

“THIS IS AN AD FOR MEN”



L’Oreal’s multi-part ad campaign titled “This is An Ad For Men” was a three-part campaign where they ran nearly identical ads for Lipstick, Mascara, and Nail Polish. This campaign was run in March 2019 out of Düsseldorf, Germany, by the ad agency “McCann”.

CORE IDEA: HIRE MORE WOMEN IN LEADERSHIP ROLES. WE’RE ALL WORTH IT.

Target Audience

Primary: Men, Decision Makers, Employers, Leaders

Secondary: Women, Brand Loyalists, Feminist Consumers

+24%*
Mentoring score for female leaders.

Hire more women in leadership roles. We’re all worth it.

VISUALS & SYMBOLIC ELEMENTS

Bold Headline: Immediately disruptive, signals irony & feminist intent, catches male attention.

Colour: Red signifies power, confidence, fierceness.

Product Choice: Lipstick, Nail Polish, Mascara are easily recognizable, focus on intimate female features, reinforces sensual appeal to capture attention.

STRATEGIC MESSAGING

Fine Print: The subtle text reveals the real message. Using statistics it connects gender equality to business success.

+15%*
Revenue with female leaders.

+20%*
Patents with female leaders.

Feminist framing: Women deserve leadership roles. Companies perform better with women in power. L’Oréal positions itself as a champion of female empowerment

PUBLIC PERCEPTION

Overall Response: Generally well received. Female consumers felt empowered. Resulted in strong engagement and sales.

Criticism: Hypocrisy concerns on social media, ~75% of L’Oréal leadership is reportedly male.

Outcome: 2019 was a good financial year. Campaign success showed consumer support .

BRAND ALIGNMENT

L’Oréal traditionally empowers women through beauty & confidence. This campaign expands empowerment beyond physical beauty. Encourages systematic change. Overall a good campaign with strong brand alignment.