



FABERNOVEL DATA & MEDIA wins lot #2 of L'Oréal's RFP

FABERNOVEL DATA & MEDIA, FABERNOVEL group's digital performance agency, wins lot #2 of L'Oréal's tender for the Search campaign (paid and organic) management of all of L'Oréal France's brands.

LOT #2 : L'ORÉAL FRANCE'S SEARCH MEDIA BUDGET

Finally, after a tight and rigorously conducted competition **FABERNOVEL DATA & MEDIA** has won the 'Search' Lot of L'Oréal France's media budget. This lot includes the management of SEM challenges (paid and organic search) for all of L'Oréal France brands integrating its four divisions: *General Public* (Garnier, Maybelline, L'Oreal Paris, Elsève, etc.), *Luxury* (Armani, Lancôme, Yves Saint Laurent, etc.), *Active Cosmetics* (Vichy, La Roche Posay, etc.) and last but not least, the *Professional division* (Kerastase, Essie, Shu Uemura, etc.).

FABERNOVEL DATA & MEDIA, A FAST GROWING AGENCY

This victory is part of the general growth of **FABERNOVEL DATA & MEDIA** which has now established itself as an agency fully able to manage 360 projects for a wide range of companies. Indeed, **FABERNOVEL DATA & MEDIA** supports *PSA-Peugeot-Citroën* - a French

leader in the automotive industry - on their data challenges, *E.Leclerc* - one of the France's largest hypermarket chains - on the improvement of their performances (SEA, SEO, data...), *Pernod Ricard group* on their branding strategy, the *Accor group* and its luxury hotel chain *Sofitel* on their Influence Marketing strategy, as well as the *Beaumanoir group* for whom **FABERNOVEL DATA & MEDIA** operates a 360 media plan strategy including the management of TV campaigns optimized according to their performance on digital.

FABERNOVEL, A 'FULL-STACK' GROUP

By choosing **FABERNOVEL DATA & MEDIA**, L'Oréal has also decided to trust the **FABERNOVEL** group. The group is more than ever pursuing its ambition to develop its expertise across all of the digital professions, as demonstrated this summer by the acquisition of Zengularity - the French star in the creation of applications and digital platforms - the opening of its New York office and the acquisition of Velvet Group in Shanghai in 2017.

About **FABERNOVEL DATA & MEDIA**

FABERNOVEL DATA & MEDIA is a marketing agency with a strong data focus, putting efficiency at the heart of its strategy. As an expert in traffic acquisition, conversion optimization, and data processing and analysis, **FABERNOVEL DATA & MEDIA** identifies and activates the most adapted and innovative solutions for its customers. 'Digital Native' (needless to say), its teams are driven by the desire to reach the right person at the right moment with the right message, and highly motivated by new challenges. As a result, the agency has gradually extended its field of expertise: online media, offline media, SEO, data, influence marketing, and strategic consulting.

Created in 2013 by two former Googlers, **FABERNOVEL DATA & MEDIA** has grown exponentially and currently counts more than forty employees based in Paris, New York and Shanghai. Last but not least, **FABERNOVEL DATA & MEDIA** benefits from the synergies and support of 350 experts within the **FABERNOVEL** group.

About **FABERNOVEL**

Founded in 2003 by Stéphane Distinguin, **FABERNOVEL** is a global innovation agency that helps its clients redesign their organizations to lead in the Network Economy. With a customer-centric approach, **FABERNOVEL** designs and tests products and services, and implements innovation strategies.

FABERNOVEL's comprehensive range of services range from training to the development of mobile applications and websites, from the design and prototyping of new products and services to the optimization of search and media acquisition. **FABERNOVEL** also owns and manages the Parisoma co-working space in San Francisco. Enmeshed in a diverse global innovation ecosystem through its presence in San Francisco, New York, Paris, Shanghai and Lisbon, **FABERNOVEL** fosters meaningful connections between large corporations, start-ups, innovators, and digital experts.