

40 years of 'Because I'm Worth It'

PARIS, FRANCE: L'Oréal Paris, one of the world's leading beauty brands, celebrated the 40th anniversary of its slogan, "Because I'm Worth it" this week. To celebrate this occasion, a celebration event was held in Paris, hosted by L'Oréal Paris brand ambassadors Jane Fonda, Aimée Mullins, Ines de la Fressange, Fan Bingbing and Freida Pinto.



The slogan was written in 1971 when a social revolution and a new spirit of feminism was in full swing, these four words are bound to the time of their creation. While the commercial's primary message related to the justification of product pricing - Preference, L'Oréal Paris' hair-colour, was more expensive than its main competitor, Nice 'n Easy by Clairol - a more important social significance emerged: a woman's value was to be found not only in her physical beauty but also in her sense of self-worth.

A marker of the brand's successful globalisation

"Because I'm Worth it" became the Brand's international statement in 1997, and was extended to make-up and skincare products, while the brand was expanding globally. L'Oréal says the phrase struck a cord for women from all over the world: in Western countries but also in Asia, Eastern Europe and the Middle East, where women's emancipation was (and remains today) a key social issue.

Variations of the tagline, using the pronouns "You" and "We", appeared in campaigns from the 1990s and then in the late 2000s, expressing a new dialogue and complicity with both consumers and the community. Today, the slogan has been translated into 40 languages, and L'Oréal says it reflects the brand's diverse conception of beauty.

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