

L'ORÉAL

## Building the future of customer advocacy

### Creating a legion of Gen Z brand advocates for a cosmetics giant.

"Customer communities are the future. You need to connect with them. That's what Bulbshare enables, and I expect to see every brand start to create these communities in the next few years."

Sam Crossman, Chief Digital Officer, L'Oréal

<https://vimeo.com/651629550>



5,000 strong community of targeted makeup artists, customers and micro-influencers.



1000+ pieces of community generated content and product reviews.



Community content reach of millions across social media.

## Overview

Part of the L'Oréal group, NYX Professional Makeup believes pro-level makeup should be accessible for all, colour and self-expression are never filtered, and the customers way of doing it is always proudly celebrated. Founded in Los Angeles in 1999, they champion creativity, freedom and individuality.

### Industry

Makeup and cosmetics

### Bulbshare Community

UK

### Use Case

Content, reviews and customer advocacy

<https://www.nyxcosmetics.co.uk/>

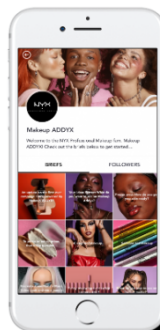
## Aim

Build a 5,000 strong community of NYX Professional Makeup users to become advocates for the brand, sharing content, reviews and recommendations across their own social media platforms.

## Strategy

We've built NYX Professional Makeup their own fully branded app, replicating the full functionality of Bulbshare, and onboarded 5,000 of their customers into a content and brand advocacy community - made up of professional makeup artists, micro-influencers and everyday consumers.

Our community is sharing insight on a daily basis that is being used to inform marketing strategy, authentic user-generated-content which is already being seeded across social media, and marketing collateral and product reviews that are being syndicated online with a potential reach of millions.



## Results



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## Unlock the power of your customers with Bulbshare.