

Beat: Technology

## **LOREAL CANADA INAUGURATES THE VERY FIRST WORLDWIDE CONTENT FACTORY**

### **CONTENT FACTORY IS OPEN TO ALL EMPLOYEES**

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**USPA NEWS** - On November 13, L'Oréal Canada celebrated the official opening of the Group's very first worldwide Content Factory, a production studio located within the Canadian head office in Montreal. The Content Factory is open to all employees who want to create original content for their brands,...

On November 13, L'Oréal Canada celebrated the official opening of the Group's very first worldwide Content Factory, a production studio located within the Canadian head office in Montreal. The Content Factory is open to all employees who want to create original content for their brands such as video makeup tutorials or how-to's, product reviews, testimonials, or product shots, instantly providing custom material for digital platforms.

The objective of the Content Factory is to create content with distribution in mind and to distribute content with a creative focus. More importantly, the strategy behind the Content Factory is to develop engagement with consumers, which is generated in-house through social media.

The Content Factory provides employees with professional lighting, photography and video equipment. Employees can also request the assistance of a professional photographer or creative director.

The Content Factory offers cost saving and practical advantages, but most importantly, it allows brands to reach consumers in a more engaging way and to adapt to new digital platforms. This is a remarkable opportunity for L'Oréal Canada employees to develop content creation know-how and skills, subsequently allowing them to own beauty conversations across social platforms.

L'Oréal Canada is the first subsidiary of the international organization to launch a Content Factory, an idea which was developed in Montreal. L'Oréal Canada is a wholly-owned subsidiary of L'Oréal Group, the largest cosmetics company in the world.

Source : L'Oreal Canada Inc.

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