

L'ORÉAL PARIS

OBJECTIVE: L'Oreal believes that everyone aspires to beauty. So when the Golden Globes event rolled around, L'Oreal was adamant about being at the forefront of Social Media Marketing

SOLUTION: EGentertainment created a social buzz experience. This year we partnered with beauty (vlogger) Video Blogger Kande Johnson to chronicle here weekend for her fans via her social channels. We produced several videos that were distributed using social video marketing, Digital PR and VIDEO SEO.

CONCLUSION: Using a prominent YouTuber, Digital PR and VIDEO SEO, L'Oreal Paris garnered over **150 MILLION** impressions and acquired **25,000 new** subscribers to their YouTube channels during Golden Globes weekend. This was the start of taking FB fans from 5 Million to **20 million** plus currently.

Because you're worth it.
L'ORÉAL PARIS

Facebook Album

Who had the best hair at the Golden Globes?

GOLDEN GLOBES
L'ORÉAL PARIS CONSULTING HAIR EXPERT
JOHNNY LAVOY'S TOP 5 PICKS
(L) ANDIE MACDOWELL
(R) SALMA HAYEK

Red Carpet Trend
Like Comment Share

Impressions: 132,218
Likes: 275
Comments: 73
Shares: 17
Avg Feedback Rate: 0.28%

GOLDEN GLOBES
L'ORÉAL PARIS CONSULTING HAIR EXPERT
JOHNNY LAVOY'S TOP 5 PICKS
(L) KATE WINSLET
(R) CHARLIZE THERON

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Destination Beauty Roving Reporter Kande Johnson

As L'Oréal Paris' VIP roving reporter, Destination Beauty vlogger **Kande Johnson** chronicled her weekend at the Globes and pushed out brand messaging via her social channels.

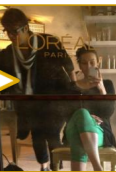
She kicked off her Golden Globes weekend by announcing Destination Beauty's **"Search for the Next Beauty Guru Contest."**



kandee johnson @kandeejohnson
The adorable @stellakae is doing my hair all fun in the @LorealParisUSA beauty suite! Can't wait to see it done



100,332 Twitter Followers



YouTube DESTINATION Beauty

YouTube Kande Johnson

BE THE NEXT BEAUTY GURU!

1 Golden Globes recap video (7 minutes long!) & the contest announcement generated 334,073 YouTube video views to date

Top 5 Top from Celebrity Hair by Johnny Lavoie

Golden Globe Video & Bumpy Pictures of Celebrities

Kim Kardashian: The Golden Globes and Getting Ready

5 total posts on KandeJ.com generated nearly 200K impressions to date

