

L'Oréal TR teams up with Tripadvisor & Dufry to launch "Beauty to Go"



Powered by a thorough data-driven approach, this disruptive O+O engagement model aims to re-attract travelers on Duty Free Beauty

L'Oréal Travel Retail has joined forces with Tripadvisor and Dufry to launch "Beauty to Go," a new disruptive O+O engagement model.

In a context of recovery of the travel retail industry, at a time when online + offline traffic generation has become a must-have for a strong and sustainable bounce back, L'Oréal Travel Retail paves the way with strong and long-term partnerships to re-attract travelers on Duty Free Beauty.

Co-created with Tripadvisor, L'Oréal Travel Retail EMEA and AMERICAS, in partnership with Dufry, has launched "Beauty to Go" to engage with UK and US travelers.

"Beauty to Go" highlights clearly L'Oréal Travel Retail's ambition to disrupt the existing models and accelerate its online + offline engagement roadmap with one objective in mind: supporting the bounce back to conquer top traveling nationalities - British & Americans - on digital savvy markets.

"This partnership is a true game changer for L'Oréal Travel Retail EMEA, as we are delivering a never seen before O+O activation, powered by a thorough data-driven approach. We are delighted to collaborate with both Tripadvisor and Dufry to support the traffic recovery in a key region like the UK and to boost the engagement of the UK travelers to Duty Free P&C. While we keep bringing beauty to all travelers via our unique brand portfolio, we are now stepping up the game in terms of tailored and connected experiences for our customers, leveraging all beauty engagement touchpoints," explains Gianguido Bianco, Managing Director at L'Oréal Travel Retail EMEA.

"We are excited to launch this partnership and look forward to seeing the response from our global audience of highly engaged travel shoppers, who are eager to return to international travel. This is the very best type of campaign - one that brings genuine value to both our advertising partner and to Tripadvisor customers. This partnership is not only innovative in its execution, but will also help create meaningful connections between L'Oreal and Tripadvisor customers, who are actively booking their summer travel," says Justin Reid, Director of Media, Destinations, Hotels and Growth at Tripadvisor.

"We are proud to contribute to this new initiative, which fits very well into our online strategy of engaging with travelers from the moment they plan a trip to when they get back home. Through this collaboration with L'Oréal, Tripadvisor and our Reserve & Collect platform we can offer travelers an easy-to-use access to their preferred beauty selection," adds Javier Gonzalez, the Chief Digital Officer of Dufry Group.