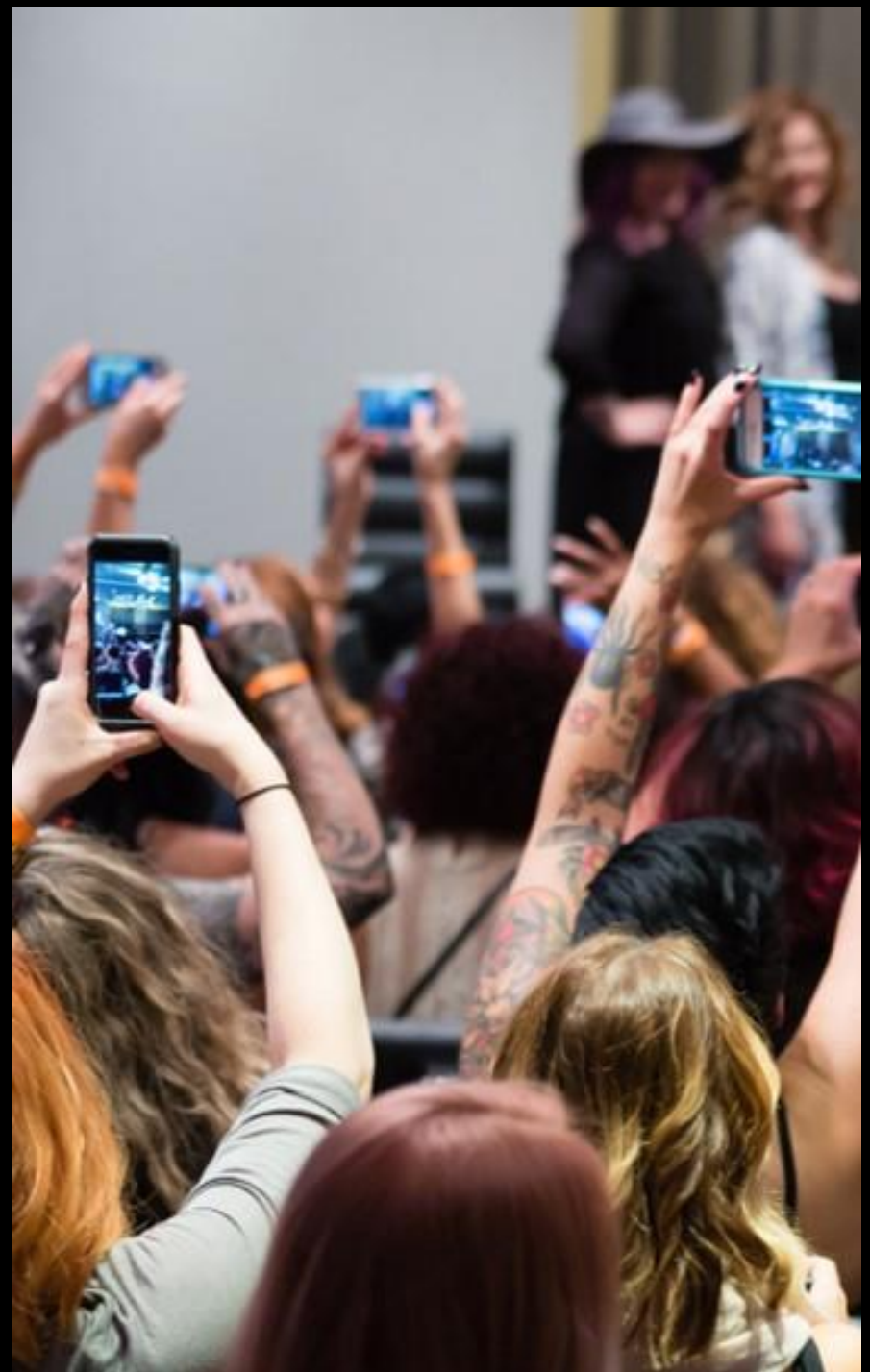


Digital

On one hand digital is allowing us to meet the rapidly changing consumers' needs, offer more personalization, improve the storytelling and simply change the way we interact with consumers.

At the same time, it makes us truly customer centric and enables building strong relationships.

Last but not least, digital has given us the possibility to harness the data, which is the key to success because it allows us to take informed business decisions in all of our actions.



Digital at L'Oréal

@L'Oréal digital is at the heart of the business and as a company we really are in the forefront of the digital evolution. Being part of the digital team truly encourages innovation, open atmosphere and collaboration. We work on super interesting projects, using different tools and aspects within the digital ecosystem: from campaigns to AI to technological innovations. The great thing is also the real impact you have on both, consumers and business. In short, as digital itself is continuously evolving and as L'Oréal is in the forefront of it, it is a role which fosters ongoing development and there are no days alike.



#Personally about digital

Digital is evolving rapidly everywhere. The way content is consumed, how products are being chosen and discovered, how the brand preferences are formed, the way we shop, all are now more digital than ever. Digital is one of the primary touchpoints in total customer journey and plays important role in the overall consumer experience.

L'Oréal as a company is a place to be in regards of your digital career. On top of it being in the forefront of digital evolution you will be able to work with amazing people all over the world, continuously further develop and grow yourself. It is company which offers unmatched innovative, open and friendly atmosphere where we all are part of one big family.



Keijo RAIHA
Product Manager ACD Baltic