

**LANCÔME**
PARIS

Lancôme: Utilizing mobile marketing apps to empower their sales team to reach deeper levels of customer engagement.

Lancôme's mission is to provide women with superior products and services that fulfill their quest and enthusiasm for beauty. To this end, Lancôme held live demonstrations where mothers were given a complimentary beauty treatment using Lancôme products. Lancôme and their creative agency Skills used The Marketing App Cloud from Proscap Technologies to build a custom, fully functional mobile app to assist with the live event. And they built the app in a week.

The Challenge: 15 Days Before Mother's Day

Lancôme wanted to have displays set up in malls in Brazil for Mother's Day. Here they would offer mothers a complimentary 30 minute beauty treatment performed by Lancôme beauty specialists using the Lancôme product line. The experience needed to be a pleasant one – mobs of angry mothers was the last thing they wanted. Additionally, Lancôme wanted to be able to collect information about these mothers so they could deliver an even better experience to them in the future.

The Solution

Lancôme turned to their creative agency Skills to help them overcome their challenges. With just a week to develop and implement a solution, the pressure was on to deliver:

Operating in a Mobile-First Market

The Brazilian market can only be described as "mobile first". Recent statistics suggest that out of the current 84 million internet users, 43 million are mobile internet users with 41 million accessing the internet via mobile phone. ¹ To compete in this marketplace, Lancôme needs to be mobile.

"The answer to Lancôme's needs was obvious to us. A mobile app would allow them to do everything they needed... And we knew we could build them a totally customized app within the one week deadline."

– Renato Bueno, Managing Director, Skills



Using The Marketing App Cloud platform, Lancôme and Skills easily built a mobile marketing app that met key goals:

- Allowed the Application Experts to check their schedule
- Provided customer interaction through the use of videos
- Sent customers their individualized beauty routines
- Collected analytic information that could be used to measure ROI

The Results

The event was a resounding success for Lancôme. “The results were positive for the brand and for the short time we had to plan and I believe we have reached a result in line with expectations,” says Carvalho. “We got a database of consumers and we will integrate them into our current bank so we can continue the conversation with these women. We already have some great learnings that we can use to enhance the project and get closer to our customers.”

Visit www.proscape.com for more information on mobile apps and The Marketing App Cloud.

“ We need to continuously think and build mobile solutions for these customers. We found a mobile solution in The Marketing App Cloud that allows us to target and segment our customers based on their behaviors so we can better understand them. ”

– Samara Nogueira, Marketing, Lancôme & Biotherm