

# The loreals marketing tools marketing essay



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## **Introduction**

L'Oreal is now one of the world's largest cosmetics and Beauty Company. According to L'Oreal Group (2010), have markets over 500 brands and even more than 2000 products in all sectors of the beauty business. They do the research on the field of beauty to make the improvement of their product such as skincare, hair care, make up and styling product, hair coloring and also include the men products. Besides that, L'Oreal do care their product's safety and healthy. L'Oreal subgroup their product into four groups which is, Consumer Product, Luxury Product, Professional Product and Active Cosmetics. Each group of the product show different characteristics which meets the needs and wants of every different kind of customer. The Consumer Product such as L'Oreal Paris which normally can see in the shopping mall. Target audience of this group of product is more like the normal consumer because it is affordable luxury items for a normal-level of consumer. Professional products are normally use by the hairstylists and colorists who can fully make use of their creativity. Luxury products are products which comprising international brand cosmetics and always use by those who are on the stage or the public. Another product, Active Cosmetics Products is more focused on the basis of best of technology with safety which does not harm to our health which can be seen in pharmacies and specialist section of drugstore. It believe in the only way of beautiful is nature's way. Doing research for the natural ingredients all over the world and bring out products which burst with effectiveness to enhance the natural beauty.

## **Brief Background**

In 1907, a young French chemist name Eugene Schueller, developed an innovative hair color formula, which is known as “ Aureole”. In 1909, “ Safe Hair Dye Company of French” was registered by Schueller which is L’Oreal’s original company name. L’Oreal was first starting their business in hair color business and slowly they have branched out the other products such as cleansing, men care and beauty product. From 1984 to 2000, L’Oreal succeeds in growth of the Group’s brand image. It has become a number one in the beauty industry. Today, L’Oreal group not only aim for single type of beauty but multiple way of it in different ethnic, origins, aspirations and expectations which be a sign of the world’s basic diversity. L’Oreal markets over 500 brands and even more than 2000 products in all sectors of the beauty business. L’Oreal’s headquarter is now located at Paris, French. At now, there have around 38 factories around the world and has more than 50, 500 employees worldwide. Their mission is to help everyone around the world the aspiration which they believe everyone aspires to beauty. They have done a lot of continuous investment in rigorous scientific research and development. They proof they product is safety and effective to the public.

## **Product**

The Product selected is Play ball, which in the L’Oreal Professionel Products. The Play ball is a hair styling products. It is very flexible to the consumer because it has set of different product which suit for different kind of people. Not even care what kind of hair you have and how do you want your hair to be look at; L’Oreal’s Play ball always has a product that is suitable for you.

The pictures above show the example of L'Oreal Professionel product, Play ball. L'Oreal Play ball is designed shape like a ball, which telling us to play our style as just like how you play a ball. By satisfy the customer usage, Play ball products have includes the tubes, hair sprays, pots and aerosols.

According to the L'Oreal (2009), The L'Oreal Professionel products always make the user to show out the style of their own, the Play ball is one of the products as well. So by layering or mixing the product with each other will able to create a new style of factors, textures and effects. Play ball provide a choice of exciting products which will make sure you know what style you have more suitable to be. Styles such as cool looking, sexy, sleek, straight, spiky or funky, whatever you want , with the play ball you will able to make it.

## **Target audience**

L'Oreal, as we know it is a cosmetics and Beauty Company. They believe in there are no ugly, but lazy person. The target audience of the product, play ball will be those who are interested to style their hair to show out on their own style. To those who always want to stand out with their own style and need to care their image at the public or when they meet other, play balls are able to make it.

## **Communication tools**

Advertisement

Advertising always the most common way for most of the company for promote their own product and service because it is more effective and easy compare to the other communication tools. When L'Oreal come out with new

products, such as the skin care, hair color and other products which is not popular at all , L'Oreal use the advertisement on the TV and on the internet by hiring some popular idol or model to promote their product which makes it more effectively and trustworthy to the consumer.

#### Public relations

Now days, especially the day with the advance level of communication tools. On business strategies also always find a new way to reach the customer. There always a high chance to build a good relationship when only it is one on one person. L'Oreal did well in this way. L'Oreal always shows their product in salon and also body shop.

#### Sales promotion

This is also a communication tools for L'Oreal to make the sales increase. People always will have the willing to buy something when it is under promotion. This is because it saves a lot f budget for them. During the year 2009, L'Oreal Company celebrates their 100th year anniversary and there are over 500 brands on the markets nowadays and it gives out 20% promotion for the play ball's product. In Malaysia, when salons just come out the try to selling the new product such as the play ball, they also give the promotion to the customer as well.

### **Effectiveness of L'Oreal Marketing Communication Tools**

L'Oreal did well on the TV advertisement in China and India. In India, the L'Oreal Product is rank in to Top 100 trusted brand. The TV advertisement that show the hair color product by Aishwarya Rai is effective than expects.

Other than that, L'Oreal official website also do a lot of help for it because in the website, there are clearly explain about what kind of product they have and been show the proof as well.

Besides that, in Malaysia, the salon and body shop are they best communication tools for the L'Oreal that to reach the customer. Those shops are sometime providing the sale promotions and at the same time it also brings the personal selling also. Some salons even use L'Oreal product as the free tester for the customer use also. As they try the product then it feel nice, then this will make them to promote to their friends as well. Those communication tools used by L'Oreal are really very effective to the market.

## **Recommendation**

As L'Oreal is now a successful company which does well on the communication market on all over the countries then the only recommendation for it is strengthen their product to maintain it as Top one cosmetics and Beauty Company in the world. L'Oreal Company should also show innovate more products to raise the customer willing to try out new product as well.

## **Conclusion**

In a conclusion, L'Oreal's communication tools are effective on the market. It makes more people know well on their products. Now it is the world largest and most successful company.