



**PRESS RELEASE**

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## MOCCU DEVELOPS GERMAN SOCIAL MEDIA CAMPAIGN FOR L'ORÉAL PARIS

Berlin-based agency Moccu has developed an exclusive social media campaign for L'Oréal Paris, entitled "Become the Face of Sublime Mousse". Facebook and display advertising are used to invite young women to become the new face of L'Oréal Paris' hair colorant "Sublime Mousse". The Facebook community initially chooses the 50 most popular candidates among all the participants. An expert jury subsequently selects five finalists, who are invited to a week-long series of photo and video shoots. Finally, the Facebook community votes for the winner. A contract with modelling agency Louisa Models awaits the successful candidate, who also becomes the face of Sublime Mousse.

Moccu has collaborated with L'Oréal Paris before, creating the online campaign "Flirting in style" and a special promotion celebrating the company's partnership with the Berlinale film festival.

During the social media campaign for L'Oréal Paris, Moccu's responsibilities included design and realisation. "Become the Face of Sublime Mousse" is the first campaign by L'Oréal Paris in which the media focus is on social networks.

The social community decides

The Sublime Mousse campaign is being run chiefly via Facebook. It is advertised via L'Oréal Paris' Facebook fan page and a tab. The freely accessible campaign page, which includes deadlines and entry conditions, allows interested candidates to register via Facebook. The promotion is accompanied by a display banner campaign and Facebook ads.

The registration deadline is 20 February 2011. The five finalists – one for each hair colour – will be chosen by the expert jury in the week from 21 – 25 February 2011. The community will then vote for the face of Sublime Mousse between 7 March and 3 April 2011.

Brand dialogue

Tim Berger, Marketing Director at L'Oréal Paris Germany, explains the choice of a social media campaign: "Through our social media campaign in Germany, "Become the Face of Sublime Mousse", we are offering self-confident young women a highly attractive, exclusive touch point in Facebook, thereby creating an extremely dynamic dialogue between brand and consumer." The campaign's success is proving Tim Berger right: almost 1,000 applicants were online within hours of the launch.

Web-enabled and printable images can be downloaded at:  
<https://extranet.moccu.com/access/886a873243ea89475c6dee113bc2a8f8> Valid for 2 months, images in 72 dpi and 300 dpi, specimen copies requested.



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**ABOUT MOCCU:**

Moccu is a Berlin-based creative agency for digital media which has been planning, designing and realizing interactive communication at the highest visual and technical levels since 2000. The company's credentials include the creation of communication solutions, brand staging and internet presences for firms including Volkswagen, Canon, Dior, L'Oréal, Vodafone and WWF.

**ABOUT L'ORÉAL PARIS:**

International cosmetics brand L'Oréal Paris offers consumers state-of-the-art innovations with product series in the fields of skin care, make-up, colorants, hair care and hair styling. The brand's internationally famous ambassadors, including Diane Kruger, Rachel Weisz, Jennifer Lopez, Eva Longoria, Andie MacDowell, Jane Fonda, Michael Ballack, Gerard Butler and the newest member of the dream team, Gwen Stefani, simultaneously embody a world full of glitz and glamour.

L'Oréal Paris is an independent business division of the leading global cosmetics group L'Oréal.