

SWA

JAHRESMEETING 2024

GENERATIVE
AI.

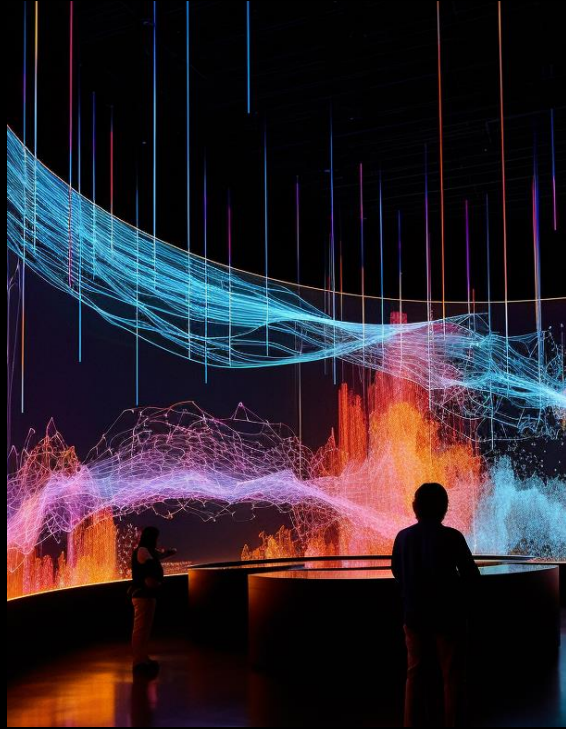


Simon
PREUSS

HEAD OF SOCIAL & ADVOCACY, CDMO

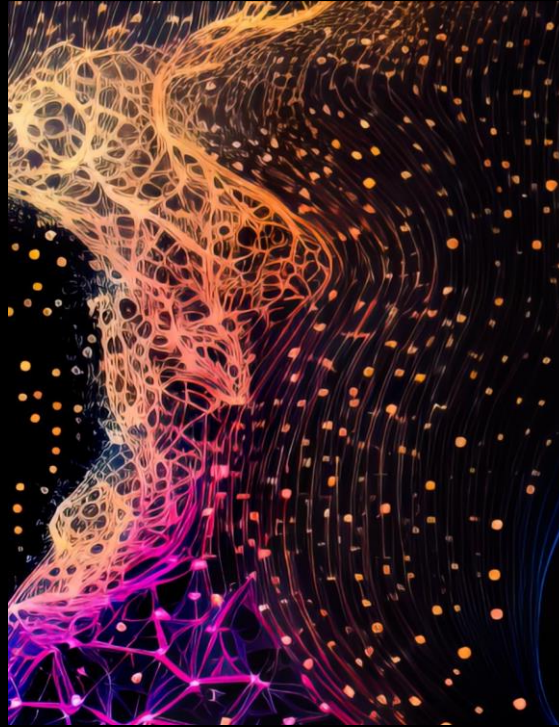
WHY NOW?

AFTER 70 YEARS OF RESEARCH, TECH WAS READY



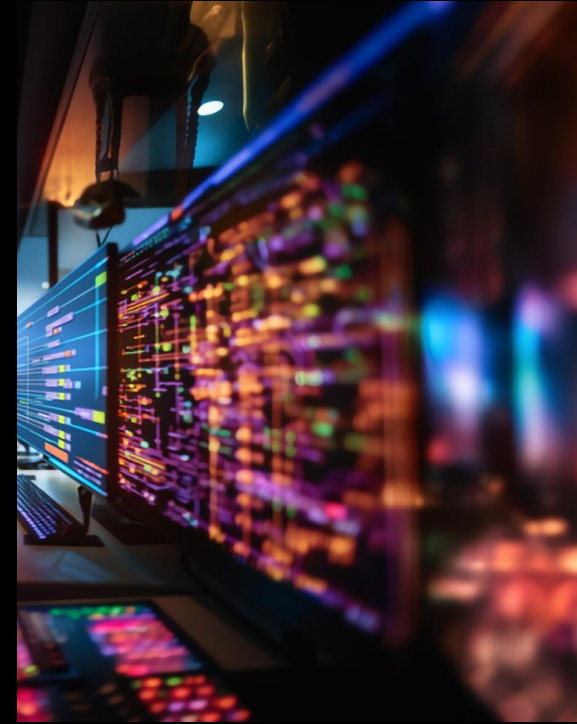
Big Data.

Big data provides the raw material for large AI learning models.



Neuronal network.

Modelled after human neural networks, they allow machines to learn from the pattern of data (deep learning).



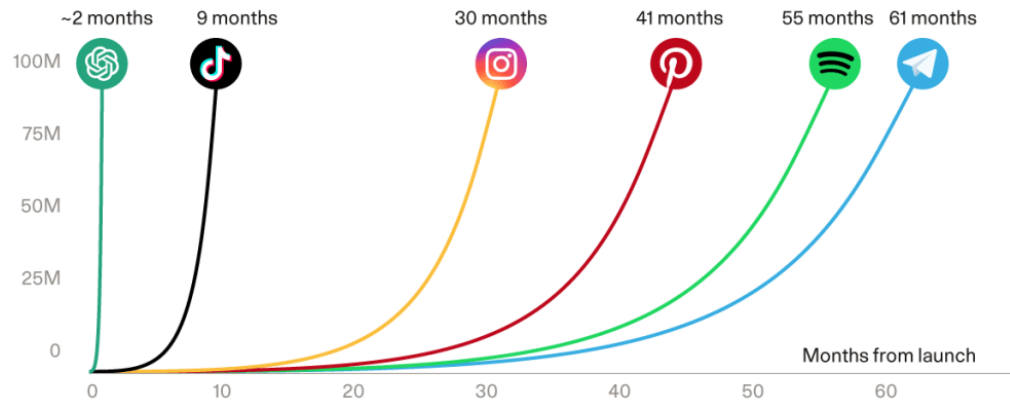
Calculation Power.

Supercomputers allow AI models with billions of parameters to be trained on large databases.

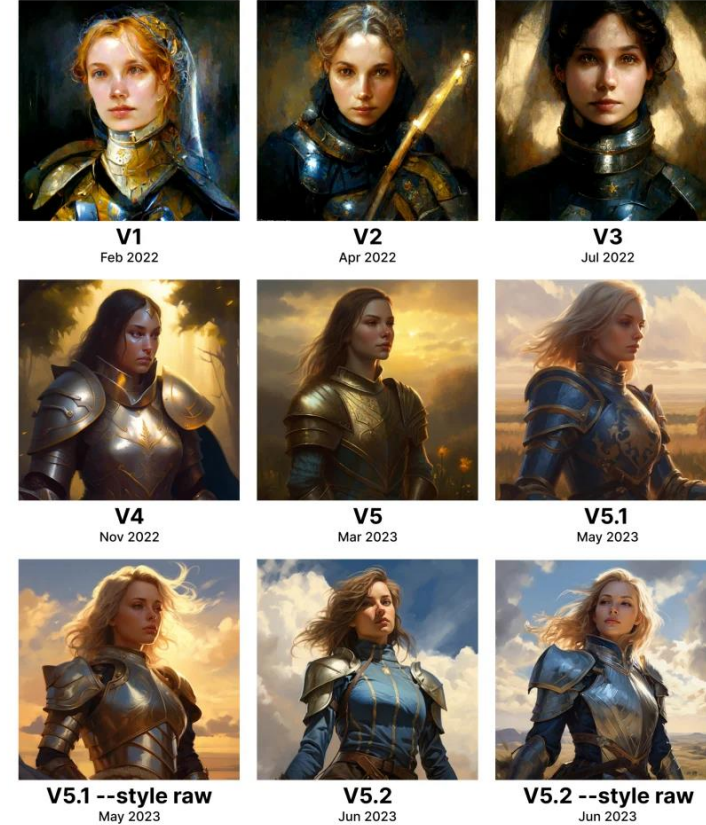
RECORD FAST & HIGH ADOPTION, THE GEN AI REVOLUTION IS HERE TO STAY

Thanks to GenAI, Brands can provide exponentially more relevant content and experiences to their audiences, resulting in a world of enhanced engagement and satisfaction.

Path to 100 Million Users (stylized)



MIDJOURNEY VERSIONS COMPARED



Rendering quality progression of MIDJOURNEY

Defining
the future of beauty
for over a century

1909



1934



1935



1973



1982



2006



2024





POWERED
BY
AI

L'OREAL

BEAUTY
+
TECH



New Era of Hyper-Personalization

TAILOR-MADE TO MEET ALL WISHES AND ASPIRATIONS



ROUGE
SUR
MESÛRE

1

BUY

2

DISCOVER



3

CREATE

4

TAKE AWAY



AI

A PORTAL
TO A NEW
UNIVERSE





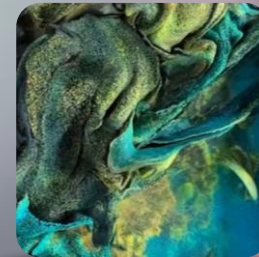
AUGMENTED MARKETING



AUGMENTED
CONTENT
CREATION



AUGMENTED
SEARCH



AUGMENTED
CONSUMER
CARE



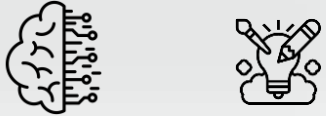
AUGMENTED
SERVICES

HOW GEN AI DISRUPTS THE CONTENT CREATION PROCESS

GEN AI FOR CREATIVITY

READY TO GO

01 IDEATION



Brief Production:

Formalize briefs, find new Ideas.

Trend Analysis:

Utilize Gen AI to analyze current trends.

From Idea to visual

Produce scenarios and explore creative possibilities

02 CONCEPTION

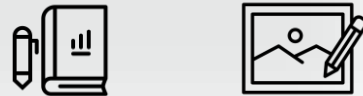


Image Generation:

Creating base images, reducing manual workload for graphic designers.

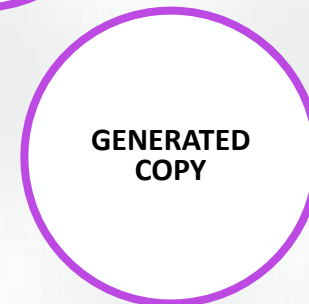
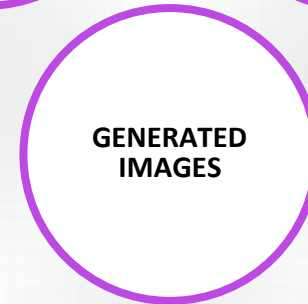
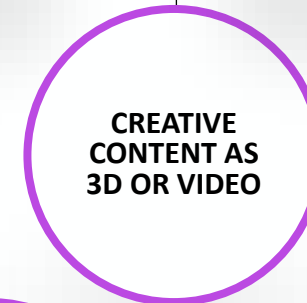
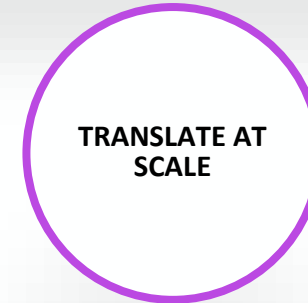
Copy Generation:

Text creation reducing workload and improving content test and variations

GEN AI FOR PRODUCTION EFFICIENCY

IP RIGHTS LIMITATION

03 PRODUCTION



04 POST-PRODUCTION

DISCLAIMER

WHEN USING GENAI FOR CREATION

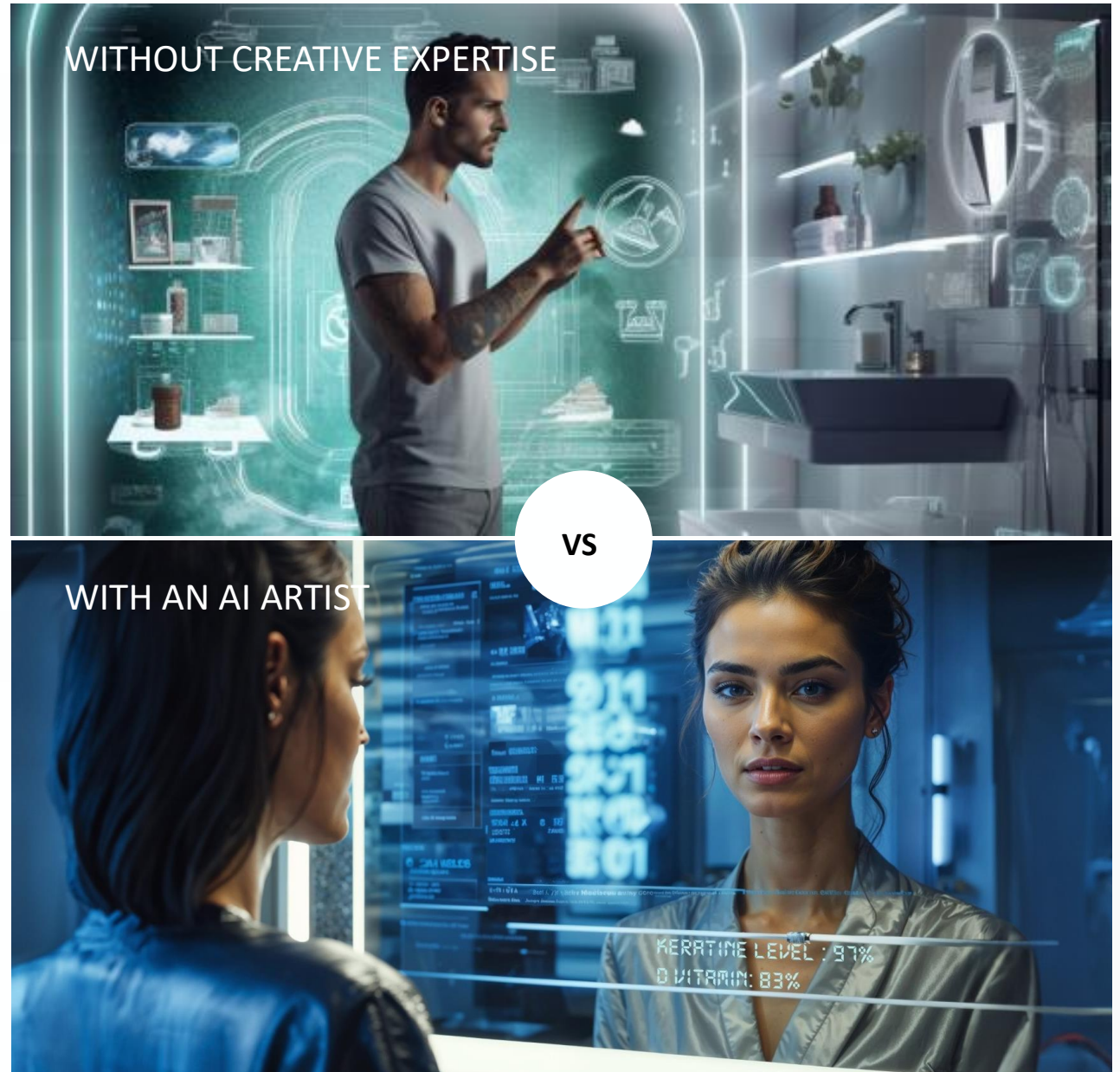
GEN AI IS NOT
An Art Director
A Graphic Designer
A Unicorn tool

CREATIVE EXPERTISE
makes the difference

The Brief



Bathroom of the future, Connected mirror with hologram or numbers representing the "data" side (today your X rate...), Ideally, a person in front of the mirror

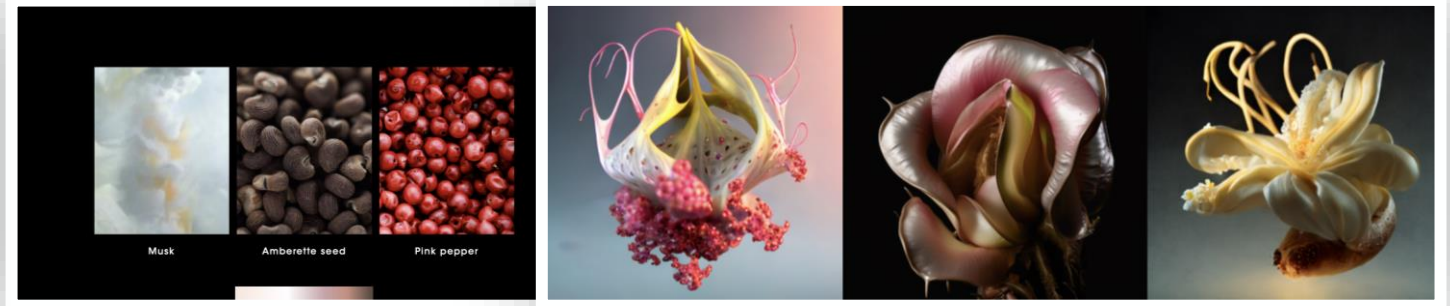


FROM IDEATION TO EXTERNAL USE

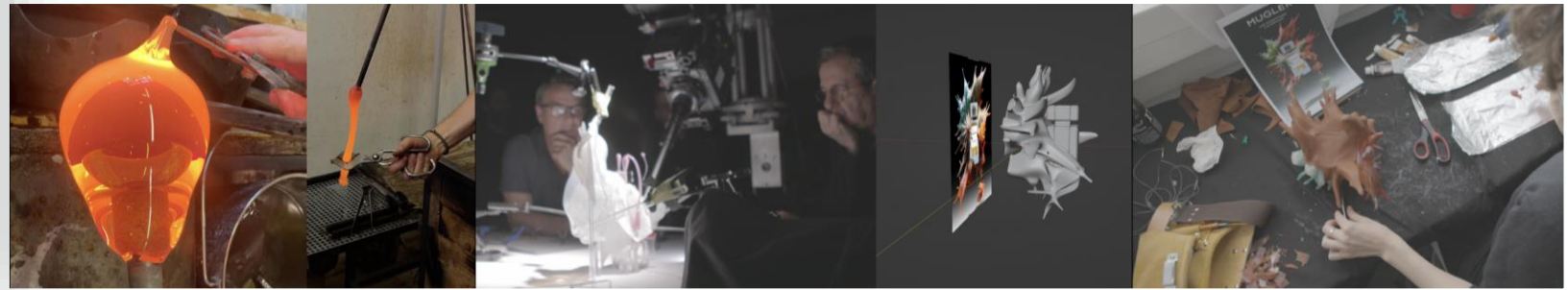
Example with Mugler campaign by Publicis



GenAI tools are used by an AI artist to extend creation capabilities

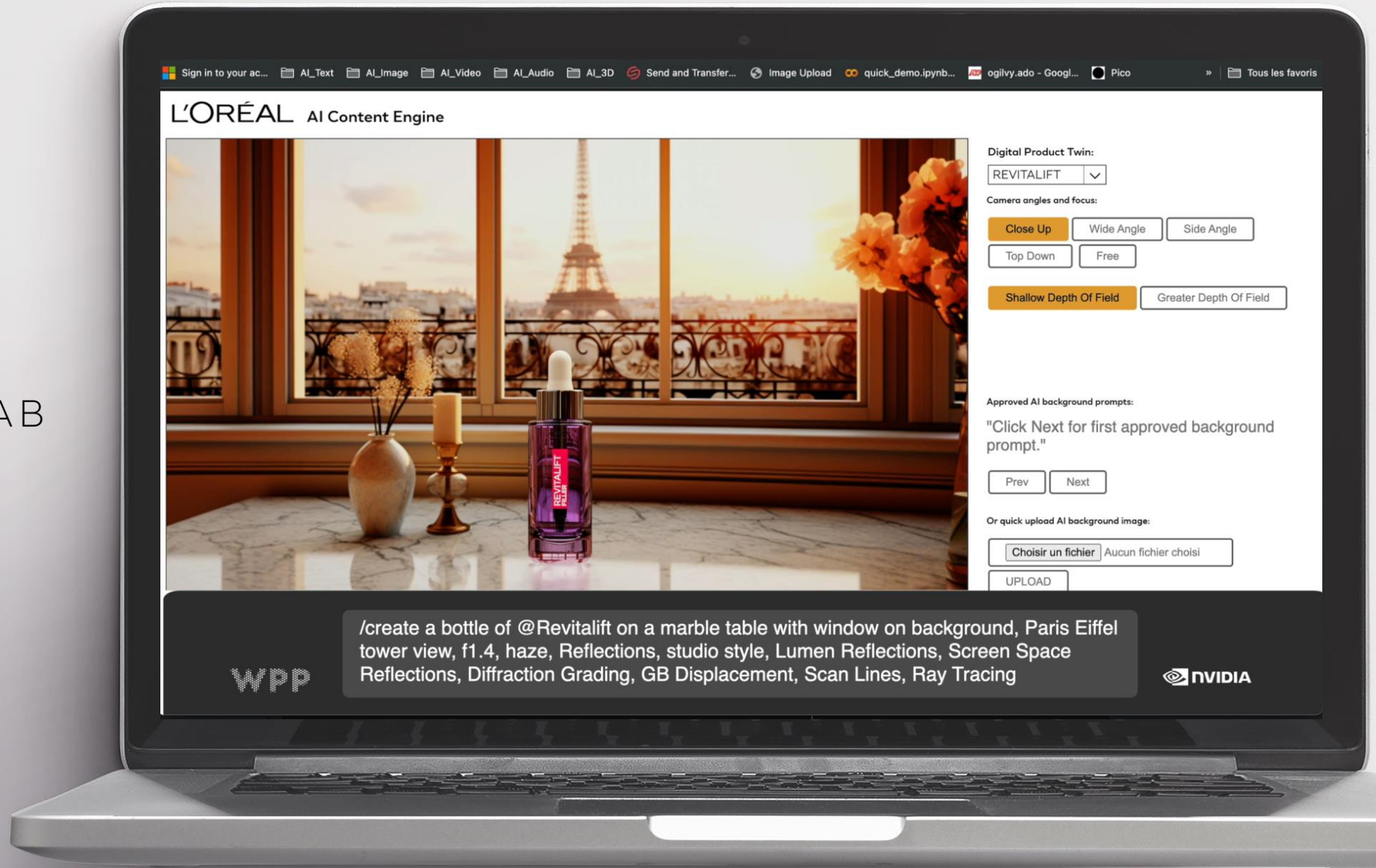


FINAL ASSET : the key visual was completely rebuilt to be used without any legal constraints.



CONTENT CREATION: GENERATING VISUALS FOR WEBSITES

GenAI Beauty LAB



GENAI - TOWNHALL DACH FEB 2024

3D IMAGE & VIDEO GENERATION

Example with L'Oréal Paris

A Hybrid 3D & GenAI environment to render Key Visual and Video animation from 3D packaging digital tween



Replacing photoshoot



Quality of the rendering open new capabilities in the content production



Flexible Master Template

Virtual set works with any products, any background generated, in any angle and any lighting condition



Setup Effort

Virtual sets need to be built manually which can take few days. Digital twins must be partially re-worked for physic-based rendering

VIDEO GENERATION & LOCALIZATION

Example with CPD STUDIO

Generate video content from a real spokesperson with their own voice in any languages. With text to voice in 28 languages or voice to voice in any languages.

1x Training on 4 mins of videos in French

Generate video in 28 languages (for now) against any kind of background



Quality

High fidelity of the trained voice in 28 languages. Very natural looking video with hand movements, all generated from the cloned avatar.



Scalability

Service is ready to manage large volumes of content.



Creative limitation

Service is focused on translation and lip-sync. Environment and clothing can be customised in a limited capability.

HIGH-VOLUME TEXT GENERATION

Example with LA ROCHE-POSAY, VICHY, L'ORÉAL PARIS

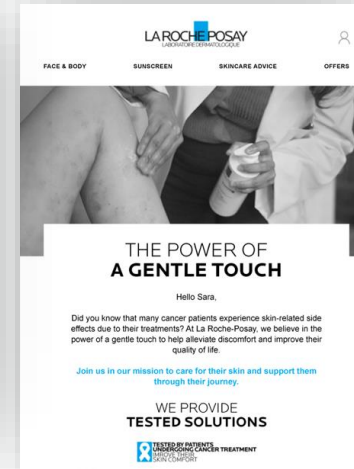
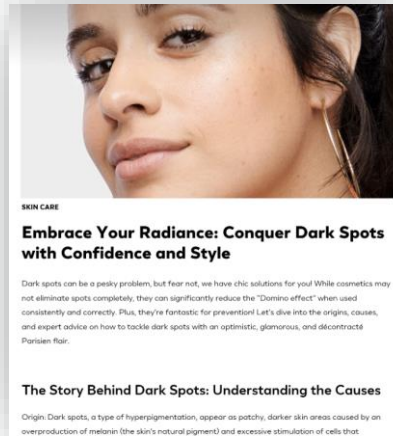
We've trained a model with brand assets (tone of voice, vocabulary, product information) to produce relevant contents at scale.

Product Description Pages:

Articles Rewriting:

Articles Translation:

E-mails:



Minimum of 300%

Production Efficiency.

Production:

Traditional copywriting Up to **3 Days**.

Copywriting with trained optimised model down to **1 Day**.

Translation:

Traditional translation Up to **3 Days**.

Translated with trained optimised model down to **1 Day**.



Brand Consistency & Adapt to channels



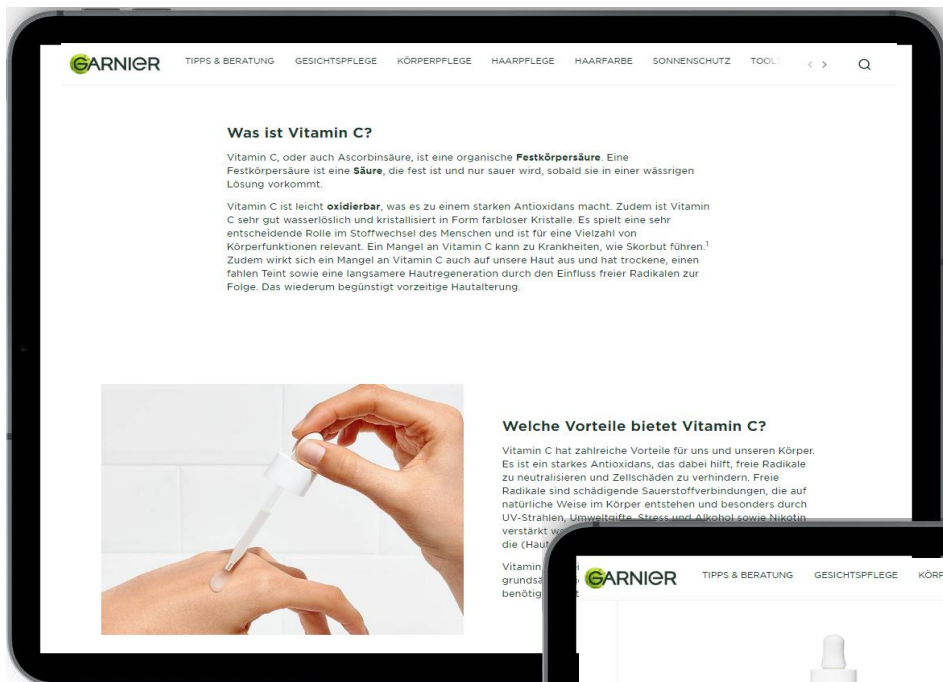
Requires brand datasets

Tone of voice, keywords, communication rules, etc.



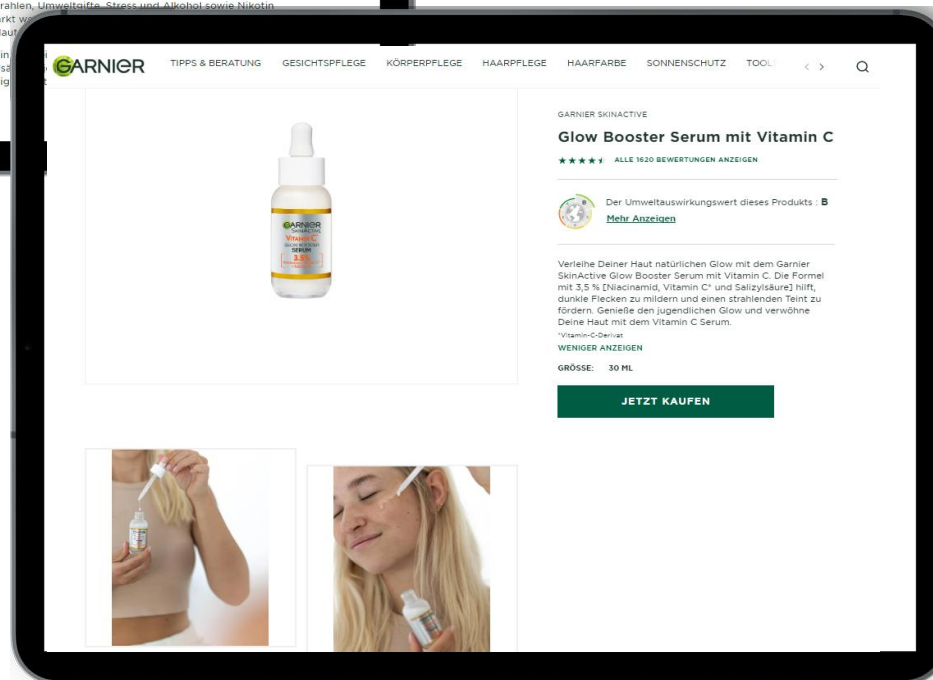
GEN AI (TEXT) FOR WEBSITE CONTENT

PDP OPTIMIZATION & EDITORIAL CONTENT CREATION



17 EDITORIALS

13 PDPs

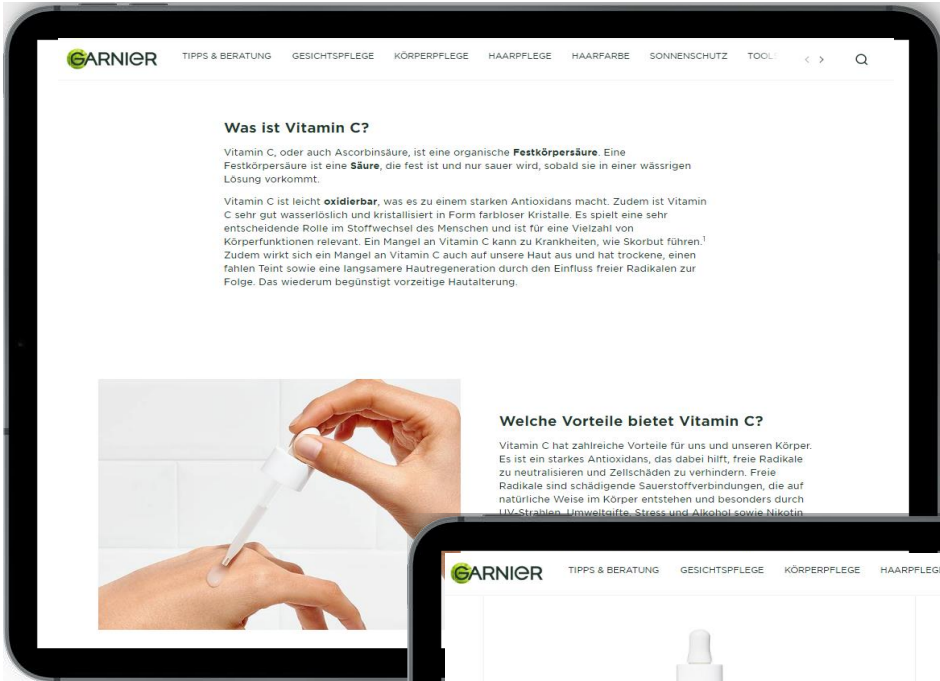


HOW TO

- ✓ PERSONLIZATION
- ✓ SEO-OPTIMIZATION
- ✓ PLAGIATISM-CHECK
- ✓ LANGUAGE QUALITY

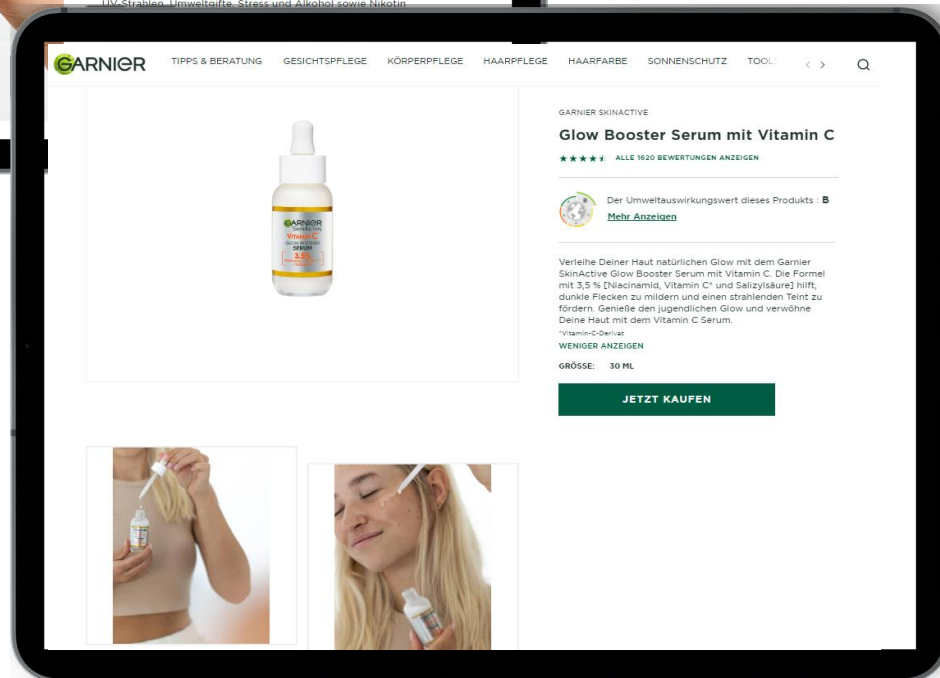
1ST ON GEN AI

GARNIER



17 EDITORIALS

13 PDPs



AGENCY TIME SAVING OF

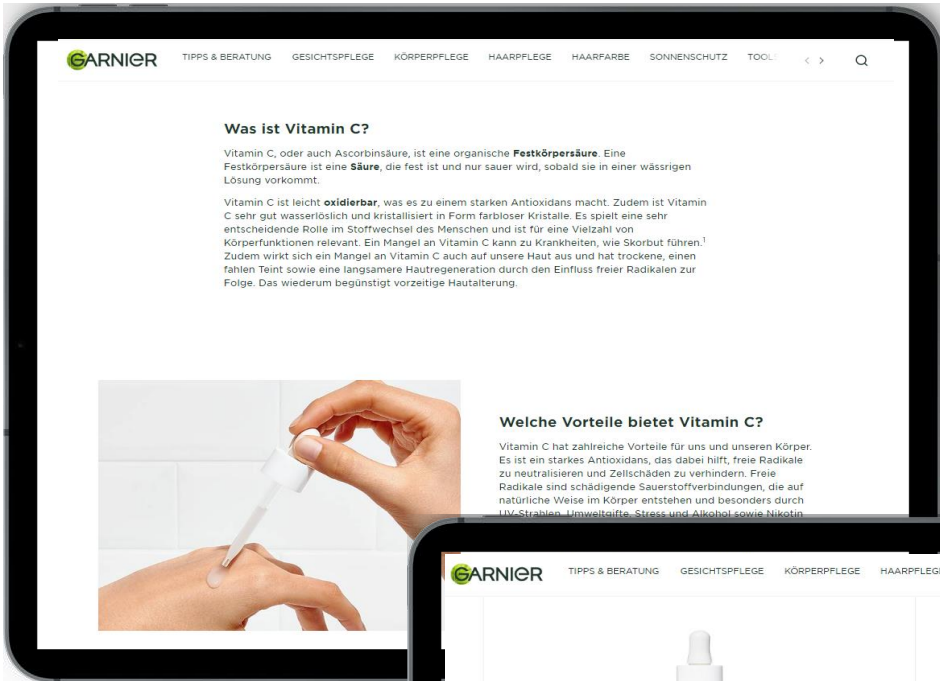
-50%

FAST CONTENT CREATION

30 contents in 1 month

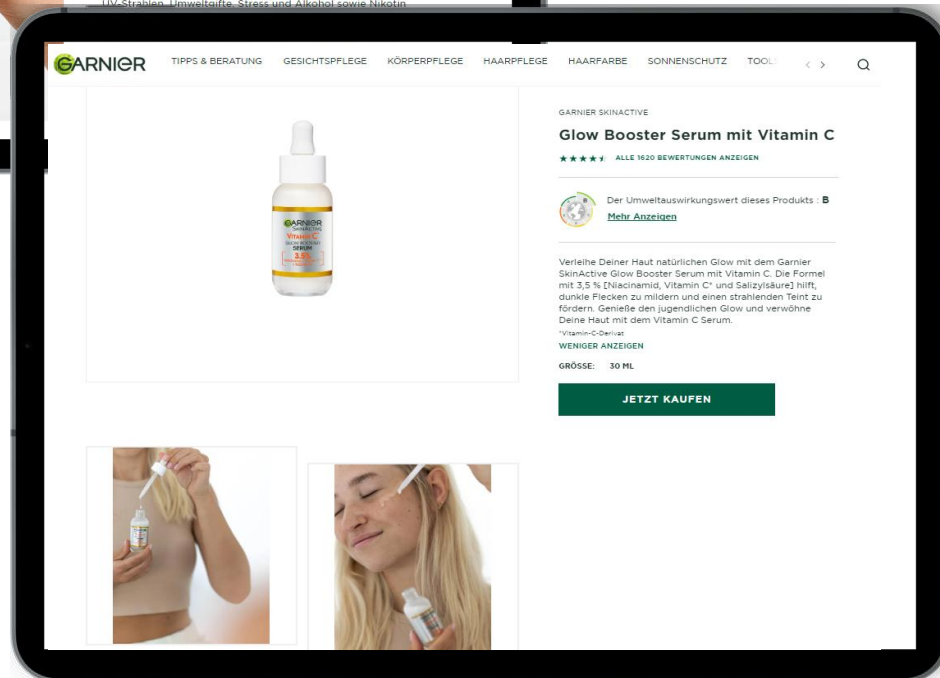
1ST ON GEN AI

GARNIER



17 EDITORIALS

13 PDPs



✘ MANY DUPLICATIONS IN EDITORIALS, RE-PROMPTING NECESSARY

META TITLES MUST BE DONE MANUALLY

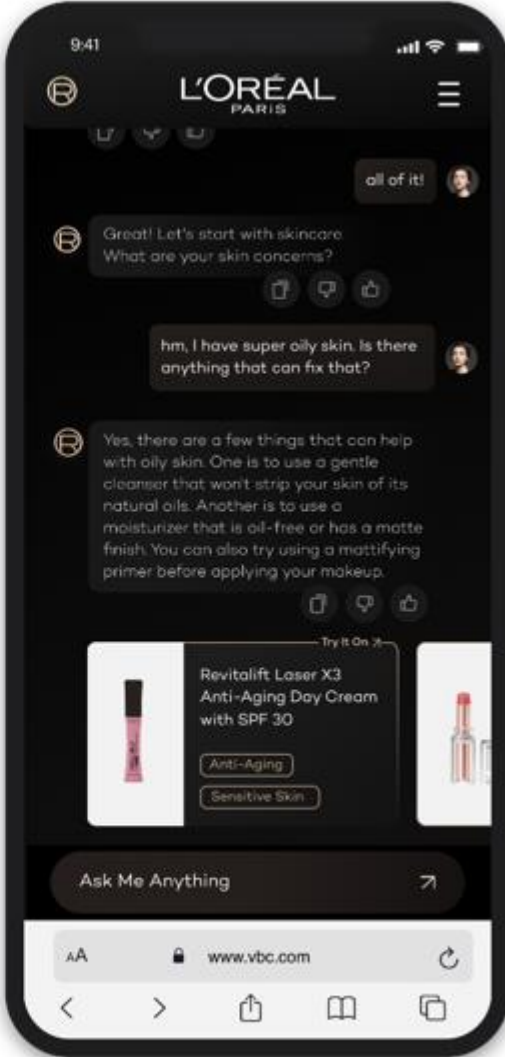
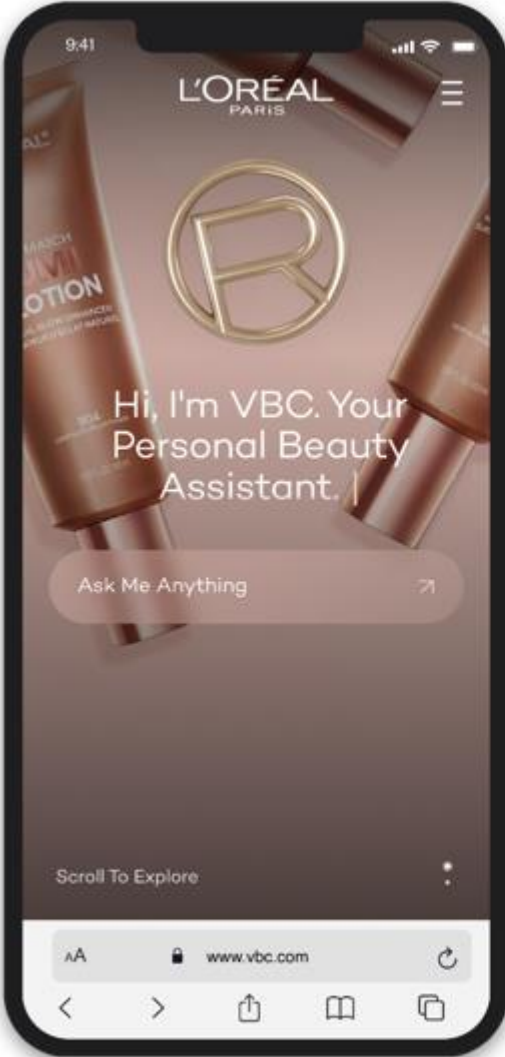
✘ SEO OPTIMIZATION FOR LONGER TEXT NOT POSSIBLE

✘ MANUAL APPROVAL OF MARKETING & LEGAL TEAM STILL NECESSARY (NO TIME SAVING)



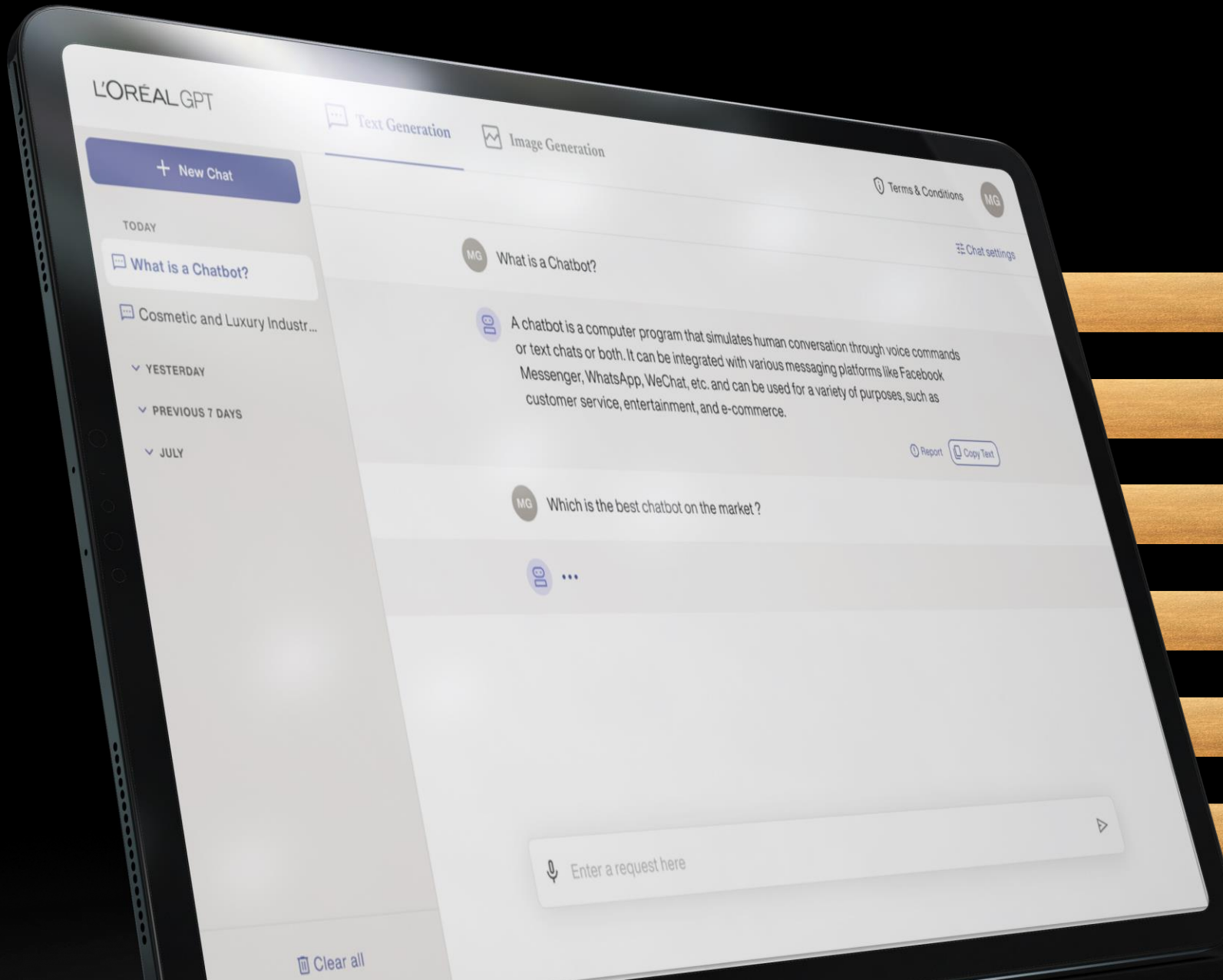
BEAUTY GENIUS BY LOREAL PARIS

YOUR 1ST PERSONAL VIRTUAL BEAUTY ASSISTANT



AUGMENTED EMPLOYEE :

L'OREAL GPT



A SAFE ENVIRONMENT

FUTUREPROOF &
NEW MODEL READY

TEXT, IMAGE GENERATION

INTERNAL KNOWLEDGE

UPSKILLING SUPPORT

INTERNAL USE ONLY

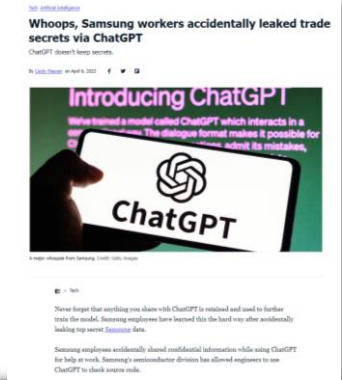
REALITY DISTORSION « DEEPPFAKE »



ETHICAL & BIAS



CONFIDENTIALITY & PRIVACY



LEGAL & IP RIGHTS



LACK OF ACCURACY « HALLUCINATIONS »



SUSTAINABILITY

Energy consumption is very high

Estimate impact of 1 query of Gen AI = up to 1000 times a query on search

1,8Billion visits on ChatGPT in April 23

L'OREAL CHOICE & COMMITMENT ON THE USE OF GENERATIVE AI IN BEAUTY

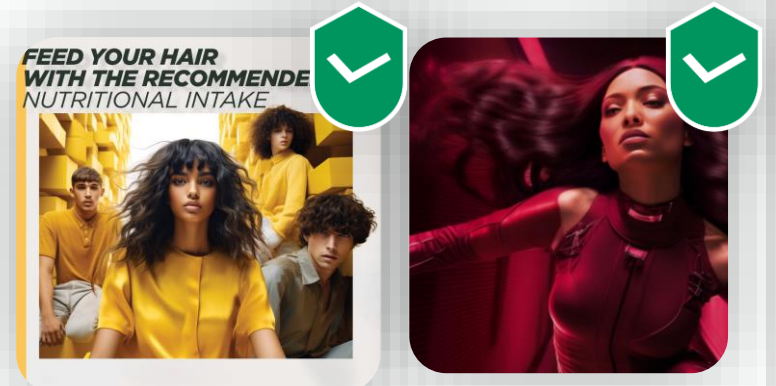
Do not use AI generate humans in external communication.



Do not generate life-like face, body, hair, skin to support/enhance product benefit in external communication.



GenAI can be used internally for ideation, storyboarding, creativity



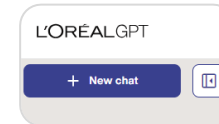
L'OREAL HAS PRIORITIZED GENERATIVE AI USE CASES FIELDS

AUGMENTED MARKETING

- CONSUMER CARE
- CONTENT CREATION
- PRODUCT DETAIL
PAGES
- SEARCH & MEDIA
- SERVICES

AUGMENTED EMPLOYEE

L'OREAL GPT



EMBEDDED IN PLATFORMS





TIME FOR QUESTIONS

(I am not a chatbot ;-)