

# L'ORÉAL PARIS

**#CastingGlamThisFestiveSeason  
Campaign Case Study**



## CAMPAIGN OVERVIEW

L'Oreal Paris is a global leader in the cosmetics industry, renowned for its innovative products and exceptional marketing strategies. In 2022, the brand leveraged its marketing prowess to launch a campaign targeting the Bengali audience during the Bengali New Year celebrations, also known as **Pohela Boishakh**.

The objective of the campaign was to showcase L'Oreal Paris's products during the festive season and drive brand awareness and relevance among the targeted audience. To maximize its reach and impact, the brand collaborated with Flipkart, a leading e-commerce platform, to promote its creator collaboration videos with the hashtag **#CastingGlamThisFestiveSeason**.

The campaign's success was evident through the deep emotional connection it established with the targeted audience. By leveraging the cultural significance of the Bengali New Year celebrations, L'Oreal Paris managed to strike a chord with its audience, showcasing its products' relevance during the festivities. Moreover, the brand's collaboration with top Bengali personalities added a personal touch to the campaign, making it more authentic and resonating well with the audience.

The brand's collaboration with Flipkart added further momentum to the campaign, boosting its reach and visibility. Overall, L'Oreal Paris's campaign during the Bengali New Year celebrations exemplified its marketing prowess, cementing its position as a global leader in the cosmetics industry.



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## CAMPAIGN CONTENT





## CAMPAIGN OUTPUT

By effectively onboarding 3 Top Celebrities from WB, who have their own huge fan base across WB, the campaign successfully managed to get the desired output.

**No. of Celeb: 3**  
**Views: 216500**  
**Likes: 18358**  
**Comment: 322**  
**Reach: 194850**



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**THANK YOU!**