



POWERED BY  
BRAND STUDIO

LANCÔME  
PARIS



## CASE STUDY

# Lancôme optimizes branding campaign toward audience attention for first time, using Onyx by Outbrain™



MOBILE PREVIEW

## Introduction

“ This campaign was a real first; an opportunity to explore innovation and impact in an increasingly busy digital world. For Lancôme, being able to optimize towards audience attention is a transformative model; one that makes platforms and media plans accountable.”

Aurélia Miquel, Digital Media & Acquisition Director, Lancôme

## The Results

**+57%**

Attention score vs.  
standard display\*

**77%**

Viewability  
(DV)

\* Adelaide analytics benchmark

## The Challenge

Lancôme is a French cosmetics and luxury goods brand belonging to the L'Oréal group. Over the decades, Lancôme has disseminated its vision of French spirit and elegance through major innovations that have established its position as the world leader in luxury beauty. The "La Vie est belle" campaign featured two of the brand's muses, Julia Roberts and Aya Nakamura.

L'Oréal is constantly on the lookout for new, innovative formats. One L'Oréal, The Publicis Media trading team in charge of the digital strategy, recommended exclusive, first-use of Onyx's High Impact Display format, Hybrid, piloting the campaign on a new attention KPI and thereby going beyond viewability.

## The Solution

Onyx by Outbrain is a new branding platform, comprising exclusive placements within the heart of articles on the biggest premium media sites. Thanks to the Publicis Media trading team who optimized the campaign, Lancôme leveraged the exclusive Hybrid experience developed by Outbrain's in-house Brand Studio, bringing together video storytelling and product consideration in one rich media format.

In addition, through Onyx's partnership with attention measurement platform, Adelaide, campaign performance was optimized using the AU score - a proven metric, correlating attention in quality environments with outcomes.

## Testimonial



The results were proof that attention as a metric can deliver quality and scale. For Lancôme, the format itself allowed video storytelling and product consideration to not just coexist - but work in harmony. We saw quality audiences delivered through engagement with the video and gallery, respectively. It showed that our high-profile ambassadors garnered active attention from Onyx audiences - allowing them to explore the products in a non-disruptive moment of exploration for brand building.”

**Nabil Ait Yahia, Trading Director, Publicis Media**

