MISSION

La Roche-Posay’s mission is to make a better life for sensitive skin.

Hand in hand with dermatologists, our obsession is to bring better skin solutions to all types of sensitive skin, from severe skin diseases (acne, eczema, allergic skin, and the side effects of cancer treatment...) to daily skin issues. Better skin solutions for everyone, from infancy to adulthood.

Created in 1975, today La Roche-Posay is recommended by 25,000 dermatologists worldwide. Thanks to our strong values of efficacy and tolerance, transparency and honesty, caring and empathy, it has also become the consumer’s brand of trust.

All of La Roche-Posay’s products offer minimalist and effective formulas, containing its very own unique French thermal water as the miracle not-so-secret ingredient.

All of the brand’s products are hypoallergenic and dermatologically tested on allergic, atopic or reactive skin types to guarantee the highest tolerance. Their efficacy and safety have been proven by more than 600 clinical and observational studies worldwide, 80 of which have already been published in the most recognized international dermatological journals.

Looking beyond its products, La Roche-Posay is a committed brand, involved in various activities that are useful for consumers: atopy schools, corrective make-up workshops and an ambitious skin cancer prevention initiative known as Skinchecker, an international campaign encouraging people to monitor their moles.
AN INGREDIENT WHICH TRANSCENDS TIME

La Roche-Posay thermal spring water is inimitable therapeutic water.

The story of La Roche-Posay begins amid the ripples of the purest natural thermal water. The near-mythic properties of this water are impossible to reproduce, unparalleled in synthetic form.

Local folklore in the picturesque French village that surrounds this magical spring speaks of the water’s healing powers as far back as the 13th century, when the legend goes that the sensitive-skinned horse of Bernard du Guesclin, high constable during the reign of Charles V, took a dip in the soothing La Roche-Posay waters. The horse emerged from the waters reborn, carrying no trace of the chronic eczema that had afflicted him before, and astounding both the constable and the villagers.

The first written record of its powers emerged in the 1600s, with Pierre Milon, the celebrated physician of Louis XIII, conducting the first studies into its mysteries. Napoleon also recognized its health benefits, ordering the construction of a thermal hospital at the source in the early 1800s. Finally, in 1869 the area was ordained a centre for health by the French Academy of Medicine.

Today, it is the leading thermal dermatological center in Europe, healing 8,000 patients every year. It provides relief for those suffering from severe inflammatory or recurrent diseases such as eczema, as well as providing therapy to relieve the side effects of breast cancer treatment or painful burn injuries.

We are still discovering new benefits from this remarkable water. The latest research has even proved La Roche-Posay’s thermal spring water’s ability to fight the harmful effects of pollution on the skin.

A UNIQUE ADVOCACY BUSINESS MODEL THAT STARTED WITH DERMATOLOGISTS

Among the L’Oreal Group’s brands, La Roche-Posay is one of the only ones that does not rely on mass media communication. Our business model is based on health professionals’ recommendations.

At the very beginning, our prescriber was the dermatologist. The dermatologist prescribed drugs and La Roche-Posay proved the benefits of associating a dermocosmetic to counter the side effects of medical treatments or reduce the dose of medication prescribed. Today, dermatologists are still our main driver for recommendations. We have reached out for additional prescribers:

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CONTINUATION...
Firstly, visiting pediatricians, then general practitioners, and more recently oncologists. Medical visits are the bedrock of La Roche-Posay’s advocacy model. We have approximately 700 medical sales representatives who visit 80,000 doctors worldwide. As the dermatologist is recognized as the skin expert by both other health professionals and consumers, 1 prescription does not lead to just 1 product sale. After receiving several prescriptions of the La Roche-Posay products, pharmacists and dermo-advisors become convinced by the products’ efficacy and high tolerance, and start recommending them spontaneously. And so does the consumer. The average ratio is 1 prescription generates 20 sales. “It’s a virtuous circle”!

Today, the internet has opened up new ways of amplifying this powerful advocacy business model. With 1.3 billion skincare searches per year, the web is a huge opportunity to increase the brand’s visibility and recruit new consumers! Today, in several countries, La Roche-Posay is among the leading brands of the market when it comes to organic search in skincare, or share of buzz.

The brand’s digital mission is to offer a better life for people with sensitive skin. Rather than just informing consumers about the product, it means giving them the keys to understand their disorder and helping them to deal with their sensitive skin. More precisely, we are bringing them the expert advice of dermatologists, encouraging exchanges between consumers who have the same skin problems or inviting them to be part of the brand’s citizenship activities...

A RECRUITMENT CHALLENGE

One La Roche-Posay product in every home!

La Roche-Posay targets all consumers from 1 to 100 years old (men and women) who are health conscious, committed to their skin, and focused on safety and protection.

Present in over 60 countries, the brand has tripled its turnover with a double-digit growth in the last 10 years. It is well-developed in Europe and has a huge potential of growth in the rest of the world such as Asia and the Americas, where our promises of high tolerance and efficacy meet the consumer’s needs.

Our challenge is to keep on recruiting new consumers. Our vision is One day: One La Roche-Posay product in every home.
Help the brand on how to attract and recruit new young consumers to the brand (15 to 25 years old). What Digital communication/services/strategy can you come up with to stay close to the brand commitments whilst innovating and addressing the next LRP generation.

PRE CASE STUDY

1. Analyze the Health & Beauty market
2. Which competitors spring to mind?
3. Where does LRP position itself within this market?
4. Who are the brand consumers?
5. What trends can you identify?
6. What innovations strike you (services, digital, etc)?

Based on what you have just found out, do a SWOT analysis of the La Roche Posay brand bearing in mind the target of reaching 15 to 25 year old consumers. This is a key step to defining the opportunities by analyzing:

- Business Performance
- Product Portfolio
- Market Share and Potential Growth
- Positioning and Image
- Target Demographics
- Pricing
- Communication Strategy (online and offline)
Now that you have completed a full analysis of the market, players and opportunities – take action on the brand:

**CASE**

Come up with a connected and digital innovation strategy on how to recruit the new generation of LRP consumers. How would they be attracted to the brand? What should be the consumer path to create a long term relationship with the brand? What types of services, digital tools and online communication campaigns need to be included in this recruitment strategy? What would be the next technological and digital disruption for LRP?

You are in charge of this massive recruitment strategy – It is in your hands to build a new community committed to the brand. Leverage digital opportunities, invent connected health and reinvent the health and beauty services!

**YOUR STRATEGY MUST CONSIDER THE FOLLOWING:**

- Your strategy should be developed with the aim of recruiting new consumers;
- You have no constraints in terms of budget and profitability but you should still stay realistic;
- You should develop your strategy based on the existing La Roche Posay product portfolio;
- Your strategy should consider mostly digital and online services and purchase channels, while taking into account the power of health prescribers within the brand ecosystem;
- Your strategy may also leverage the strong commitment value of the brand;
- Bear in mind La Roche-Posay's diverse distribution channels online and offline (pharmacies, drugstores, opening in Travel Retail...) and the evolution of health distribution;
- Your role is to look for disruptive innovation that will boost the consumer experience with the brand;
- La Roche Posay is an international brand, so make sure your strategy can be implemented internationally.