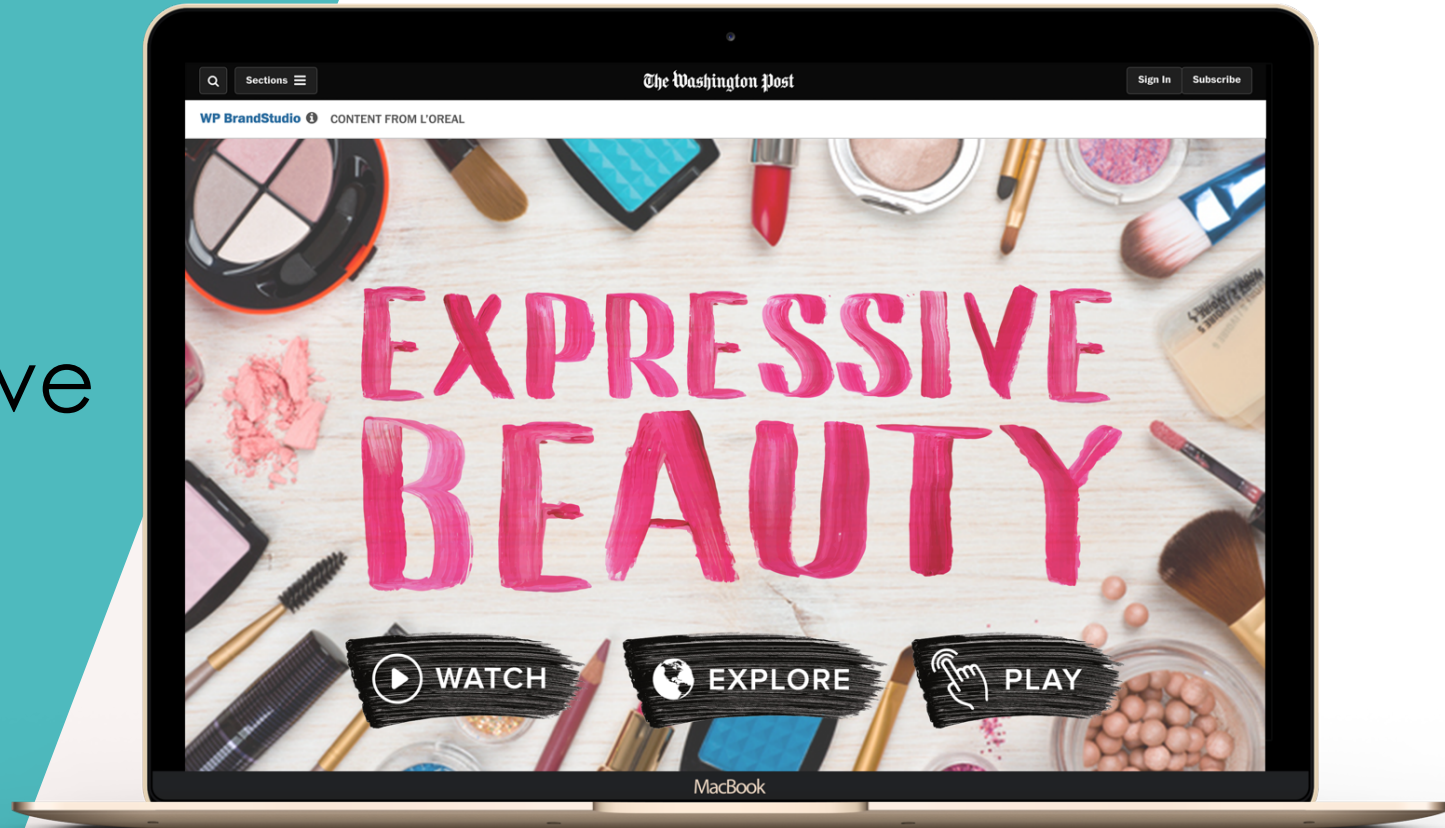


“Expressive Beauty”



THE STORY...

Thanks to the dual forces of globalization and innovation, one-size-fits-all beauty is a thing of the past. Women are rejecting narrow standards of attractiveness and refusing to settle for products that “sort of” match or “kind of” work. They are instead seeking out tools and products that marry age-old, cross-cultural wisdom with cutting-edge science—and using them to boldly express their unique personal aesthetics.

In a groundbreaking custom content program, WP BrandStudio will partner with L'Oréal to explore this new landscape of expressive beauty. We'll look at the creative ways in which modern women present themselves, tracing shifts across cultures and societies and exploring how “future-proof” innovation leaders like L'Oréal are piloting advancements in photobiology, green chemistry and even robotics to empower women around the world to express their own ideals of beauty in uniquely individual, increasingly personalized ways.

...AND HOW WE'LL TELL IT

We'll leverage the *The Washington Post's* full capabilities to deeply engage readers in the concept of Expressive Beauty, blending insightful journalism with intuitive digital storytelling and best-in-industry technology. The program could include interlinked components such as:

- **“Self-Expression”**: We'll work with the Post's dedicated research team to conduct an original, proprietary research study that gathers robust insights into how today's influential women define and express their beauty. What do they consider essentials, what are enhancements and what are just plain fun? How have their routines evolved and what innovations intrigue them most? Our findings will inform compelling article and infographic content.
- **“Geocosmetics”**: We'll explore how beauty rituals around the world reveal physiological realities and cultural desires that lead to the development of innovative, personalized products. A 3D globe features clickable “hotspots” with fascinating facts and subtle product integrations (e.g. the average number of brush strokes a Parisienne vs. an American uses to apply mascara; how Indian women nourish their hair with oil (inspiration for Garnier 2 in 1 Shampoo and Hair Oil)).

- **“Beauty in Conversation”**: Inspired by an award-winning [Washington Post editorial program](#), we’ll create mini video- or photo-documentaries that follow conversations about expressive beauty among women with different perspectives as well as influencers with strong social followings. What advice have they gathered through their cultural background? What advice about self-expression would they give their peers, to younger women or to their daughters? This could also be extended into a fascinating podcast series.
- **“Express Yourself”**: Via social channels, readers can play with expressive beauty using a custom **L’oreal filter** to alter their image in a variety of creative ways (e.g. see how photonic make-up can add iridescence or a new hair color could match their mood). Tags with the “Expressive Beauty” content would drive readers to engage.

Note: Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

Mock of
"Geocosmetics"

