

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.

PRINT



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!"

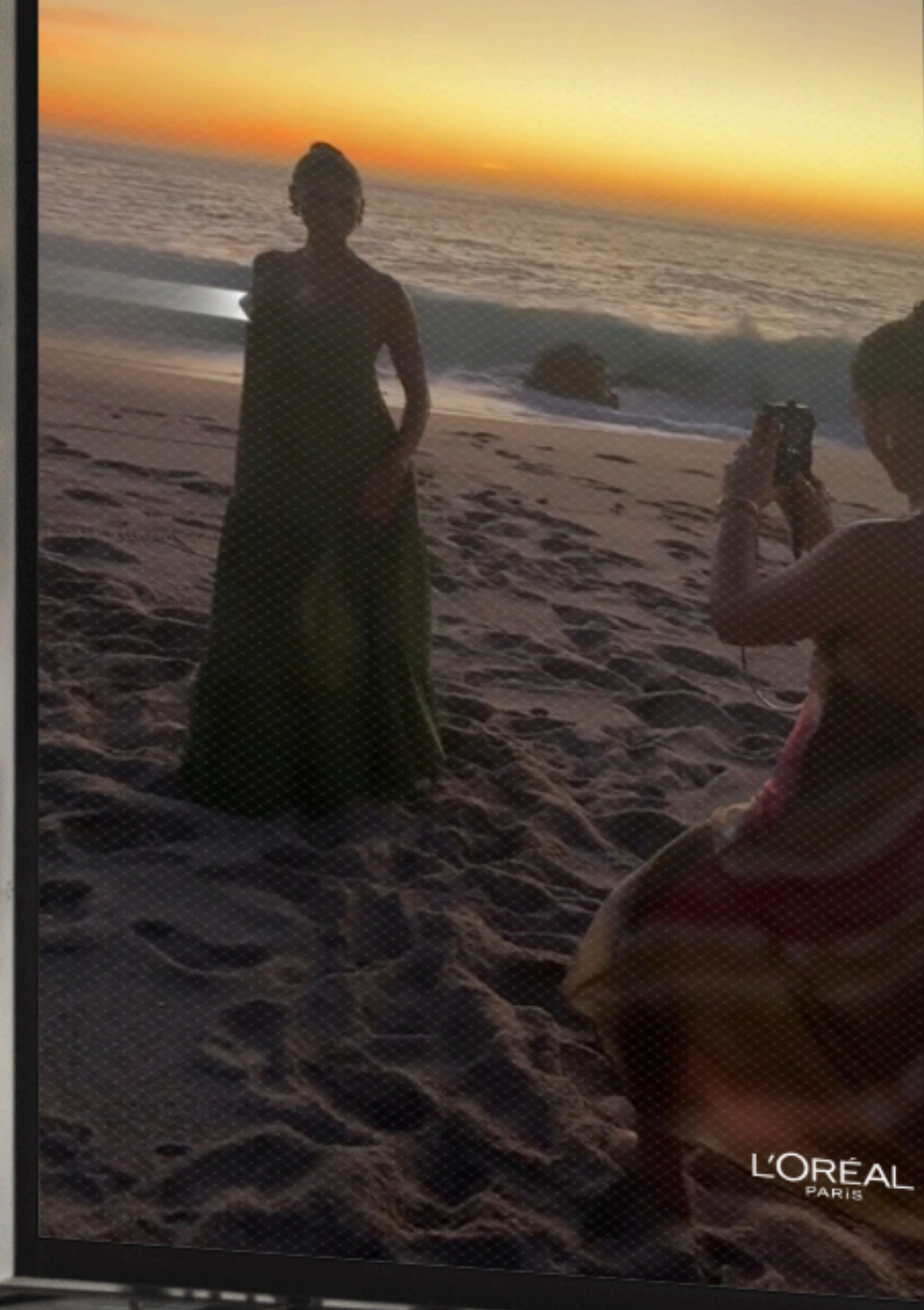
I'M STILL
WORTH IT.

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

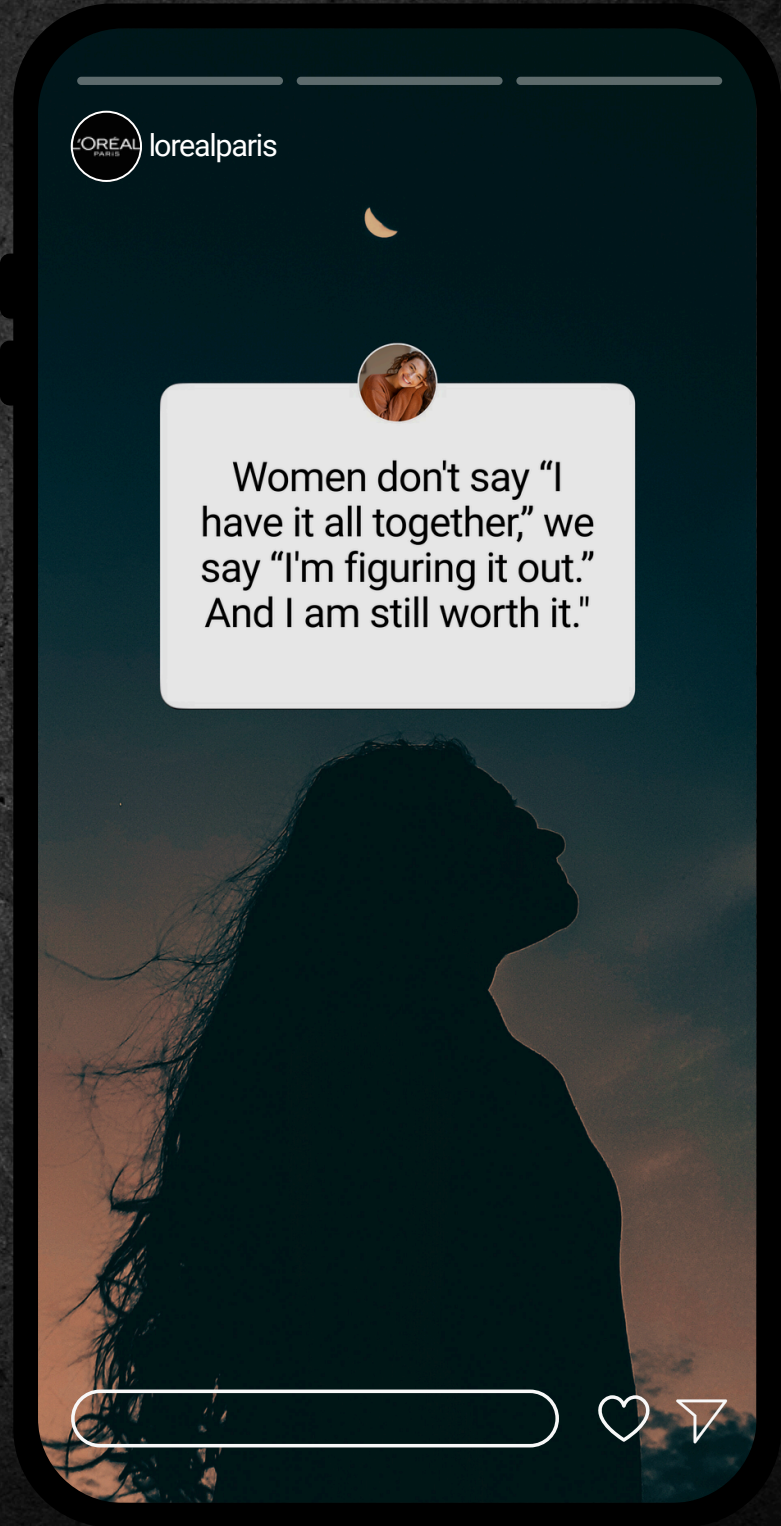
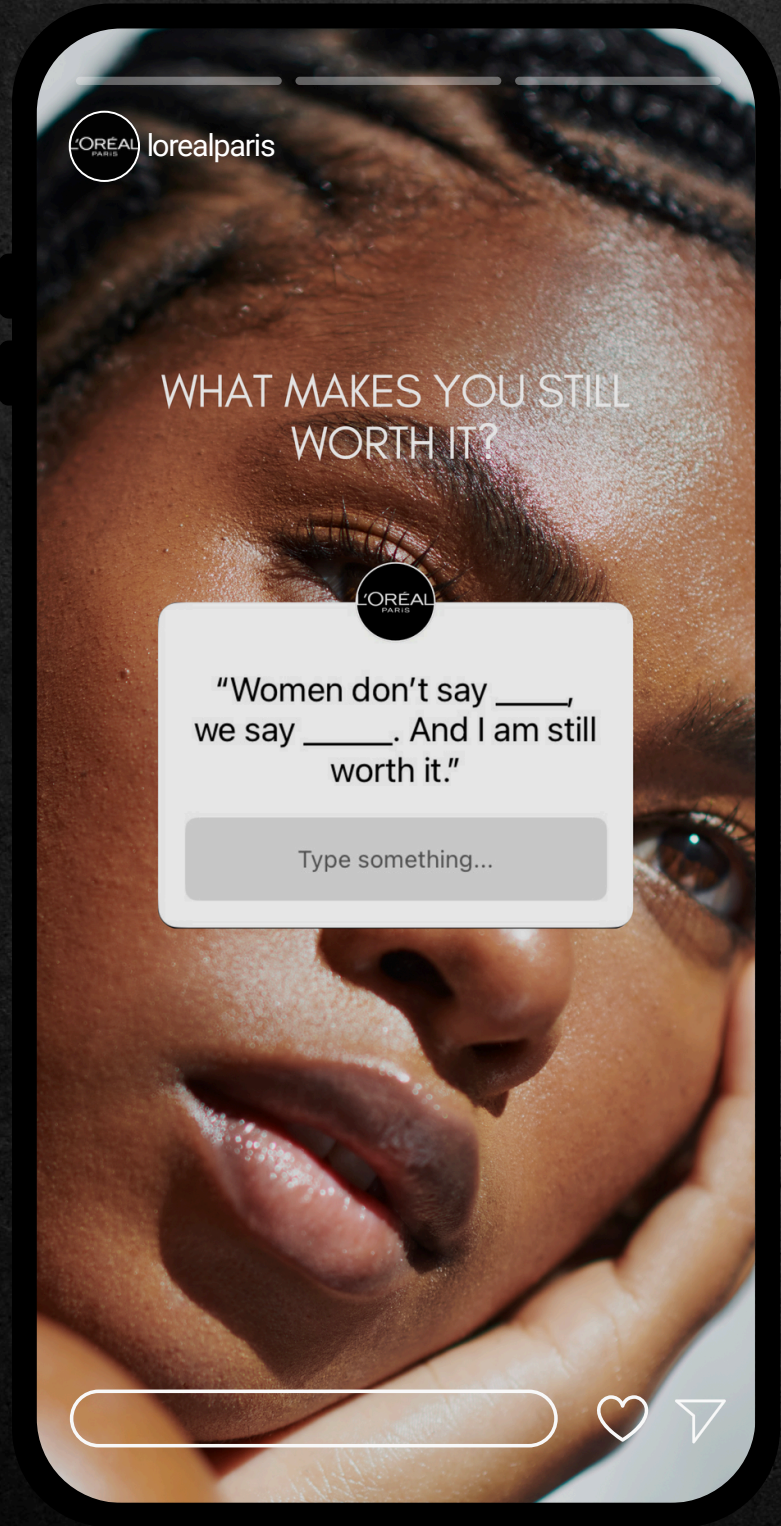
SOCIAL MEDIA

REEL



SOCIAL MEDIA

USER ENGAGEMENT



SOCIAL MEDIA

USER ENGAGEMENT

