

# The Brandstorm goes on for L'Oréal on LinkedIn



**L'ORÉAL®** For 28 years, the Brandstorm competition has played a central role in L'Oréal's employer brand strategy, engaging hundreds of thousands of students worldwide in innovation challenges. With nearly 48,000 participants and an inspiring theme of building a plastic-less future for the beauty industry, Brandstorm 2020 was set to be the biggest competition yet. L'Oréal was determined that it would continue to be, despite the COVID-19 pandemic. Re-imagining the final as an ambitious LinkedIn Event, streamed through LinkedIn Live, set new records for reach and engagement with over 2,000 unique viewers tuning into the two-hour broadcast.

## The Challenge

- Recreate the Brandstorm 2020 final as a digital event
- Drive engagement and views among students, employees, schools and other sources of talent
- Support an ambitious game show format with a panel of judges on location and teams presenting from around the world
- Maximise reach and engagement

## Why LinkedIn?

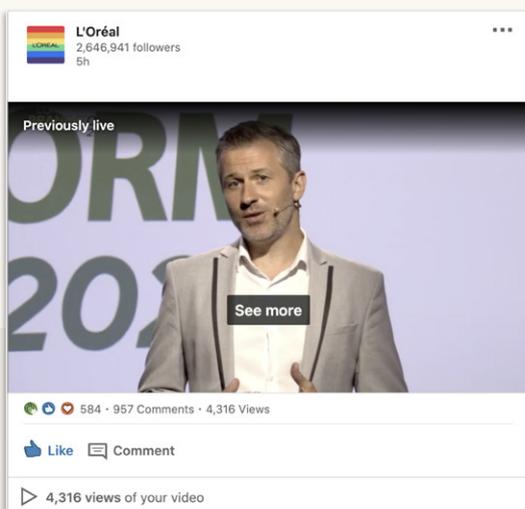
- Top performing talent brand platform for L'Oréal
- Integration of LinkedIn Events and LinkedIn Live to create bespoke digital events
- Proven track record for organic and paid promotion

## The Solution

- Integrating LinkedIn Live and LinkedIn Events to build a community experience around the final
- Organic and paid promotion with 40 LinkedIn posts culminating in a teaser video
- Sharing and advocacy through the #Brandstorm2020 hashtag

## Results

- Just under 2,000 unique viewers – a record attendance for the final
- Viewership peaked at 521 and never dipped below 400 during the two-hour-plus broadcast
- The event generated 947 comments and 594 reactions as viewers clocked up over 1,100 hours of viewing time
- The extended campaign reached over 8.5 million people and
- generated over 33,000 engagements, more than double the reach of the previous year

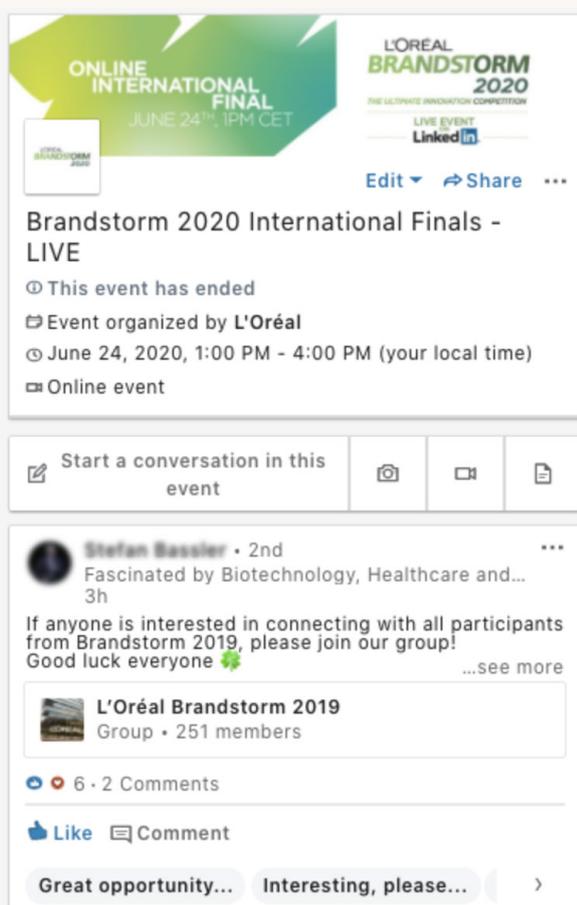


The #Brandstorm2020 hashtag generated **1,414 posts on LinkedIn**

## Going virtual, staying inspirational

The circumstances of the COVID-19 pandemic ruled out bringing competing teams together for the traditional Brandstorm final event in Paris. However, L'Oréal's Chief Marketing Officer, HR, Natalia Noguera, was determined that the event should be no less ambitious or inspiring as a result of going digital. "Students in 2020 have seen their plans and routines shaken by the crisis, and we wanted to help build their confidence in the future and show how committed we are to engaging them," she says. "That's what made this edition of Brandstorm very important – and with LinkedIn Live, we were able to make it very special as well."

Natalia worked with an event agency on devising an ambitious format for the live final, with a TV-style presenter, a socially distanced panel of judges on location in Paris, and teams from around the world who presented to them remotely. "The environment that we created managed to connect students with members of the jury and with external audiences wherever they were," says Natalia. "The biggest challenge was planning the right flow of the event content between these different elements. It looked amazing, but there was a lot of planning that went into it behind the scenes."



## Building a shared experience – before, during and after the event

Integrating LinkedIn Live and LinkedIn Events enabled L'Oréal to curate a community experience around the final – with carefully planned activity before, during and after the event. "We made the decision to create a LinkedIn Event rather than streaming on the L'Oréal LinkedIn Page, because we wanted to give people the sense of participating in something special," explains L'Oréal's Global Content and Engagement Manager, Madeline Rimassa. "Issuing invites ensured that it felt more official – and we were able to generate real momentum around the occasion."

That momentum was the result of a mix of organic and paid activity on LinkedIn that included 40 posts and culminated in a teaser trailer video and invitation to attend. At the same time, organic sharing promoted the event to L'Oréal employees, many of whom had a hand in the year-long competition as mentors to the student teams. Of the 2,800 attendees responding to invites, almost 2,000 tuned in to watch the final live, with viewer numbers never dipping below 400 throughout the more than two-hour show. "We usually have limited invites available for the final in Paris, but with this format the opportunities were endless," says Natalia. "In the end Brandstorm turned out to be more powerful than ever."

"At an uncertain time for students, it was hugely important to L'Oréal to maintain the engagement that Brandstorm creates. LinkedIn was great for us, because it turned the challenge of a digital event into an opportunity to reach and engage more widely than ever before. We've already held another live event on LinkedIn since Brandstorm, and it's now becoming a key part of our communications strategy."



**Natalia Noguera**  
Chief Marketing Officer, HR  
L'Oréal