

PRESENTING PRODUCT LAUNCHES TO RETAILERS USING A DYNAMIC, DIGITAL APPROACH

L'ORÉAL®

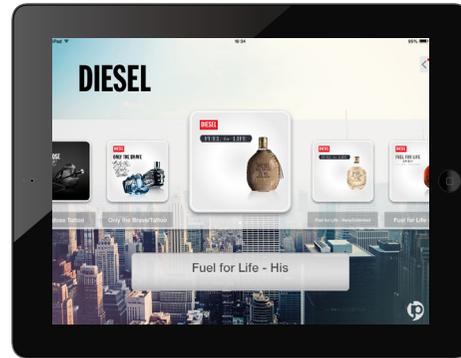
the need

sector Consumer
product Fragrances

With sales representatives visiting large stores and retailers across the country and rarely back at head office, L'Oréal Fragrances needed a way of making sure the team was always equipped with up to date collateral. They needed a digital solution that would cut down on costly re-prints, whilst maintaining a professional and visually impressive feel synonymous with luxury fragrances. It had to be:

- Quick to update and deploy content from head office to all end users
- A cost effective digital alternative to bulky, printed brochures and resources
- Easy for field sales representatives to use on a mobile device
- A visually engaging solution that could showcase beautiful products

the impact



iPresent means our sales team now delivers a sleek all-round showcase of our launches using media, videos, press coverage and key information all packaged and stored on one easily portable device.

Daisy Payne
Marketing for L'Oréal



Better customer engagement from presenting with a mobile device



The sales team always has the latest presentations and product information



Presentations are rich in content and come to life, delivering maximum impact

the solution

iPresent is a sales enablement platform improving performance through three core themes:

1. Beautiful Mobile Presentations for impact and results
2. True Content Management so everyone's always up to date
3. Closed Loop System of analytics and feedback

The key benefits L'Oréal has gained from the iPresent solution:

- Using iPresent instead of printing resources means price changes are updated instantly, increasing speed of delivery and eliminating costly re-prints
- With the ability to use a range of rich media, presentations are truly engaging and interactive
- Replacing bulky alternatives with mobile devices brings multiple benefits that let customer engagement flourish
- Sales pitches delivered in a busy store environment are more captivating and impressive