

# PROBLEM

Empowerment in beauty advertising is often delivered through celebrity figures, which can unintentionally make confidence feel performative rather than relatable. For many women, this creates distance between the message and their real lives.

# INSIGHT

Women are tired of being sold empowerment as a slogan. Women don't experience empowerment as a big speech. They experience it in small everyday moments.



INTRODUCING

I'M STILL  
WORTH IT

L'ORÉAL

An integrated campaign that shifts performative women empowerment into authentic advertising built on real thoughts women have every day.



I'M STILL  
WORTH IT

L'ORÉAL

PRINT



NO YEAH...  
I TOTALLY  
HEARD WHAT YOU SAID...

...BUT I THINK  
I'M STILL WORTH IT.

L'ORÉAL  
PARIS

# PRINT



OOH

"WE'RE ON OUR WAY RIGHT NOW!"



WE'RE STILL  
WORTH IT.

L'ORÉAL  
PARIS

OOH

PEOPLE SAY:  
"THAT'S TOO MUCH!"

I SAY:  
"NOT ENOUGH!"

I'M STILL  
WORTH IT.

L'ORÉAL  
PARIS

OOH

"C'MON! THE SUN GOES  
DOWN IN 5 MINUTES!"  
WE'RE STILL WORTH IT.



L'ORÉAL  
PARIS

OOH

THIS IS WHAT MY VANITY  
LOOKS LIKE RIGHT NOW.  
I KNOW I'LL LOOK GOOD TONIGHT.



...AND I THINK...  
I'M STILL WORTH IT.

L'ORÉAL  
PARIS

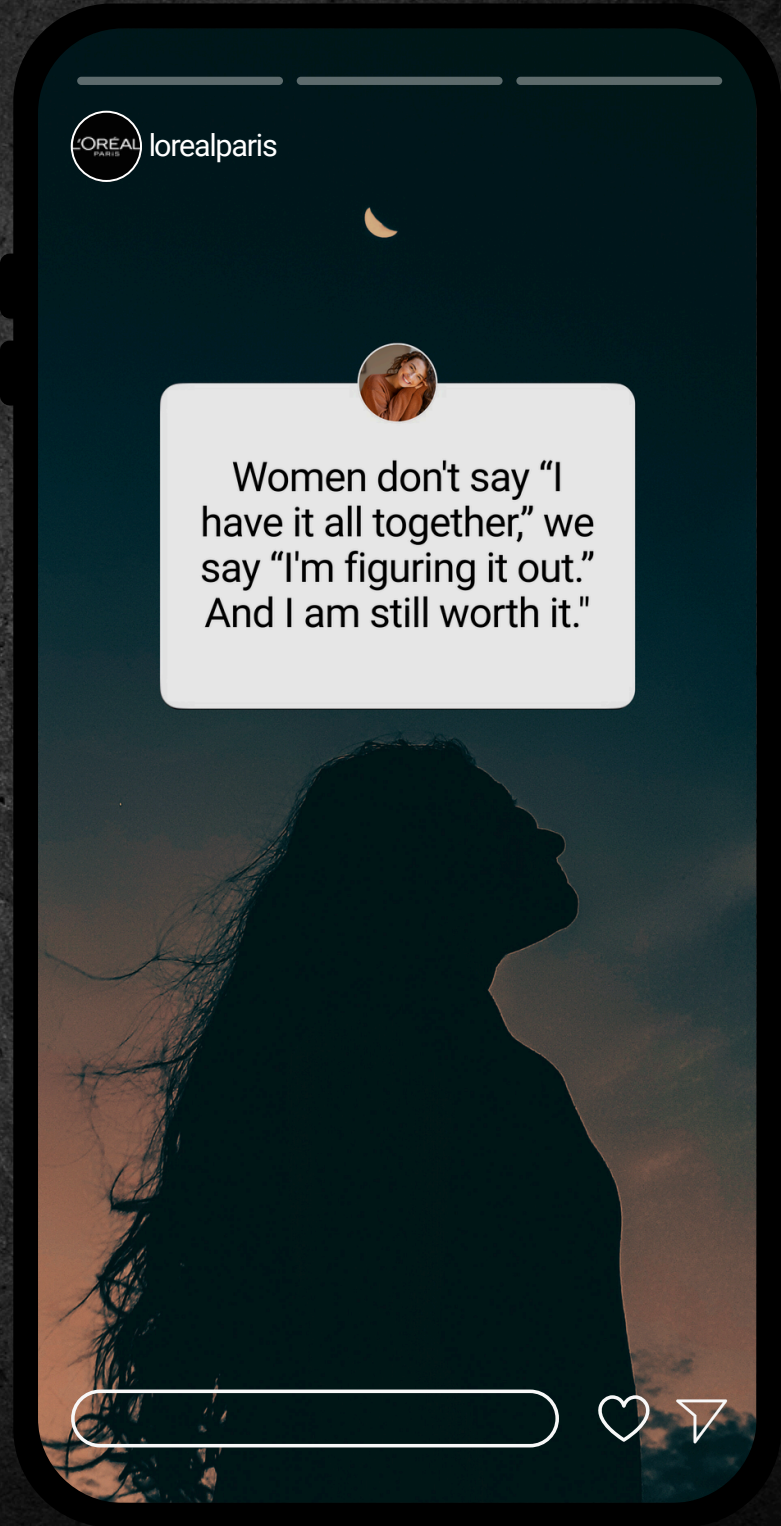
# SOCIAL MEDIA

REEL



# SOCIAL MEDIA

## USER ENGAGEMENT



# SOCIAL MEDIA

## USER ENGAGEMENT

