

In an industry where image is everything, marketing could not be more crucial. Every year, L'Oréal launches hundreds of new products into some of the most fiercely contested markets in the world.

We create personalized brand experiences online and offline that make our consumers the heroes of our brand story. Every day, we push boundaries in the world of traditional and digital strategies focusing on all that big data has to offer.

Marketing at L'Oréal is about triggering real emotion!



Marketing at L'Oréal

L'Oréal Marketing is the kind of place where you can bring your whole self to work, including your tattoos, piercings and blue hair. By finding the sweet spot of professionalism and passion, we can question the status quo of traditional marketing to create inspiring and thought-provoking content. Above all, we have the confidence to put ourselves out there and share ideas.

You'll get a chance to work on global, well-known brands and infuse them with local heart, meaning your activity plan and strategy to create unique user experience for your local market. You'll get a chance to experience different business models and different markets- FMCG, luxury, professional, pharmaceutical. And last, but not least- you'll get a chance to work for company which is socially responsible.



#Personally about marketing

The way companies and marketers are planning and executing their marketing plans and strategies have changed during last couple of years. With strong consumer shifts, widespread digitalization and new technologies this is an unprecedented time to be in the industry. There is no doubt that coronavirus pandemic has changed the market irreversibly and that is why marketers need to be quicker and more agile than ever to spot consumer trends and tensions and to address them adequately.

Working as a marketer at L'Oreal you'll have a unique opportunity to be exposed to a great number of amazing, well-known global brands, each of them telling a different, beautiful story and each of them representing important set of values.



Natalia ZAWADZKA
Marketing Manager in PPD