CAMPAIGN PITCH

Ferocity for L'Oréal Paris



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Feminine meets ferocious for “i’m worth it”

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CAMPAIGN VISION



To effectively return to the radical roots of the iconic “I’m worth it” slogan, L’Oréal Paris must confront the disconnect between the brand and current audience. The universalization the company had adopted in their strategy started with the goal of understanding needs and respecting differences which currently is holding little substance in the oversaturated market.

Creating a new campaign highlighting the ferocity of femininity will call attention to the reality of being female as well as returns to a radical core by stripping the curated celebrity image the brand has used in previous campaigns.

This breathes new life to the tagline “I’m worth it” by seeing the ferocity of the struggles women face authentically, not straying away from getting ugly before getting fierce.

Tapping into the values of self-worth presented by L’Oréal Paris, community is highlighted by showcasing uniquely feminine struggles and moments (inequality in the workplace/women's sports, motherhood and childbirth, dance, and getting ready in the morning) to conceptually blend traditionally delicate feminine imagery with fierce/ferocious in order to radically breathe new life and let the audience feel the “I’m worth it” we show them youre worth it, all of it.

Audience truth:

L’Oréal is a brand many women have grown up with. For a slightly older audience who has seen it in their mothers’ makeup bags and on drugstore shelves for decades, the brand carries deep familiarity and legacy recognition. But that familiarity also shapes perception: while L’Oréal often presents itself through luxury imagery and aspirational messaging, many consumers still associate it with accessible, everyday beauty. This creates a disconnect between the brand’s elevated tone and how the audience actually experiences it. In an industry already saturated with empowerment messaging, the iconic line “I’m worth it” risks feeling familiar rather than emotionally meaningful.



Brand truth:

For most women, L’Oréal isn’t the brand immediately associated with luxury (not a Sephora brand). It’s the brand you reach for in passing. The lipstick grabbed in a drugstore aisle, the box dye after a breakup, the purple shampoo that quietly keeps everything in balance.

Because of this, the L’Oréal consumer doesn’t connect with distant luxury or celebrity championed feminism. She doesn’t need to be told she’s empowered by a model with perfect skin. What she wants is recognition of the real, less glamorous moments of being a woman. The messy, emotional, complicated ones where confidence is actually built. our strength comes from the ability to connect to her by highlighting her femininity, ferocity, and fierceness.



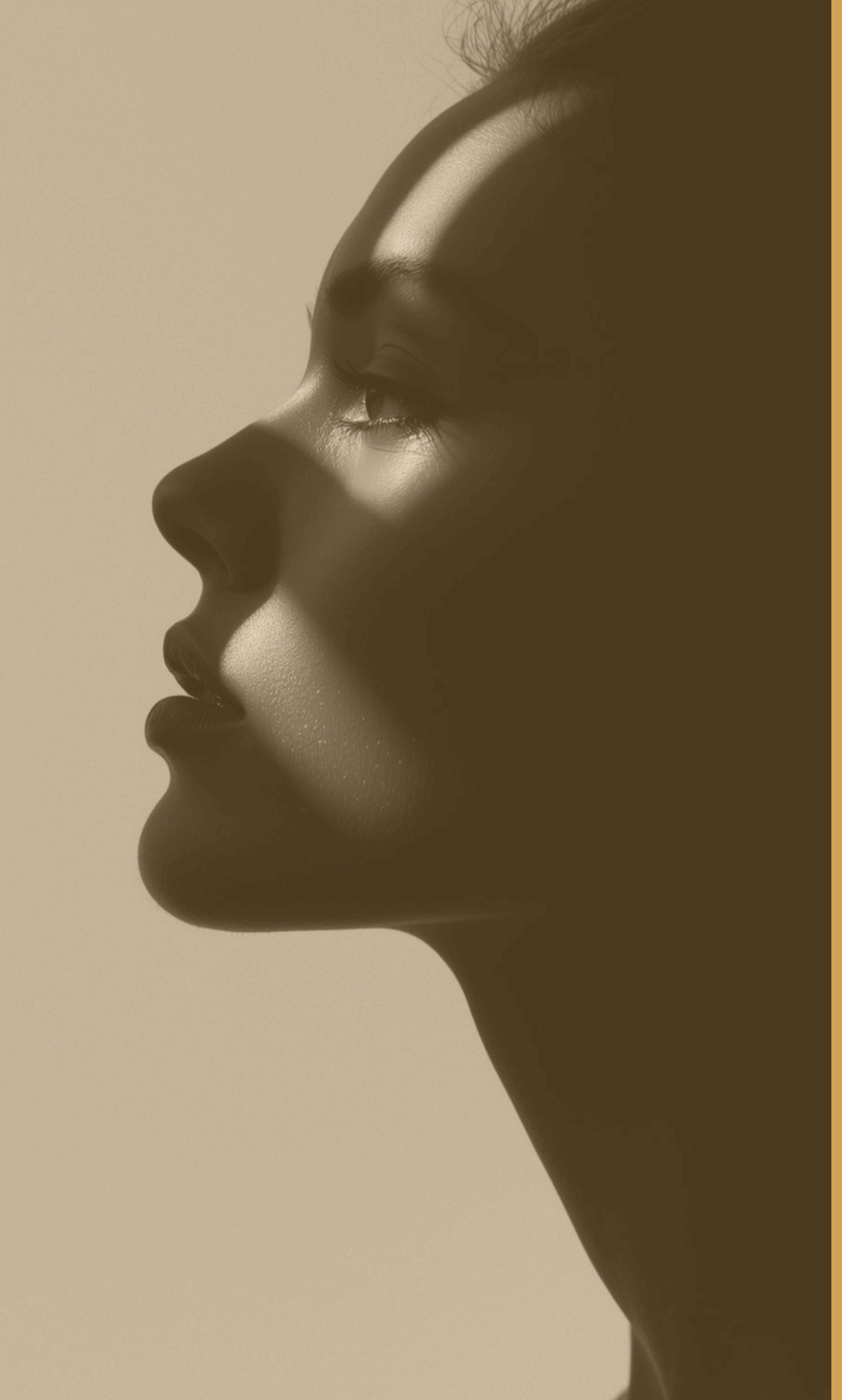
Cultural truth:

Today’s culture around beauty still centers on perfection flawless skin, symmetry, luxury lifestyles, and curated confidence. Even empowerment messaging often feels polished and performative, delivered by celebrities who seem far removed from the realities most women face.

At the same time, women are navigating real pressures: financial inequality, body politics, aging expectations, and constant scrutiny online. In this climate, surface level empowerment doesn’t resonate. Women don’t want to be told they’re worth it, they want to see their experiences acknowledged.

Real connection comes from recognizing the strength it takes to exist in these realities, and celebrating the fierce, complicated moments that actually define a woman’s sense of worth.





Audience and brand connection

L’Oréal is a legacy brand present in the everyday beauty rituals women return to time and time again. It’s the lipstick you grab in a drugstore, the box dye after a breakup, the purple shampoo that keeps your tone just right. What sets L’Oréal apart in a crowded aisle is the confidence and aspiration behind its enduring message: “I’m worth it.”

To revive that message today, the campaign strips back the ultra-luxurious veneer and returns the brand to its emotional core—recognizing that a woman’s worth appears in life’s highest achievements, lowest moments, and simplest routines

Creative Mediums

Campaign will begin with a TV ad placement to reach the universalized L’Oréal Paris audience.

- Billboards with “I’m worth it” next to the ferocious concept images will be on billboards in Paris, New York, and Los Angeles for entry funnel awareness.
- Current ambassadors that connect more with with target audience integrate into the campaign (Viola Davis, Eva Longoria, Beatrice Vio) via social media
- L'Oréal Fund for Women integrates through testimonials from recipents who can speak on their experiences with feminine ferocity and self-worth.



1

TV ADS BEGIN AIRING (POSSIBLE SUPERBOWL SLOT)

2

BILLBOARD ROLLOUT

3

L'ORÉAL AMBASSADORS JOIN

4

L'ORÉAL FUND FOR WOMEN

IMPACT

Measurables:

- Track how much social media engagement #i’mworthit performs in coming weeks and months.
- Analyze GRP metrics on TV ad.
- Most importantly check overall brand impact and favorability through qualitative survey as well as global sales

Revival:

The goal is to breathe new meaning into “i’m worth it”, if the public resonates and feels seen, the tagline has been successfully given substance and places L’Oréal Paris in a cultural leading position increasing brand value and relavance.

Harness the
Ferocity
“I’m worth it”
All of it