for recall purposes, while also slowly giving more information about it

Touchpoints: The funnel of giving more information slowly over time to give the illusion of self-discovery. A trusted blogger giving a positive review of the product

Pain Points: The product is intriguing to her the high cost is something that even someone of her level is skeptical of.

Alleviation: Through the ads show her that even at the high price point you still get what you pay for, so much so that is seems like a steal.



# MARGARET'S DECISION STAGE

Trigger:

After seeing enough ads  
margraet decided to final get  
serious about the product and  
begins an indepth search of  
pricing, quality and features.

Goal:

To make sure the product is a  
good fit for her.

Touchpoints: See watches reviews online from  
influencers while also reading more on blogs to  
find out if the product is worth it

Pain Points: Because of the high price point  
Margaret is extra critical of any negatvie reviews  
she comes across

Alleviation: With mostly postive reviews and very  
few negative reviews the amount of mind she  
give to the negative ones shouldn't be much at  
all



# MARGARET'S CONVERSION STAGE

Trigger:  
Margaret goes to the official L'oreal page to place an order for the cell bioprint

Touchpoints: Ease of purchase is what will keep her from changing her mind during this final stage. Providing her with the final bit of information with aspects like shipping and tax.

Goal:  
To receive the product and use it

Pain Points: Being a more expensive item and tech based the purchase may be more involved than just simply buying new eye-liner.

Alleviation: Make sure everything is easily digestable and walks her through the process step by step with clear instructions



# MARGARET'S LOYALTY STAGE

Trigger:  
Margaret receives the bioprint and uses it. Now given the results she need products to match her specific needs

Goal:  
Given the result of the bioprint recommend her Loreal specific products to bring her into the funnel

Touchpoints: Through the app that is used to keep track of her skins data it prommotes Loreal products for her to buy

Pain Points: Just having spent thousands of dollars on this new tech she may be reluctant to buy luxury skin care products from Loreal.

Alleviation: Offer bundles where she can buy everything reccomended at a cheaper rate or make her first skin/beauty care purchase complimentary.



YOUR SKIN HAS A FUTURE  
SEE IT TODAY.



# MARGARET'S DISPLAY AD

## **“Future You” Immersive Ad Experience**

### Concept:

- A digital experience where users scan their face (via L'Oréal's app) and see a projection of their skin in 5 years with and without Cell BioPrint use.

### Goal & Stage of Customer Purchase Journey:

- Spark Margaret's awareness of her need for this product
- Phase 1 of the customer journey

### Strategy:

- Mid-article display on Google Search results, skincare blogs, or beauty e-retailers (e.g., Allure, Refinery29, Sephora Community)
- An image of a person with similar demographics will grab Margaret's attention
- The button “CLICK TO SEE YOUR FUTURE SKIN” will direct her to the L'ORÉAL landing page, where she can use the AI experience

# MARGARET'S PAID SOCIAL AD

**“Don’t pause your life. Pause time”**

Concept:

- A visual walkthrough of the Cell BioPrint process that is easily digestible for Margaret

Goal & Stage of Customer Purchase Journey:

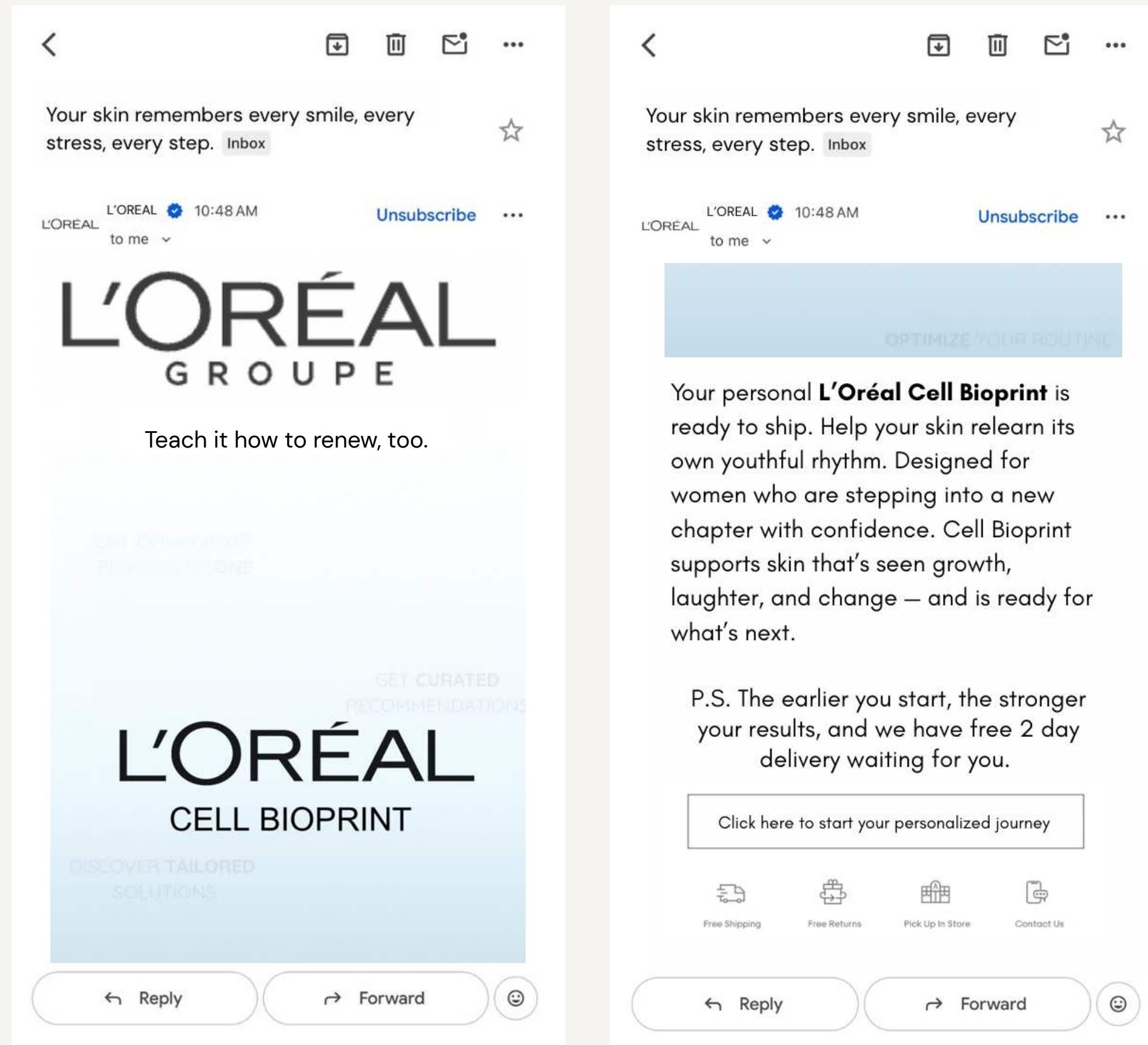
- Provide Margaret with information she needs about how the product works to consider purchasing
- Phase 2 of the customer journey: Margaret is in the information-seeking process

Strategy:

- This ad will be run on Facebook
- Click anywhere on the advertisement and be directed to the landing page, where there is more information



# MARGARET'S EMAIL AD



**"Your skin remembers every smile, every stress, every step. Teach it how to renew, too."**

## Concept:

- An email campaign that speaks to Margaret's pain points of aging and will be sent once she has viewed the site and engaged

## Goal & Stage of Customer Purchase Journey:

- Drive Margaret back to our site and convert her curiosity into a sale
- Phase 3 of the customer journey: Margaret is ready to purchase the product

## Strategy:

- This ad will be sent via Email
- Includes a Call-To-Action
- Responsive design that adjusts to desktop and mobile placements

# WEBSITE TRIGGER - DECISION

**“Future you will thank present you.”**

Concept:

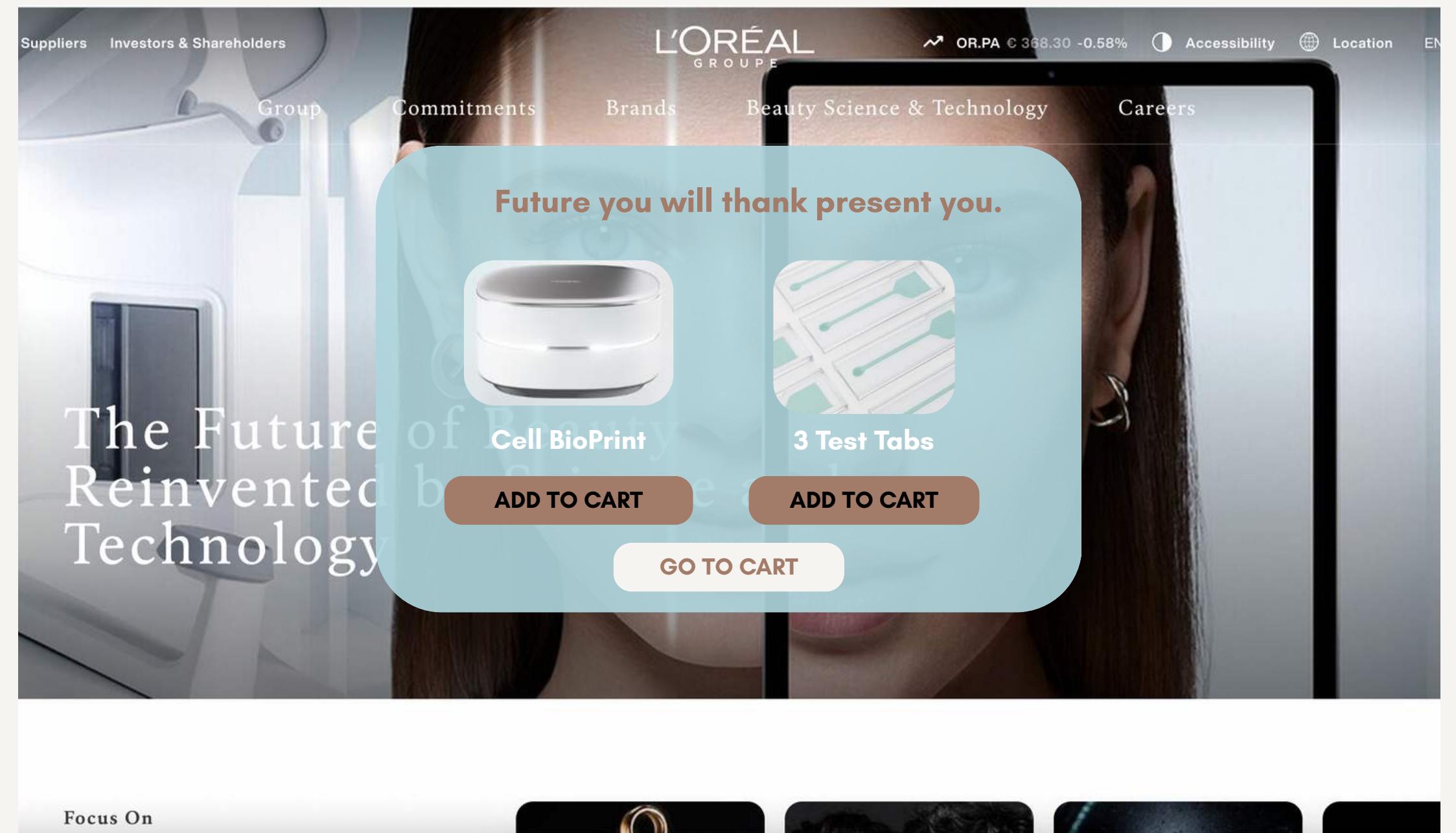
- We will make it as easy as possible for Margaret to purchase our product

Goal & Stage of Customer Purchase Journey:

- We want to lock down Margaret's sale

Strategy:

- Once Margaret is on our website, we prompt an “ADD TO CART” pop-up
- We also want to include other products that can be paired with the Cell BioPrint to strengthen the sale and establish future loyalty



# MEDSPA MADISON

## DEMOGRAPHICS:

Age: 54

Gender: Female

Marital Status: Married

Location: Los Angeles

## INCOME:

\$200,000 - \$300,000

## DIGITAL CHANNELS:

Facebook, LinkedIn, medical journals & aesthetic industry publications, and Instagram

## EDUCATION:

Bachelor's in Business Administration, MD and residency in aesthetic medicine

## CAREER BACKGROUND:

Madison began her career as a medspa receptionist, where she fell in love with the world of aesthetics. Over the years, she worked her way up and is a respected business owner.

## OCCUPATION:

Medspa owner & lead practitioner



# MADISON'S MOTIVATIONS



**Social Proof:** After completing her residency, it was Madison's goal to open her own medical practice. Madison wants to make sure she stays on top of the trends and is able to provide her clients with top-notch treatments and services. Madison is a go-getter and has always been an overachiever.



**Quote:** "I've always wanted to open my own practice and be able to help others feel confident in their own skin. I want to be able to use the L'Oréal Cell BioPrint as a service to help my clients feel in control of their skin."

# MADISON'S AWARENESS STAGE

**Trigger:**  
Madison comes across a clean, professional display ad while reading *Aesthetic Medicine Today* and sees a social ad on Facebook promoting L'Oréal Cell BioPrint as a next-generation skincare innovation.

**Goal:**  
Capture Madison's curiosity and introduce Cell Bioprint as a credible, medically advanced solution for her practice.

**Touchpoints:** Display ad in professional journals, Facebook and Instagram sponsored posts, and LinkedIn feed content.

**Pain Points:** Madison is bombarded by "miracle skincare tech" that lacks data or proof; she needs something scientifically backed and business-viable.

**Alleviation:** Display ad focuses on sleek product visualization and science-based language ("expert, data-driven results"), while the social GIF quickly demonstrates simplicity and innovation. This prompts her to click Request a Demo or learn more.



# MADISON'S INTEREST STAGE

**Trigger:**  
After engaging with the initial ad, Madison clicks through to L'Oréal's site and signs up for the newsletter to stay informed on emerging beauty technologies.

**Goal:**  
Deepen Madison's interest by building credibility through content that feels professional, not promotional.

**Touchpoints:** Website landing page, email signup pop-up ("Look How You Feel"), and confirmation email with exclusive insights.

**Pain Points:** She's interested, but skeptical. Madison needs to see how this fits within clinical practices and whether it's FDA-approved or profitable.

**Alleviation:** A sleek landing page highlights L'Oréal's research and data, while the newsletter signup gives her early access to case studies and webinar invites that position Cell Bioprint as trusted innovation.



# MADISON'S CONSIDERATION STAGE

**Trigger:**  
Madison receives a follow-up email explaining how Cell Bioprint can streamline her patient services and improve outcomes, along with a discount code for early partners.

**Goal:**  
Shift Madison from curiosity to commitment by showing ROI and trust from other medspa owners.

**Touchpoints:** Post-newsletter signup email ("Unleash Your Best Skin"), abandoned cart email ("Don't Miss Out!"), and case study links.

**Pain Points:** She worries about high startup costs, staff training, and integration into her current treatments.

**Alleviation:** The follow-up email provides proof of reliability and ease of use through peer testimonials, while the abandoned cart message uses motivational phrasing and a small incentive code ("GLOWUP") to push her toward completing a demo or purchase.



# MADISON'S DECISION STAGE

**Trigger:**  
Madison has engaged with the brand through emails and product pages. After watching the "Meet Amy" video and reading case studies, she schedules a 1:1 demo to learn how Cell Bioprint fits into her medspa.

**Goal:**  
Build confidence and remove the final barriers that keep her from purchasing.

**Touchpoints:** Personalized sales email, LinkedIn follow-up message, demo booking page, and the "Get 15% Off" pop-up offer.

**Pain Points:** She's concerned about the learning curve for her staff, patient demand for bioprinting, and whether the investment will yield fast returns.

**Alleviation:** The sales team provides a customized demo that shows ROI projections and an onboarding timeline. The incentive email reassures her with professional design and a clear CTA.



# MADISON'S CONVERSION STAGE

**Trigger:**  
Madison revisits the landing page after receiving a personalized discount code and watches a video titled "Meet Amy: Discover the Magic of Cell Bioprint."

**Goal:**  
Convert Madison's growing interest into a sale or partnership trial.

**Touchpoints:** Product landing page with video, follow-up email with purchase link, and automated thank-you confirmation.

**Pain Points:** She needs reassurance that onboarding is easy and that support is provided post-purchase.

**Alleviation:** The conversion funnel emphasizes smooth implementation – clear CTA ("Shop Now"), complimentary shipping, and follow-up email reinforcing professional support and app integration for ongoing use.



# MADISON'S LOYALTY STAGE

**Trigger:**  
After receiving her order, Madison gets a “Your Package is Here” email encouraging her to download the Cell Bioprint app and leave a review.

**Goal:**  
Strengthen long-term loyalty, encourage repeat purchases, and position her as a brand advocate.

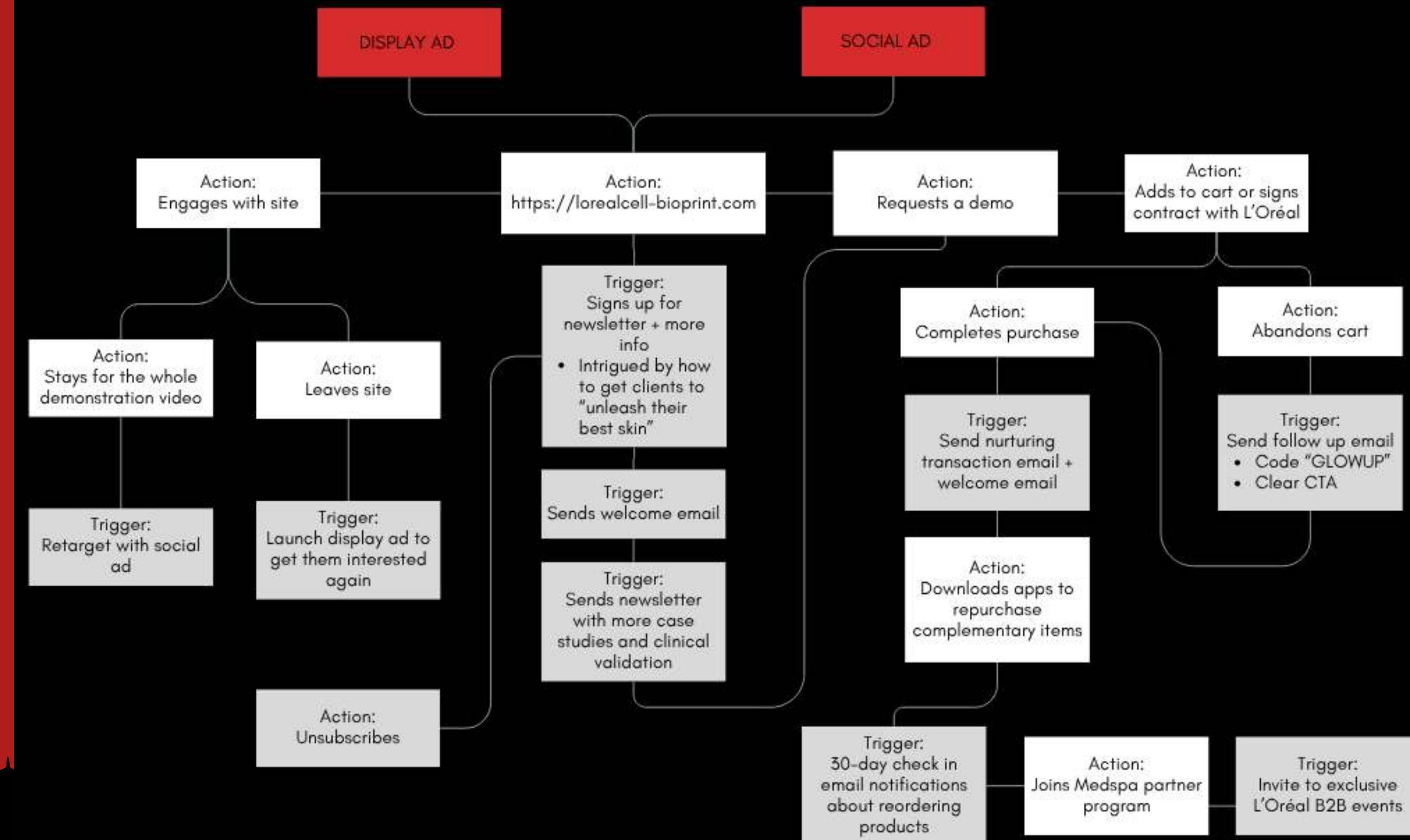
**Touchpoints:** Post-delivery email, app onboarding, review incentive (“30% off refill”), and referral invites for other medspa owners.

**Pain Points:** Madison wants continued support and fresh reasons to stay connected beyond the first purchase.

**Alleviation:** Emails emphasize exclusive perks (refills, training invites), while app notifications personalize her product experience – keeping her engaged with L’Oréal’s innovation cycle and inspiring advocacy.



# L'ORÉAL CELL BIOPRINT MEDSPA MADISON'S TRIGGERS & ACTIONS



# MEDSPA MADISON - AWARENESS STAGE



## Display Ad

### Concept:

- Clean, easy-to-read points, with a skincare-targeted graphic
- The focal point of the ad is a visualization of the device and a brief highlight of what the device is capable of

### Goal:

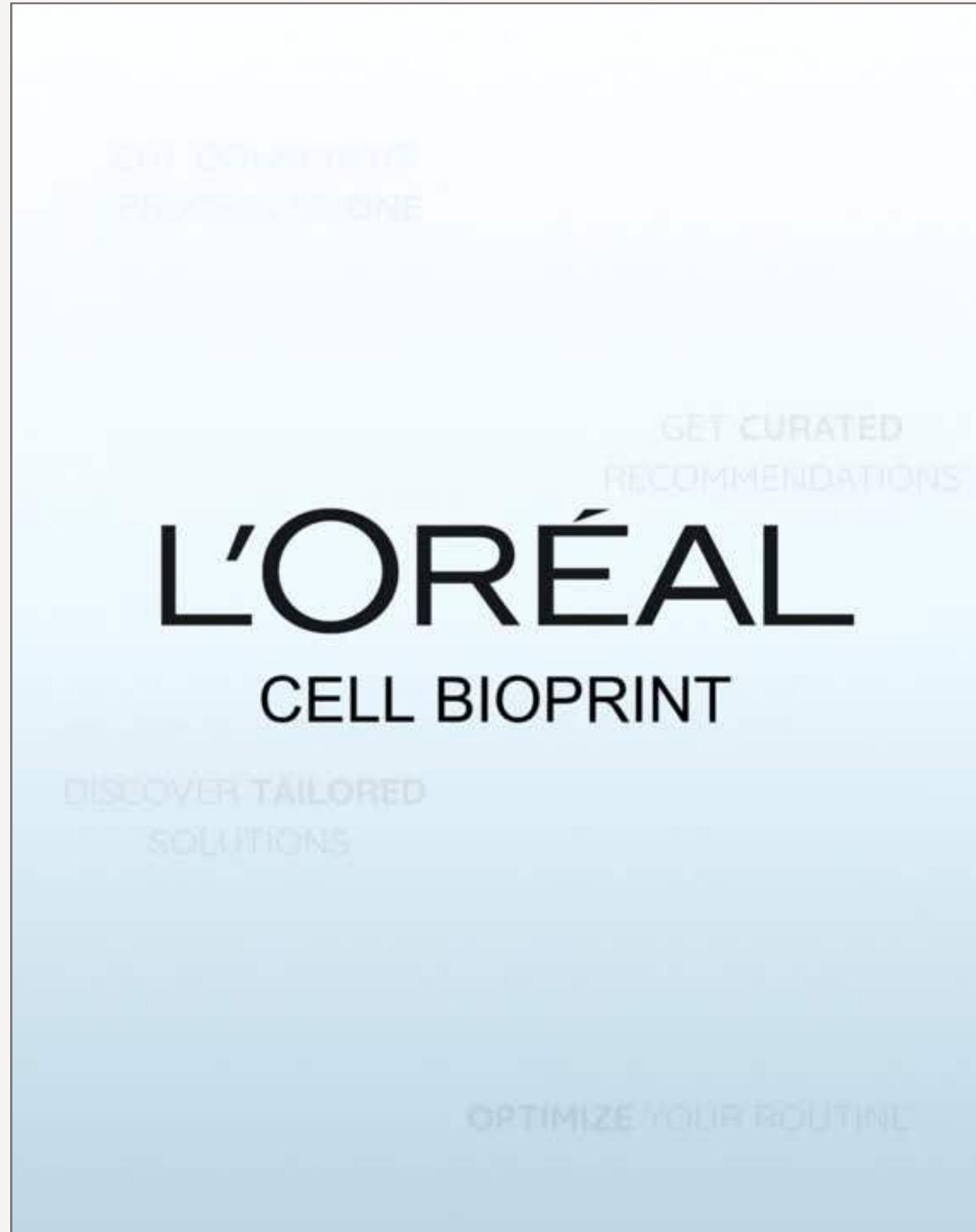
- Capture Madison's interest and awareness of the new technology

### Strategy:

- Display within beauty, skincare, and medical aesthetic blogs, articles, and journals
- "Request Demo" CTA will lead straight to our landing page, where Madison will be encouraged to sign up for our newsletter



# MEDSPA MADISON - AWARENESS STAGE



## **Social Ad**

### Concept:

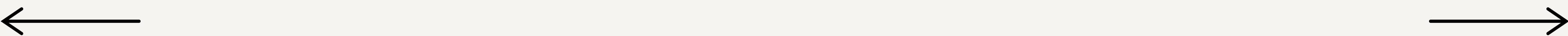
- A quick, digestible GIF that allows Madison to further familiarize the product and its capabilities

### Goal:

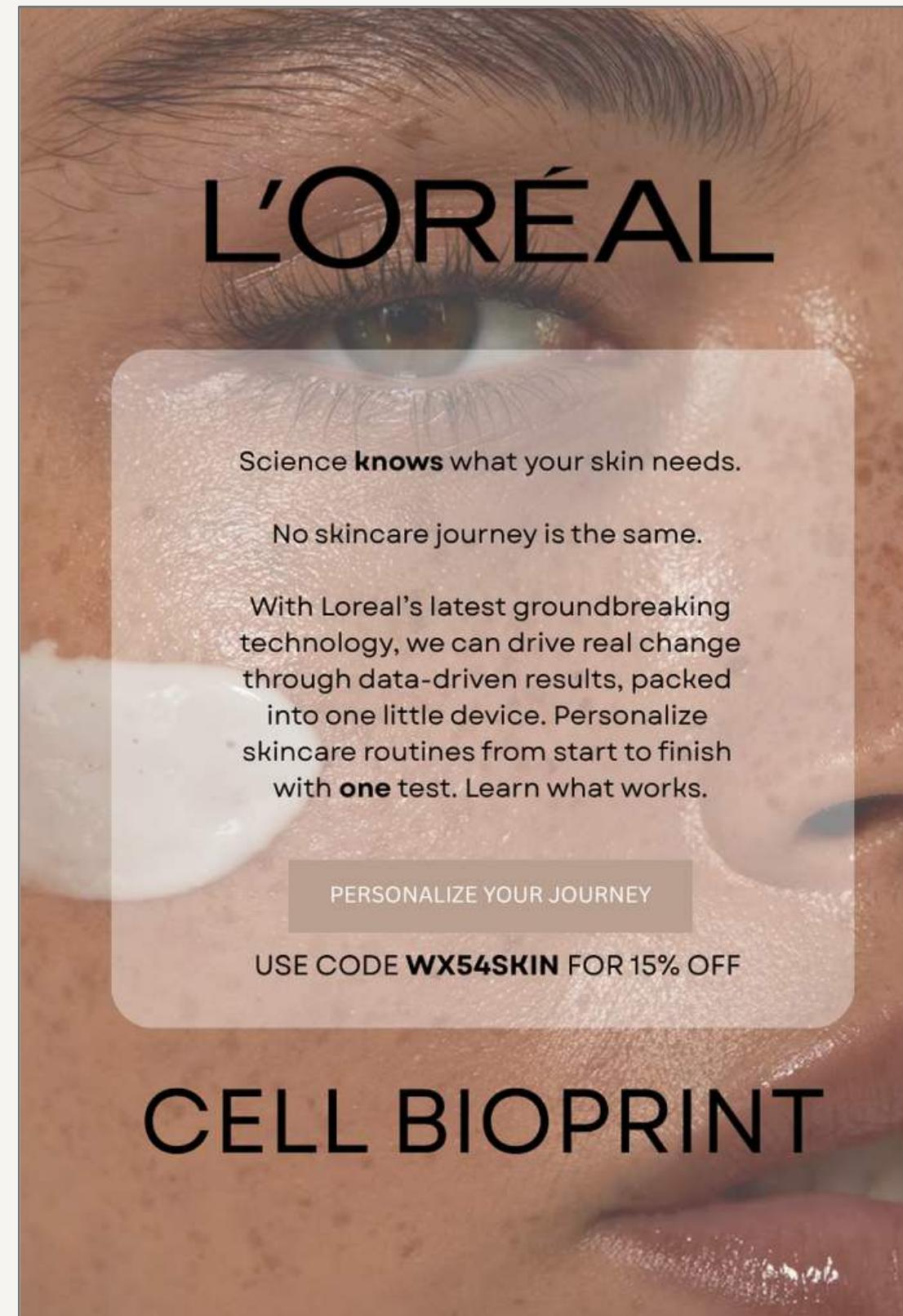
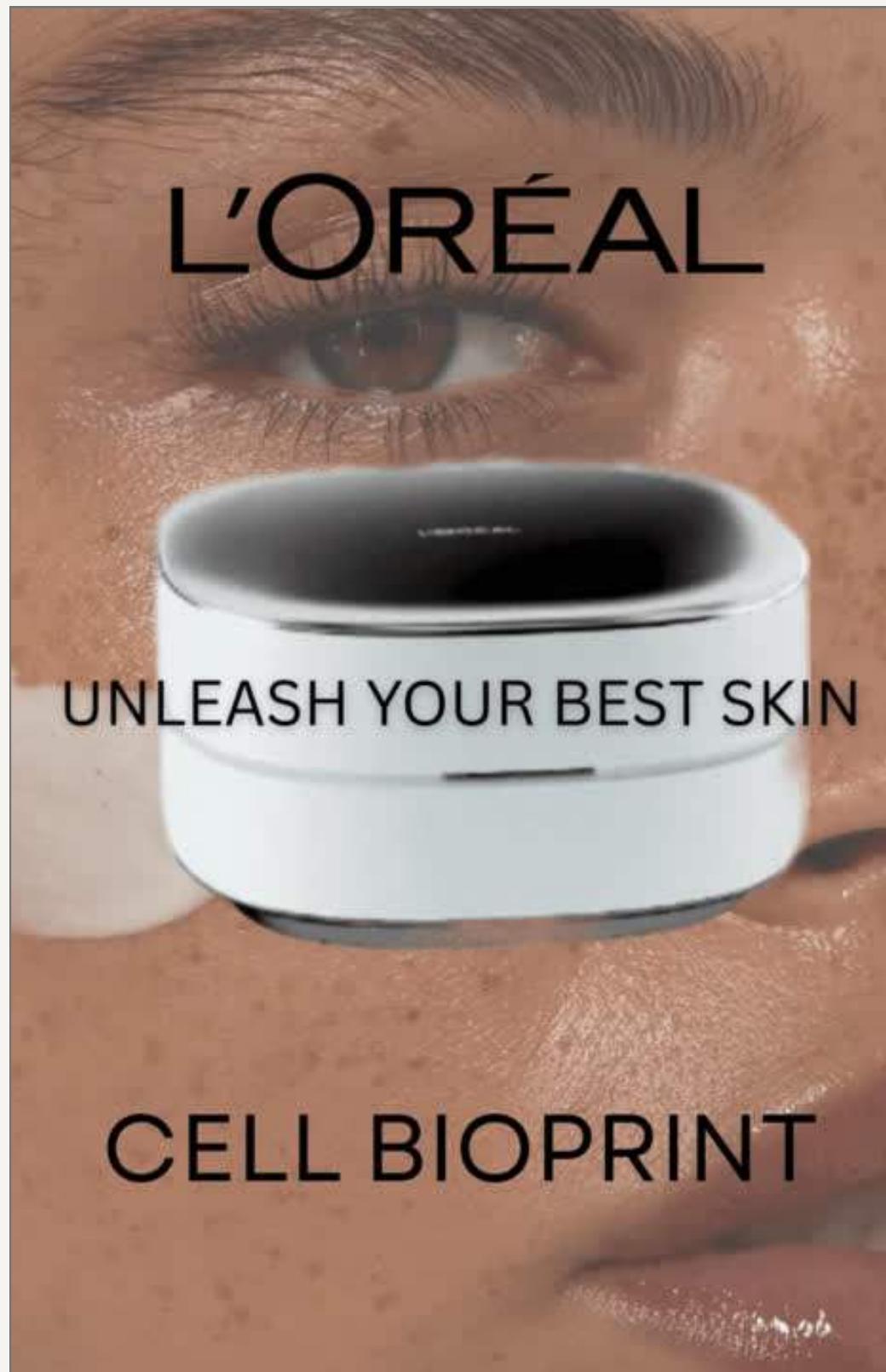
- Grow Madison's awareness of the product and trigger a CTA

### Strategy:

- Display on Instagram stories and Facebook ads to target Madison through her business's portfolios
- The vague texts will grab Madison's interest, encouraging her to click and learn more about the product



# MEDSPA MADISON - CONSIDERATION STAGE



## Post Newsletter Signup Email

Concept:

- Brief overview on how Bioprint can work for Madison

Goal:

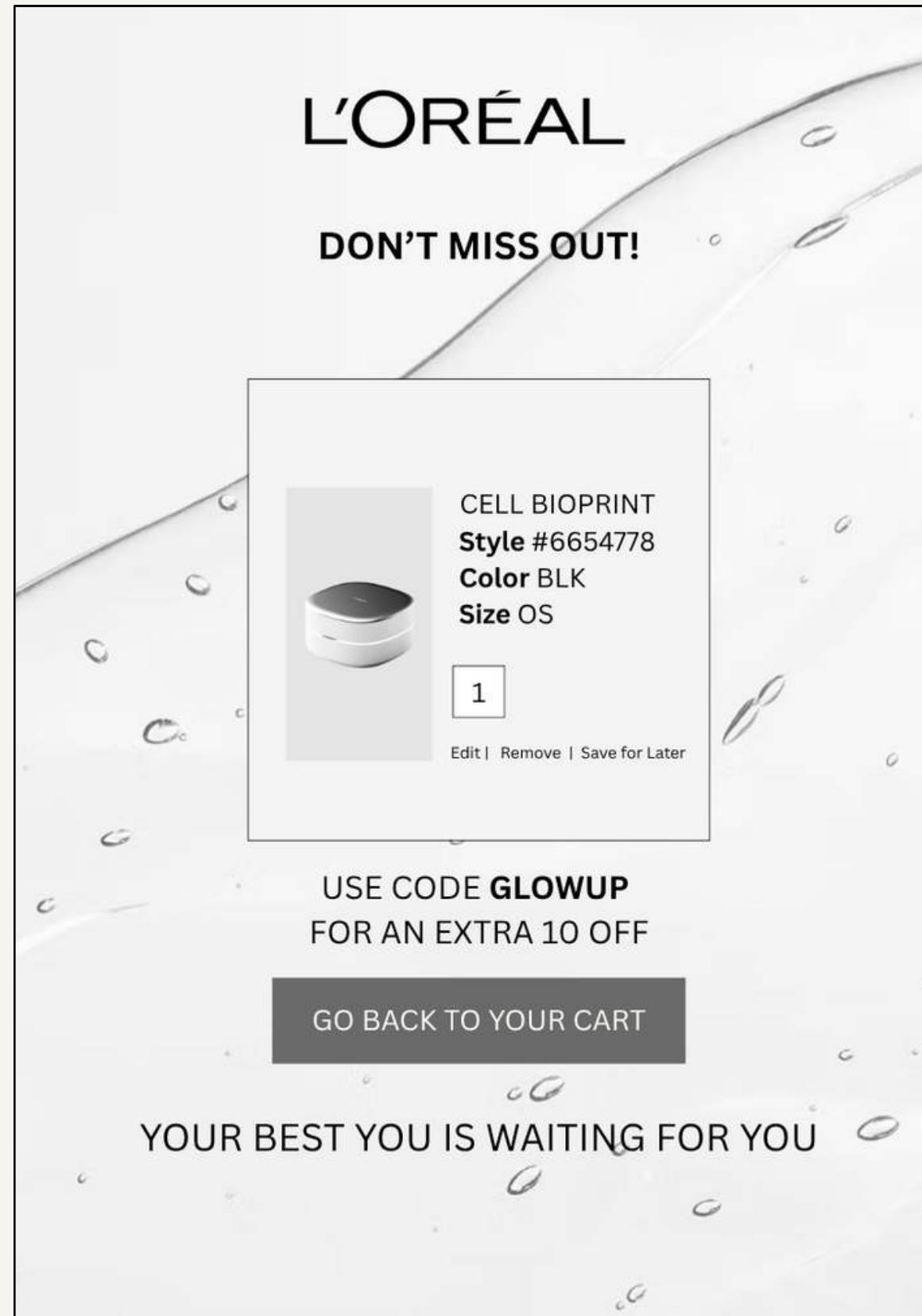
- Have Madison's consideration turn into a conversion

Strategy:

- A quick blurb targeting Madison's needs of convenience and reliability
- Discount code for newsletter sign up to encourage purchase
- Skincare focused graphic
- CTA "personalize your journey" speaks directly at Madison



# MEDSPA MADISON - CONSIDERATION STAGE



## Abandoned Shopping Cart Email

Concept:

- Add to cart visualization with motivations to return

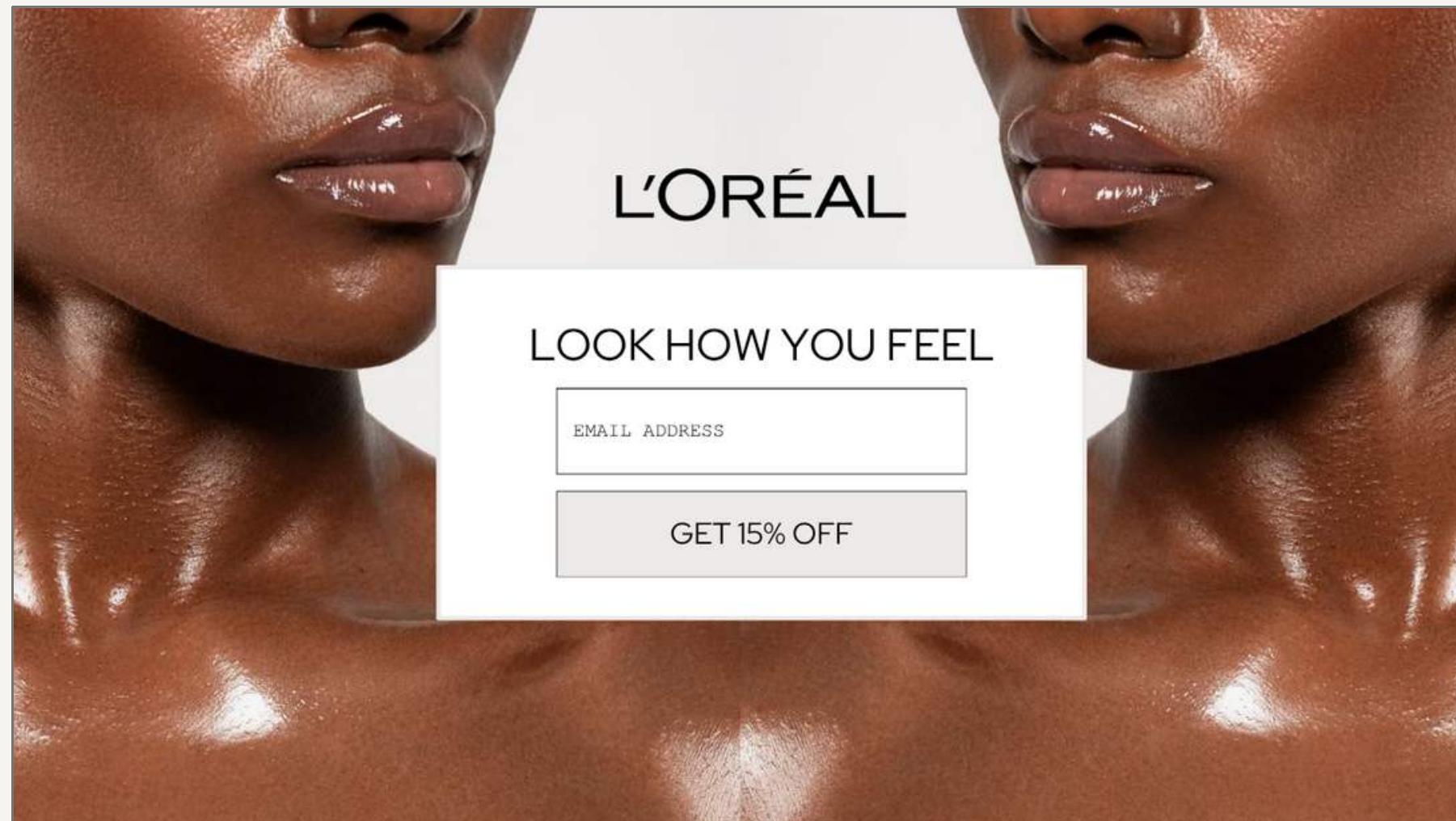
Goal:

- Reestablish Madison's interest and convert her to purchase

Strategy:

- Include phrases to give Madison a sense of missed opportunity
- Add a discount code to drive greater incentive to purchase
- Show cart so Madison's awareness is referenced
- Clear CTA to return to her cart

# MEDSPA MADISON - DECISION STAGE



## **Website Trigger - Email Signup**

### Concept:

- A clean, sleek landing page pop-up with a clear CTA

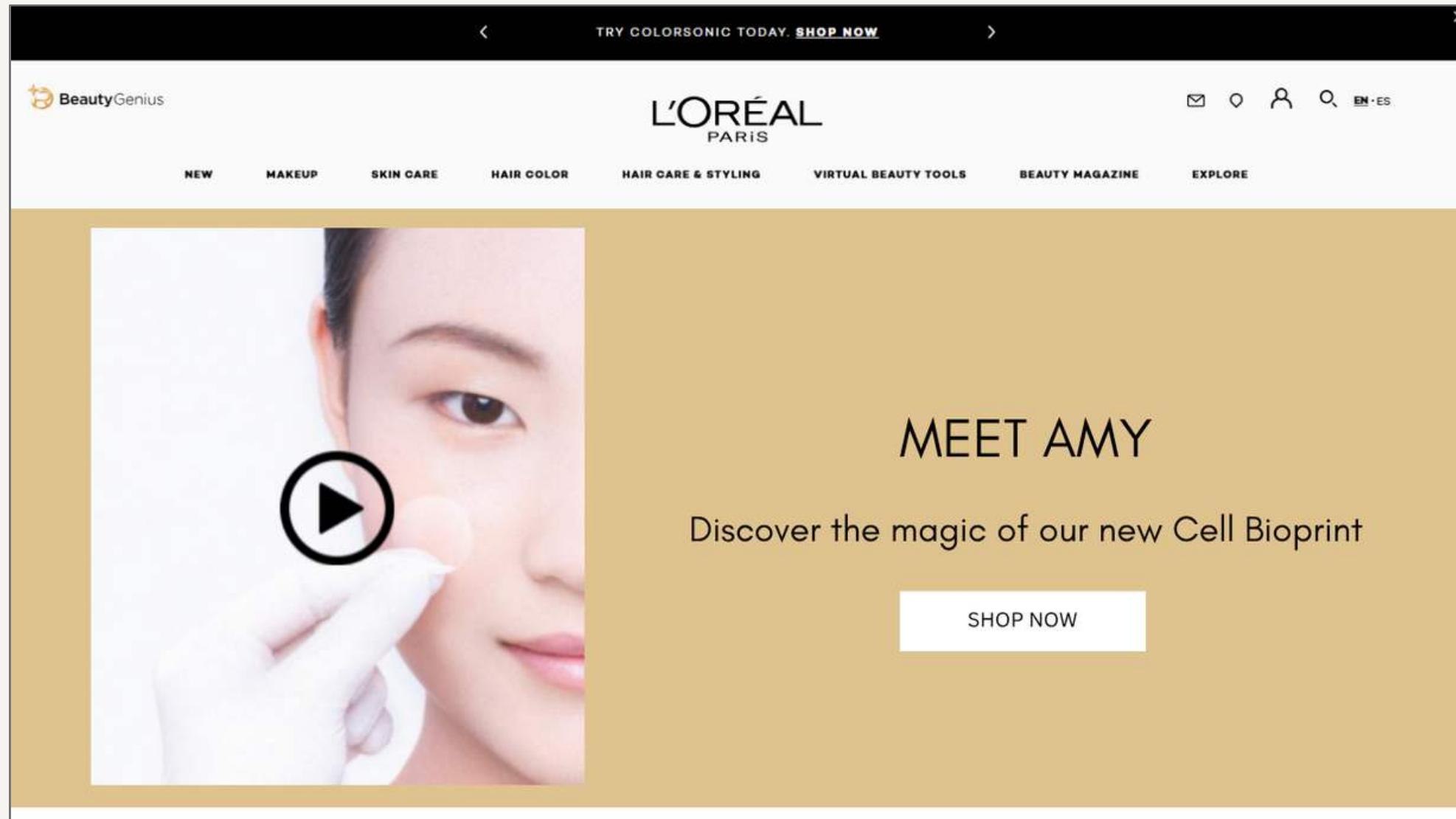
### Goal:

- Email newsletter signup
- Encouraged through a sign-up discount code + incentive to make a purchase

### Strategy:

- Strong, clear CTA
- Aesthetic, skin-focused background resonates with Madison
- "15% OFF" instead of "Sign Up" drives focus on the incentive

# MEDSPA MADISON - DECISION STAGE



## Website Trigger- Landing Page

### Concept:

- An informative video that demonstrates the product from the POV of a professional, such as Madison

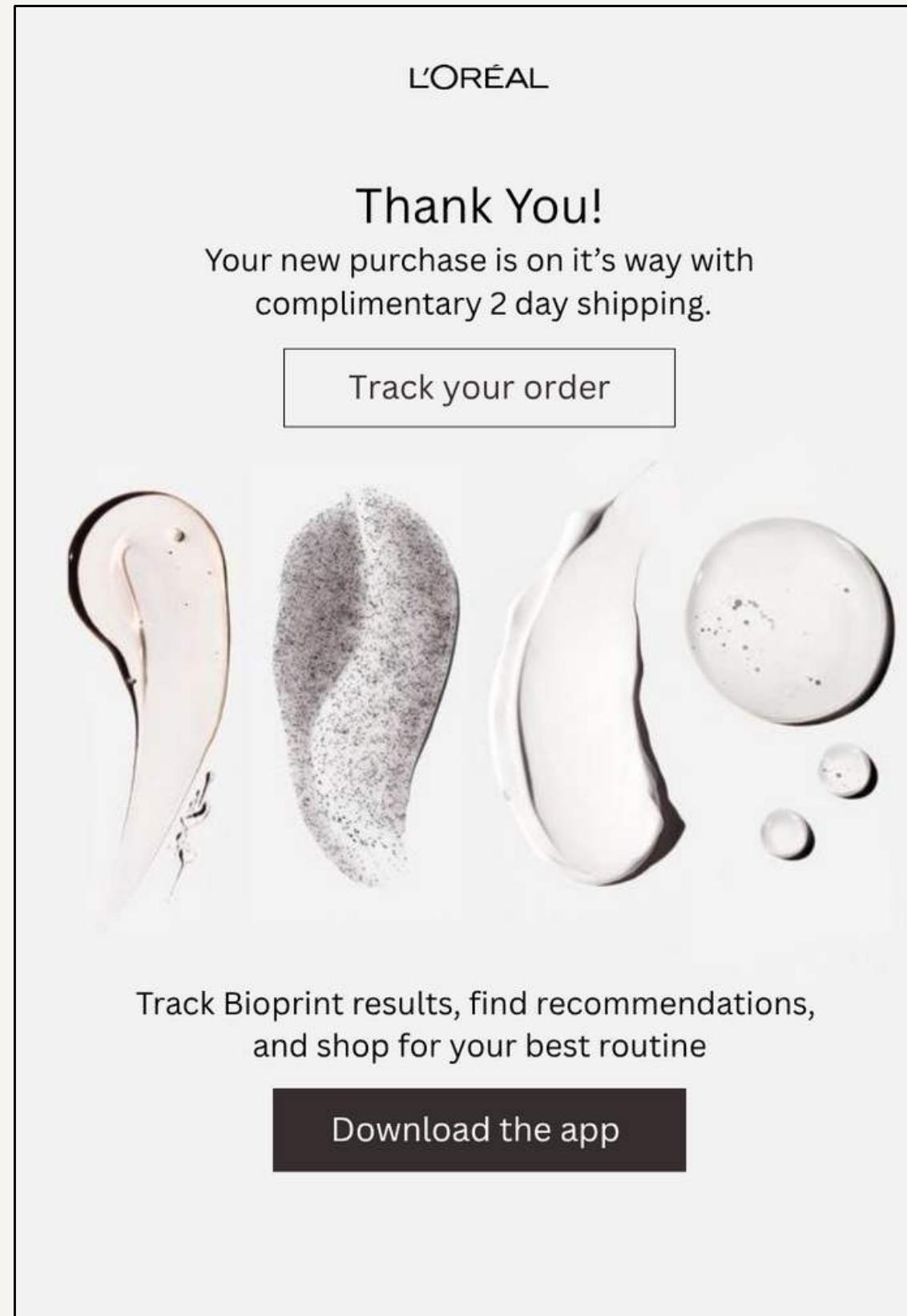
### Goal:

- Give Madison a clear concept and demonstration of the capabilities of our product

### Strategy:

- A simple, information-packed video
- Clear “Shop Now” CTA
- Bring attention to Amy by making it big enough to be the first thing the eyes are drawn to

# MEDSPA MADISON - CONVERSION STAGE



## Post-Purchase Email

### Concept:

- Nurturing transactional email

### Goal:

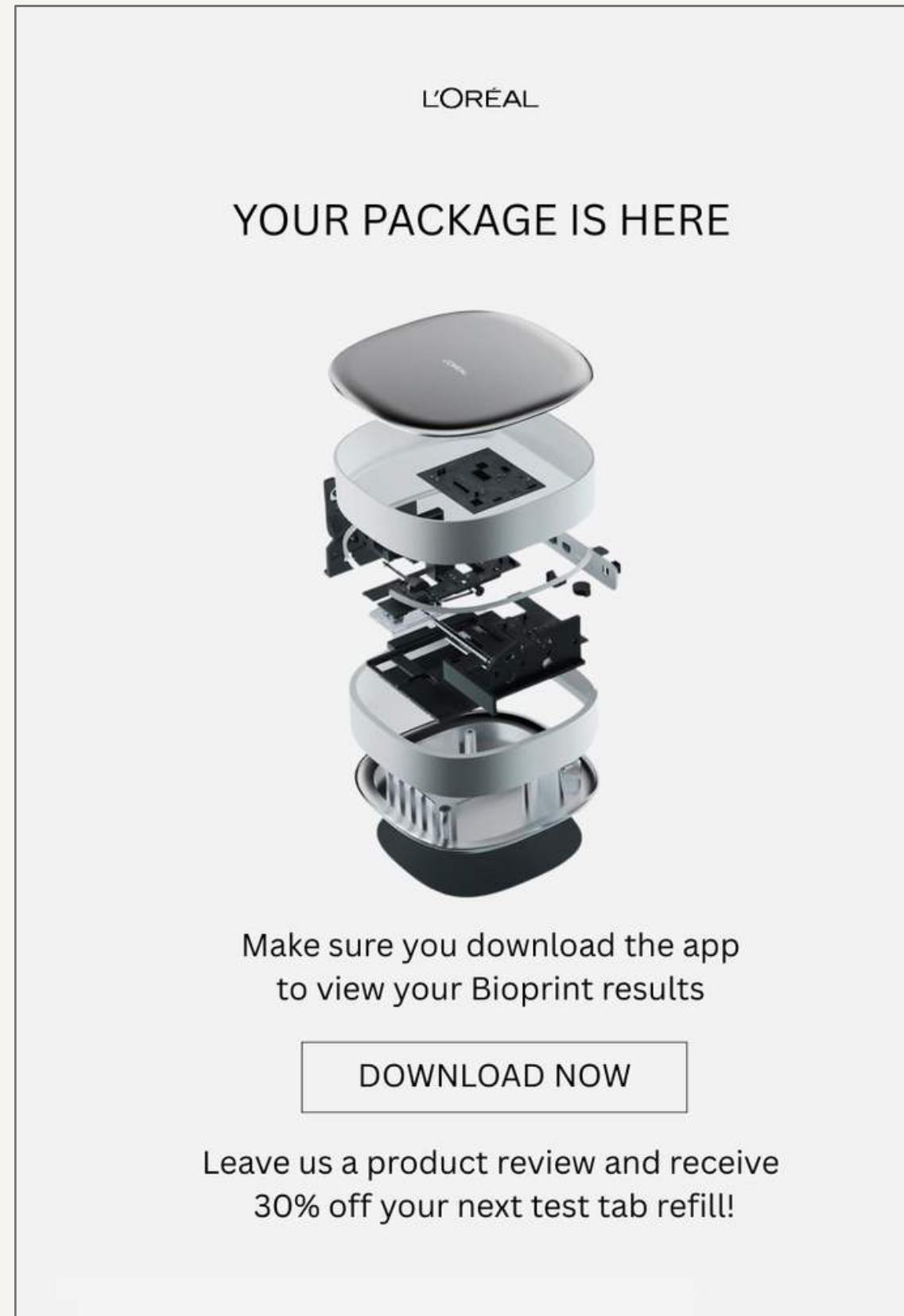
- Clear communication of the purchase process + drive loyalty/retention + encourage app download

### Strategy:

- Mention complimentary 2-day shipping to highlight strong service
- Clear CTA to track order and download the app
- Highlight how the app complements the product/ is necessary for its service
- Clean visual targeting skincare



# MEDSPA MADISON - LOYALTY STAGE



## Post-Delivery Email

### Concept:

- Nurturing transactional email

### Goal:

- Clear communication of the purchase process + drive loyalty/retention + encourage app download

### Strategy:

- Reestablish the importance of app downloads
- Clear CTA linking directly to the app
- Encourage product review through a discounted price for complementary products
- Short, clear use of wording
- Visual of the product to incite excitement for delivery



# INFLUENCER DA

## DEMOGRAPHICS:

Age: 28

Gender: Female

Marital Status: Single

Location: Los Angeles

## INCOME:

\$40,000 - \$100,000

## DIGITAL CHANNELS:

Instagram, TikTok, Facebook,  
Threads, personal website

## EDUCATION:

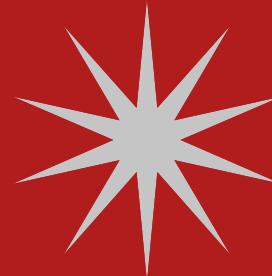
Bachelor's degree in  
Entrepreneurship and  
Anthropology from University  
of Michigan

## CAREER BACKGROUND:

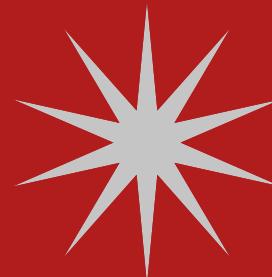
Worked as a stylist for Sephora  
for 5 years, where she gained  
passion for skincare products  
inspired her to pursue a career  
in the beauty and influencer  
industry.



# IDA'S MOTIVATIONS



**Popularity:** Ida wants to gain a large following on her social media platforms for the purpose of being a role model and spreading information about what she is passionate about.



**Credibility:** Ida wants to reach her audience through campaigns and partnerships with well-known brands, so she can gain opportunities to be featured as a skincare expert and gain validity.

# IDA'S AWARENESS STAGE

Trigger: Ida revisits the partner page after receiving a personalized follow-up and watches a short “Creator Walkthrough” video.

Goal: Turn growing interest into a confirmed participation and first scheduled post.

Touchpoints: Partner landing page with video, follow-up email with next-step link, and automated confirmation after form submission.

Pain Points: Worries about setup, deliverables, and what happens after she says yes.

Alleviation: A clear checklist and timeline in the follow-up email, plus a thank-you confirmation that reiterates creator support and posting guidance.



# DA'S INTEREST STAGE

Trigger: TikTok/IG  
(Instagram)/Shorts teasers and  
PR snippets hit her feed.

Touchpoints: Short-form video ad, press carousel,  
swipe-up to learn more.

Pain Points: Skepticism ("is this legit?") and time  
to vet.

Alleviation: A quick 5-minute demo video and  
credibility tiles that establish what Cell BioPrint  
does and why it's worth her time.

Goal: Stop-scroll and move Ida to  
the site.



# IDA'S CONSIDERATION STAGE

Trigger: Ida clicks through to the landing page after seeing the teasers.

Touchpoints: Landing page with "how it works" video, sign-up form, and a welcome email.

Pain Points: "What exactly would I talk about?"  
"How do I present it?"

Alleviation: A one-pager and example post formats that make the message easy to replicate.

Goal: Capture email and confirm interest.



# DA'S CONVERSION STAGE

Trigger: Post-signup emails share details and case links she can review.

Touchpoints: Short drip emails with guidelines and examples, links to case content.

Goal: Nudge Ida to commit and request access.

Pain Points: Authenticity/claims worries and audience trust.

Alleviation: Peer testimonials and clear messaging guardrails so she can speak confidently.



# DA'S LOYALTY STAGE

Trigger: First post goes live and initial results are shared.

Touchpoints: Post-campaign follow-up email, case study links, periodic prompts to share outcomes.

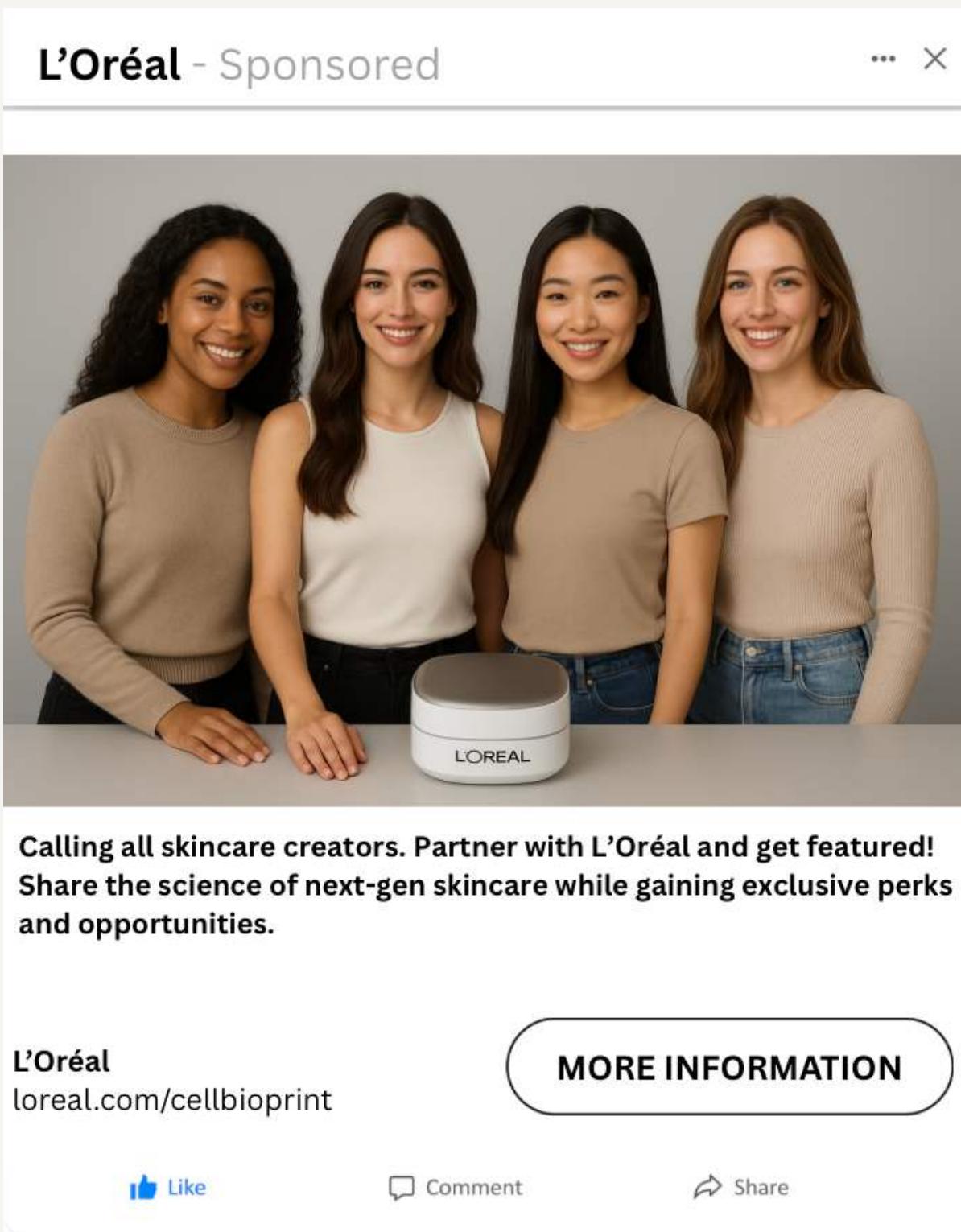
Pain Points: Maintaining momentum after the first post.

Goal: Sustain posting and build ongoing advocacy.

Alleviation: Prompted follow-ups (results update, gift-season angle) and recognition in owned channels to keep posting cadence.



# AWAWARENESS FACEBOOK AD - DA



The ad will be featured on Facebook as an infographic highlighting the benefits provided to skincare influencers.

The information and CTAs will emphasize an opportunity for influencers with skincare expertise that will catch the attention of Ida. The career opportunity and benefits align with Ida's career goals and her passion for skincare, which will lead her to click the website links in the caption.

# AWAWARENESS TIKTOK AD - DA



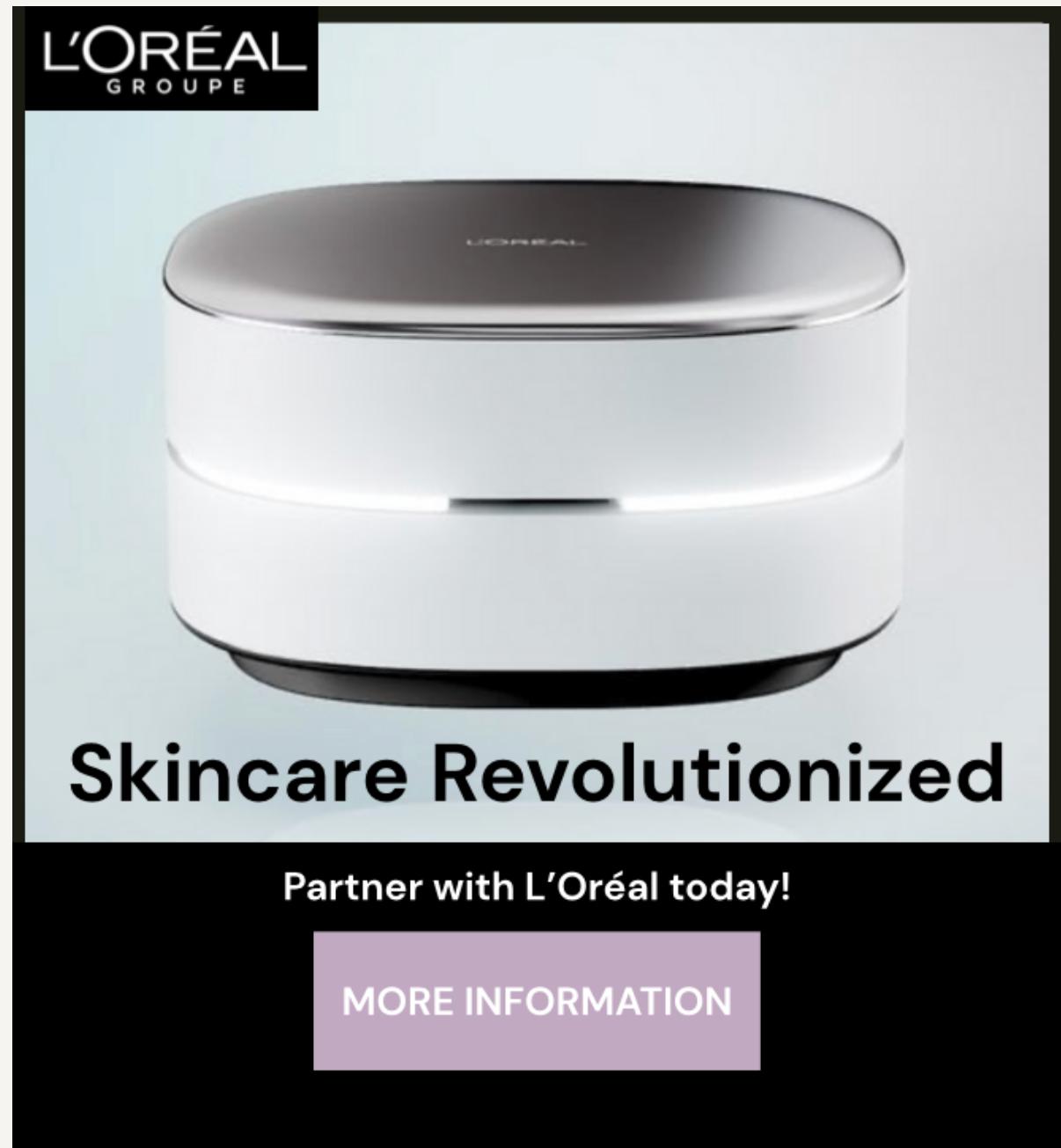
TikTok is one of Ida's most used platforms, so after she has been researching L'Oréal in her free time, this will appear on her "For You" page as a targeted search ad.

The ad will catch Ida's attention as it reminds her of L'Oréal and its benefits.

The information on the ad will feature the influencer opportunity and the supplementary products used with the Cell BioPrint.

Ida will click on the CTA in the ad in hopes to learn more about the benefits.

# RETARGETING DISPLAY AD - DA



As Ida is a skincare guru, she often browses websites that feature beauty, skincare, and celebrities like Vogue, ELLE, and People.

The display ad will appear across these search engines as well as social media platforms like LinkedIn, Facebook, and Instagram.

The Cell BioPrint feature will grab Ida's attention as she has been aware of this product and its benefits.

Keywords such as "revolutionized" and "partner" as well as the CTA buttons will lead Ida to the website to learn more.

# RETARGETING EMAIL NEWSLETTER - DA

**L'ORÉAL**  
GROUPE

**Skincare you'll want to keep for yourself**

Hello Ida,

The opportunities are endless! With L'Oréal's launch of the Cell BioPrint, I want to share the future of personalized skincare.

Partner with us for an influencer shoutout and feature on our website. You'll experience the Cell BioPrint firsthand and get a glimpse at our curated supplementary products that give back to your skin and audience.

Don't miss out! We'll be happy to discuss further collaboration. Please visit [lorealgroupe.com/cellbioprint](http://lorealgroupe.com/cellbioprint) to pick up where you left off.

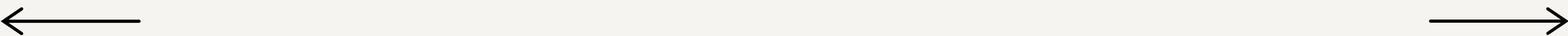


This ad will be directly sent to Ida's personal email after she has visited L'Oréal's website.

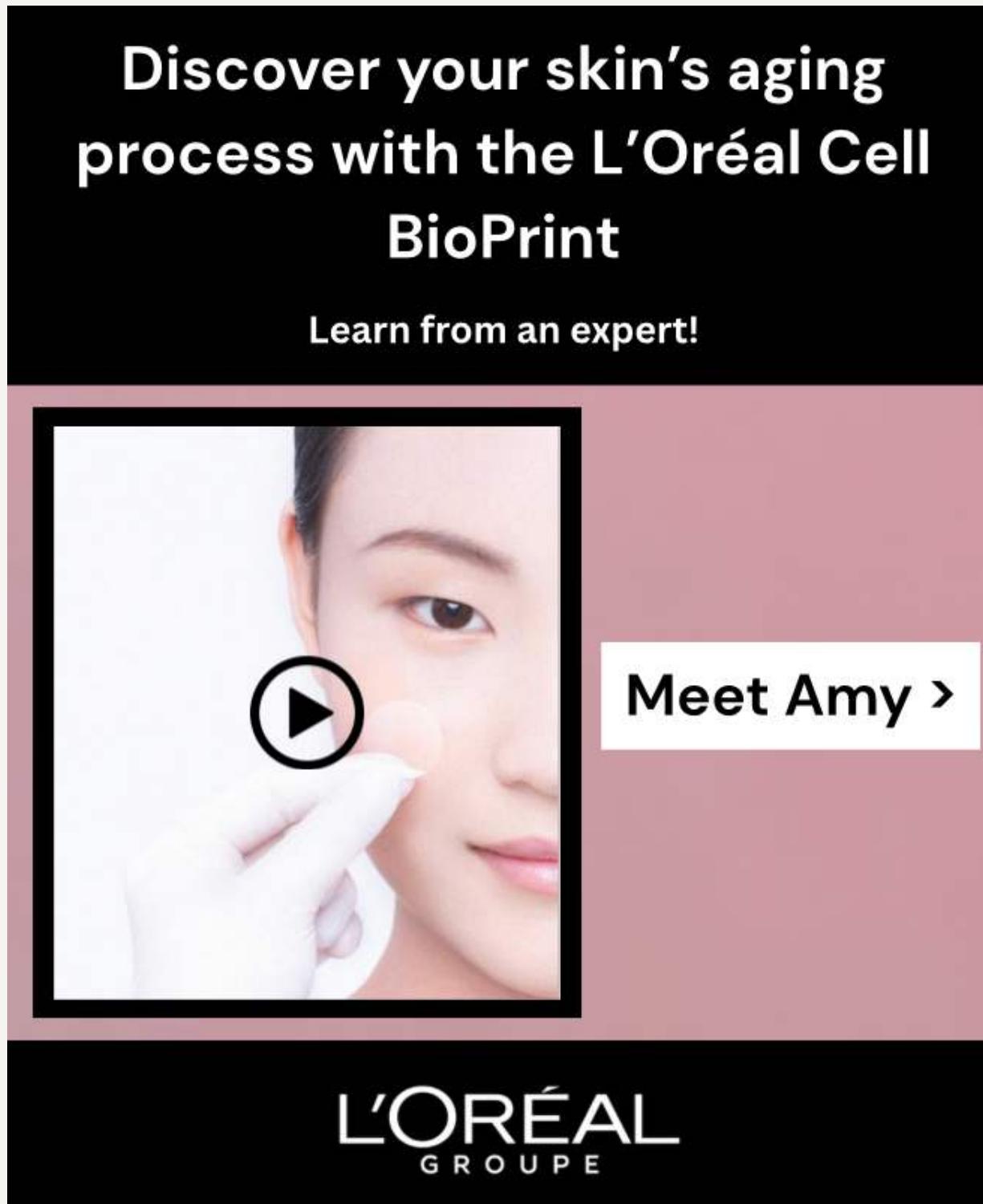
The ad will target Ida's passion for skincare and her values to spread product awareness to an audience.

The ad will incentivize influencers to partner with L'Oréal for free products and a website feature.

There is a CTA button that will take Ida directly to a landing page about the influencer opportunity.



# CONSIDERATION CAMPAIGN - DA



Ida has been evaluating alternatives for partnership opportunities with different beauty brands. This campaign will be sent to her email after she signs up for the influencer newsletter.

The campaign presents an example demonstration of the Cell BioPrint and its features with Amy, another influencer. The CTA will lead to an influencer tab on the website, along with a personal bio and links to her social media.

Ida will see this and be reminded of all the benefits this partnership offers - website feature, social media shoutout, free L'Oréal products, and the chance to educate her audience about technology within skincare.

# CONVERSION WEBSITE FEATURE - DA

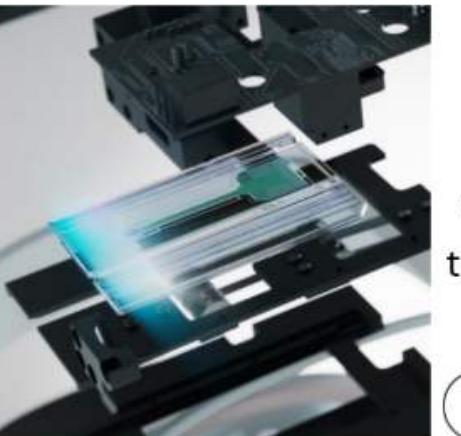


**L'Oréal Groupe: Cell BioPrint**  
The Future of Personalized Skin Care

**Redefining Skincare with Diagnostic Technology**

**You might be interested in this:**

Cell BioPrint determines the skin's biological age with a rapid analysis of proteins present in skin cells. Using predictive measures, the device enables preventative interventions to treat skin problems.



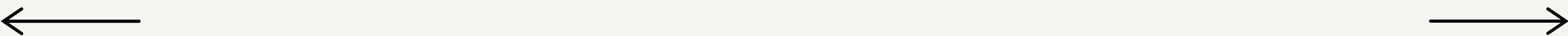
**Meet Ida**

Check out her socials linked below to see more about how she uses the cell bioprint.

[INSTAGRAM](#) [TIKTOK](#)

Ida's goal is to enhance her viewer base and attract more people who are interested in skincare and dermatology.

She will be featured as an influencer on L'Oréal's website, where her social media will be linked.



# CONVERSION EMAIL FEATURE - DA



**Introducing the L'Oréal Cell BioPrint**

Hello there,

We are thrilled to introduce our Cell BioPrint and welcome you to the revolution of skincare. To learn more about the benefits and supplementary products, follow along our influencer demos.

Our ambassador team features well-renowned influencers and skincare experts with extensive experience in the beauty industry, styling, and dermatology.

Click on the images below to learn more from our experts!

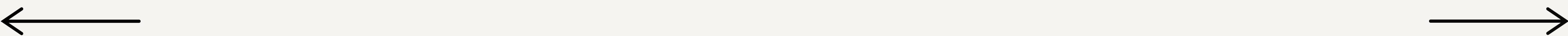


Ida has followed through with the L'Oréal partnership and is now a featured influencer!

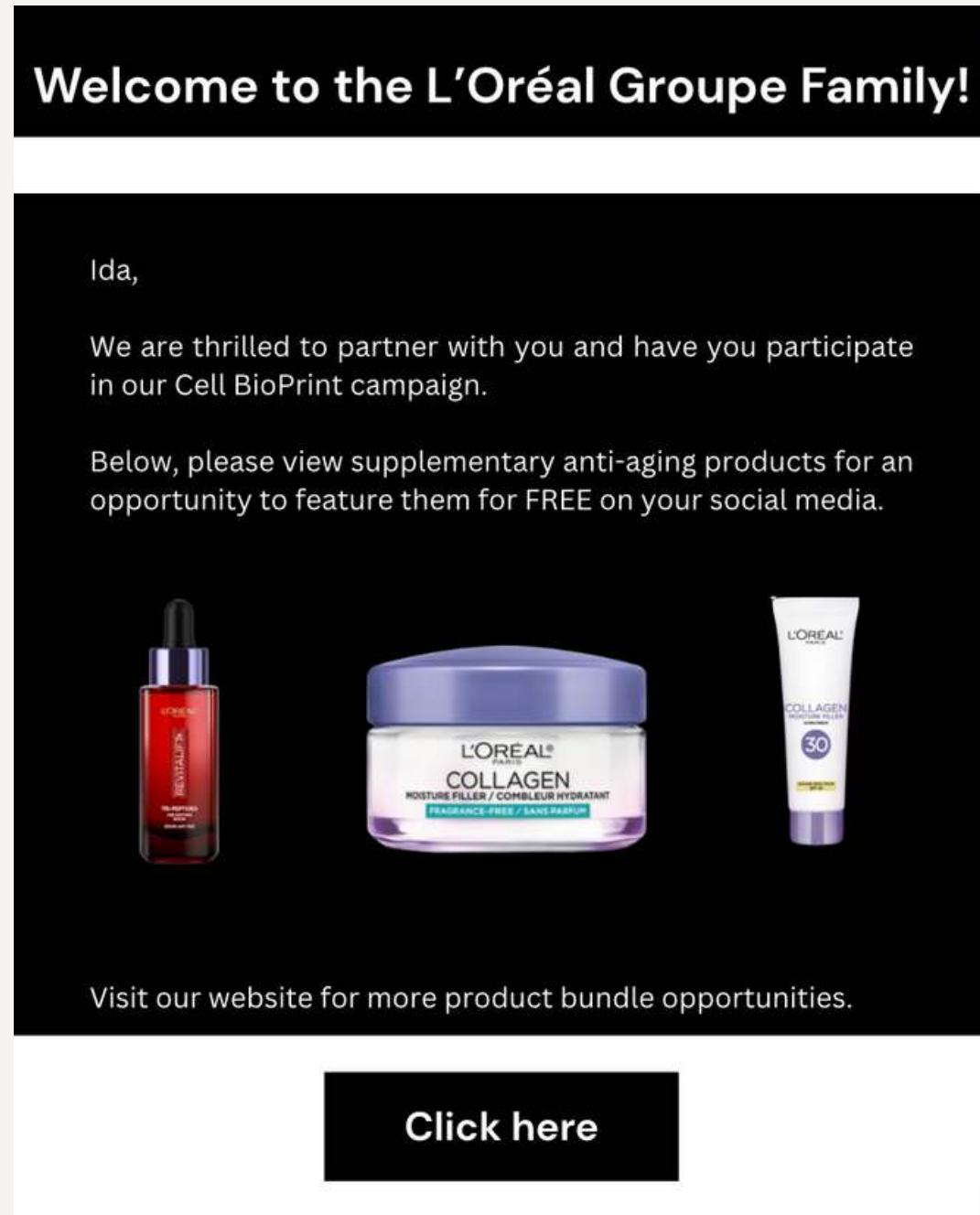
L'Oréal will send this email to consumers subscribed to the Cell BioPrint newsletter and will feature Ida and other influencers who are a part of the campaign.

Each image is a button that will lead to the specific influencer's bio page on the website, as well as their social media links.

This email will officially initiate her L'Oréal journey and introduce her to L'Oréal's consumers.



# RETENTION CAMPAIGN + NOTIFICATION - DA

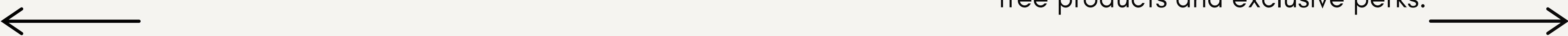


Ida has decided that L'Oréal is the perfect company to collaborate with, as they help her achieve her goals of gaining popularity and credibility as an influencer.

After her first campaign feature, Ida will receive this email from L'Oréal thanking her and allowing her to choose 3 free L'Oréal products to test and feature on her social media.

She will receive several more emails and push notifications with exclusive access to L'Oréal products.

Ida will feel incentivized to continue her partnership with L'Oréal as she has access to free products and exclusive perks.



# OBJECTIVES MET



## AWAWARENESS

Delivered via: “Future You” display ad, Facebook/Instagram posts, LinkedIn content

## CONVERSIONS + LOYALTY

Delivered via: “Add to Cart” website pop-up, “Shop Now” video page, abandoned-cart email, post-purchase emails, app onboarding

## INCREASE RUN-RATE FOR SUPPLEMENTARY PRODUCTS

Delivered via: bundles/subscribe-and-save, refill offers, “30% off refill” review incentive, in-app recommendations

# TOUCHPOINTS BY PERSONA FUNNEL

## CELL BIOPRINT MAPS

PERSONA	AWARENESS	INTEREST	DECISION	CONVERSION
MEDSPA MADISON	 LinkedIn Video	Pro LP Request Demo	Case Study Email	Complete Order
INFLUENCER IDA	 TikTok/IG Reel	Creator LP Get Kit	Guidelines Drip	Complete First 5 Scans
INFLUENCER MARGARET	 IG/FB Video See	How-It-Works LP	Publish First Post	Re-Scan & Review
MATURE MARGARET	 IG/FB Video See How It Works	How-It-Works LP Get My Guide	Abandoned Cart Complete Purchase	App Push + Email Re-Scan & Review



# CONCLUSION:

CELL BIOPRINT'S DECK RUNS ONE TIGHT FUNNEL ACROSS THREE PERSONAS: ADS/PRESS SPARK AWARENESS; LANDING PAGES AND ONE-PAGERS BUILD INTEREST; DEMOS/GUIDELINES/TESTIMONIALS REMOVE RISK; CLEAR CALLS TO ACTION PLUS TARGETED FOLLOW-UPS CONVERT; ONBOARDING, IN-APP RECOMMENDATIONS, SUBSCRIPTIONS, AND BUNDLES DRIVE REPEAT USE. EMAIL STAYS MID/BOTTOM FUNNEL (NURTURE, DEMO FOLLOW-UP, ABANDONED CART, POST-PURCHASE). SELECT ARTIFICIAL INTELLIGENCE TOUCHPOINTS REINFORCE VALUE AT AWARENESS, DECISION, AND RECOVERY, KEEPING ASSETS AND METRICS ALIGNED FROM FIRST TOUCH TO PURCHASE TO ADVOCACY.

# CONTACT US

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