



## L'Oreal Paris communicates on mobile with Phonevalley

**L'Oréal Paris sends targeted MMS to promote two of its latest products.**

### L'Oreal Paris develops brand awareness of two products thanks to mobile

Paris, June 3, 2009 – Phonevalley, the world's leading mobile marketing agency, announces today its partnership with L'Oreal Paris to extend the brand awareness of the new "Combleur Collagène Lèvres" and the new "StudioLine MineralFX aux actifs minéraux" to mobile users.

To support these two innovative products, Phonevalley built a mobile strategy which focuses both on a brand image objective and a recruitment one. The agency released two MMS to 150 000 mobile users, chosen in perfect affinity with each target of the L'Oreal Paris products.

The first campaign was designed for the new "Combleur Collagène Lèvres" that L'Oreal Paris wanted to promote amongst women from 35 to 49 years old. On last April 14, Phonevalley sent 105 000 MMS presenting Linda Evangelista, the inspiration of the "Combleur Collagène Lèvres".



On April 29, L'Oreal Paris retried again and demonstrated its range of mineral effects haircare products, "StudioLine MineralFX aux actifs minéraux" thanks to an MMS sent to 45 000 men from 18 to 35 year old, all Smartphone owners. The MMS displayed Patrick Dempsey, Grey's Anatomy hero. He was inviting mobile users to connect on the L'Oreal Paris website to print a 1,5 euro reduction coupon to redeem on any product from the MineralFx range.



Alexandre Mars, CEO Phonevalley and Head of Mobile Publicis Groupe, says: « We are delighted to renew our collaboration with L'Oreal Paris, for whom we already built mobile marketing campaigns. Their efficiency, as well as the similarity between L'Oreal Paris' target groups and the mobile phone owners population, have drove us to recommend these two image and couponing campaigns".

## About Phonevalley

Phonevalley is the world's leading mobile marketing agency. Since its acquisition in 2007, Phonevalley operates as Publicis Groupe's mobile marketing agency and Alexandre Mars, Phonevalley's CEO, as Head of Mobile for Publicis Groupe.

Recognized as an industry pioneer, Phonevalley provides a full service offer in mobile marketing which spans from mobile media planning and buying, to mobile interactive services (mobile Internet sites, mobile applications, branded content & promotions) and strategic consultancy. Its clients also expand their reach and ROI thanks to Phonevalley's proprietary technological platforms.

Its unrivaled value proposition helps first class brands, such as Hewlett-Packard, L'Oreal, PUMA, Nestle or Procter & Gamble captivate their customers anytime anywhere and engage them in an innovative, meaningful and emotional manner.

Phonevalley operates from all regions: Europe, North America and the APAC area. Phonevalley is part of Publicis Groupe (Euronext Paris: FR0000130577), the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications.

More information on [www.phonevalley.com](http://www.phonevalley.com)

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