

Company Profiles

Over the next few months, Taylor Osborne will be identifying some of the most innovative companies in the market in order to ascertain just what makes them tick. Whether it be cutting edge technology, an eclectic office or just an original approach to recruiting the companies we review are some of the brightest and best places to work.



L'Oréal

The first company we will be reviewing are beauty giants L'Oréal, who are a market leader regarding innovation. With individuals such as the talented and free thinking Zvi Goldfarb (Head of Talent Acquisition Digital Lab), L'Oréal thrive on creative risk taking, whether it be through talent acquisition or research techniques. Here are just some of the ways L'Oréal are breaking the mould.

Platforms

L'Oréal has embraced online platforms that its competitors have not. Using Medium as a way of publishing articles has allowed L'Oréal to embrace the newer generation of writers, while using Soundcloud for small podcasts has engaged the musically creative community (also embraced by Oxford University). By using new and creative platforms L'Oréal are tapping into a new more innovative market of talent.



Zvi Goldfarb is leading the way in marketing in the 21st century as Head of the Talent Acquisition Digital Lab.



The InsideME campaign has returned data on customers and employees alike

Campaigns

L'Oréal is very effective at interacting with the public and gauging the public reaction. The first they did was the Madeleine, a 'selfie' that allowed people to include a picture sourced from the internet of what inspired them alongside a song from Soundcloud. They did this for employees and then students at graduate fairs.

Following this they launched the InsideME campaign, which asked a number of questions, requesting short answers and using Google Earth with this feedback created a content map. In April 2015 L'Oréal also asked for CV's in emoji's, engaging its new generation of applicants and daring applicants to be creative and interesting.

Not only are these campaigns fun, but L'Oréal use the information as valuable market data not only about their own company but about different countries, different applicants and different ages. They even had hires from the campaigns. This interesting way of gathering market information shows L'Oréal are not asking but are providing creative ways by which the market can willingly give them information.

Technology



The small devices in L'Oréal's office help provide a bespoke interview experience

Using technology during the interview process has received mixed reviews, notably for video interviewing, resulting in many companies using phone calls alongside the video interview to get a true picture of their candidates. L'Oréal is going further, by introducing an app dedicated to the interview process. While this does not seem revolutionary, it is the way the app reacts to external stimuli that is.

Small wireless beacons are placed just outside and inside the office. During the interview process, whenever someone using the app walks past the beacon they are transmitted personalised information about their interview. Other beacons transmit full advertisements for products, or allow people to enter information about products during the day.

This is a sleek way of introducing technology to the interview process that helps obtain useful feedback.

The Future

L'Oréal is working towards even greater things, this year publicising their intent to 3D print skin as a way of testing products. L'Oréal currently manufacture a synthetic skin for testing but it is very labour intensive and requires hours of work. However, by working with Organovo, a company that 3D prints internal organs (and recently made headlines for 3D printing a human liver) they are hoping to be able to 3D print the human epidermis in order to manufacture test samples on a larger scale which is cheaper. It is ambitious and very forward thinking – which is exactly what we have come to expect from L'Oréal.