



## L'Oréal

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To tie-in with the release of L'Oréal's Age Perfect range of cosmetics, 4mediarelations were tasked by the world's leading health and beauty brand to film and provide b-roll footage during the production of a video starring Oscar-winning actress Dame Helen Mirren. Describing how she believed that the 'perfect age' was the here-and-now, Dame Helen brought real Hollywood glamour to London's South Bank, and conducted a faultless follow-up interview that the 4mediarelations sell-in team seeded across some of the UK's most visited websites.

### The Campaign

As a fundamental part of the production team on filming day on London's South Bank, the 4mediarelations video crew ensured that not a single second of the project, featuring one of the world's most celebrated actors, was missed.

Gathering extensive b-roll footage of the shoot, before interviewing Dame Helen about her philosophy on beauty, age and the craft of acting, the team took a wealth of exceptional footage back to the edit suite.

In post-production, 4mediarelations put together a branded video with excellent consumer appeal, which was seeded to national, regional and trade press and provided excellent coverage for L'Oréal's Age Perfect range of cosmetics.

### Coverage

The 4mediarelations sell-in team utilised an extensive network of online national and regional media outlets to secure excellent exposure for the video and the campaign.

Along with excellent exposure in lifestyle sites including Simply Woman and Women and Home, the video was seeded on both the Mail Online and The Daily Telegraph website, ensuring coverage on two of the most popular media websites in the UK.

### Summary of Success

Audience Reach: 167,305,476

Total Items of Coverage: 5

Total AVE: £568,719.79

PR Value: £1,421,799.48

**The Daily Telegraph**

**SIMPLY WOMAN**

**MailOnline**

