Thailand celebrities in Le Défilé L'Oréal Paris Fashion Week 2024: An analysis of L'Oréal's global marketing strategy in Thailand

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ABSTRACT

Integrated Marketing Communication (IMC) has become increasingly important for global beauty brands seeking to localize international marketing strategies while strengthening consumer engagement in culturally diverse markets. This study examines how L'Oréal Paris applies an IMC-based global marketing strategy through the involvement of Thailand celebrities as brand representatives in the Thailand market. Adopting a descriptive qualitative research design, the study analyzes L'Oréal Paris's marketing activities through the IMC framework, focusing on advertising, internet marketing, and public relations. The findings indicate that Thailand celebrities function as strategic communication intermediaries in strengthening brand visibility, cultural relevance, and digital engagement. Their involvement in Le Défilé L'Oréal Paris Fashion Week 2024 and related digital marketing activities enables the brand to integrate celebrity endorsement with advertising, internet-based communication, and public relations to reinforce its global brand positioning within the local Thailand market. The findings suggest that the strategic use of local celebrity figures can facilitate the adaptation of global marketing communication to local cultural contexts without undermining the consistency of the global brand identity. This study contributes to the international marketing and IMC literature by illustrating how global beauty brands can combine standardized global positioning with localized communication strategies through celebrity-based marketing. The findings also provide practical implications for multinational beauty brands seeking to enhance cultural resonance, digital visibility, and consumer engagement in foreign markets.

Keyword: *Integrated Marketing Communication; Celebrity Endorsement; Thailand Celebrity*

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INTRODUCTION

L'Oréal is the largest beauty and care company from Paris, France. The company was founded in 1909 by producing hair dye and then expanding into many care and cosmetic products for men and women. L'Oréal developed into a large corporate group by starting international expansion from 1957 to 1983. In facing competition in the marketing world, L'Oréal carried out various global marketing strategies so that it could become the number 1 beauty company in the world (L'Oréal Groupe, 2025). The strategy carried out by L'Oréal is to combine global and local approaches to reach local markets in each country while still maintaining their identity as a global product (Oktriani et al., 2024). One of the marketing strategies using local adaptation carried out by L'Oréal is by utilizing various media and activities from the target country as a form of communication in product marketing.

The development of digital and media encourages companies to communicate in marketing using the IMC (Integrated Marketing Communication) method (Mulhern, 2009). The existence of IMC helps companies create messages for consumers in a coordinated manner through various communication channels (Kitchen & Burgmann, 2010). IMC helps convey the company's message for the product so that it can increase consumer brand awareness of the product. Through the IMC concept with components that focus on communicative, interactive and innovative marketing, L'Oréal through the Le Défilé L'Oréal Paris Fashion Week 2024 event presents representatives from Thailand as an effort to expand the L'Oréal market in Thailand. By presenting talented and influential celebrities, L'Oréal focuses on efforts to convey positive messages and impressions and how the influence of celebrity representation as brand ambassadors for L'Oréal's development in Thailand.

Thailand celebrities themselves have significant influence both domestically and internationally. The Thailand industry, particularly the entertainment and beauty industries, has seen rapid growth since the COVID-19 pandemic (Li et al., 2024). Business expansion in Thailand has shown positive value, 73% purcahsed products supported by the development of social media and e-commerce as digital platforms that facilitate service and meet consumer needs broadly which is 56% higher in the Asia Pasific average (PwC Thailand, 2024). The IMC concept, through Le Défilé L'Oréal Paris Fashion Week 2024 and the presence of Thailand celebrity representation, is intended to expand L'Oréal Thailand's market through advertising, internet marketing, and public relations.

This study aims to analyze L'Oréal's use of the Integrated Marketing Communications (IMC) concept as a global marketing strategy that leverages the influence of Thailand celebrities. The research focuses on identifying and analyzing how advertising, internet marketing, and public relations convey L'Oréal's message to consumers across various countries, particularly in Thailand.

Furthermore, the study seeks to explain the role Thailand celebrities play in forging a connection between L'Oréal Paris's global brand identity and the local Thailand market. Ultimately, this research aims to elucidate the implementation of Integrated Marketing Communications within L'Oréal Paris's global marketing strategy. This research is expected to contribute to the study of Integrated Marketing Communications within the field of international marketing communication.

LITERATURE REVIEW AND RESEARCH FRAMEWORK

The previous research by Verolyna (2021), discussed how to use the IMC concept as a marketing strategy in the digitalization era, including the development of IMC marketing strategies through the growing Shopee e-commerce in Indonesia. This research found

that Shopee took advantage of the digitalization era by developing features on Shopee e-commerce in accordance with IMC components such as strengthening the Shopee brand in Indonesia which aims to attract consumer interest and sell products digitally in Indonesia. This research provides the author with a perspective to examine, namely how development and innovation in a multinational company use the IMC concept in Thailand.

The research by Luo and Zhao (2023), which discusses how L'Oréal's marketing strategy through SWOT analysis in the North Asia region amidst the increasing cosmetics industry in the Asian Market. This study found that the SWOT analysis dissects how preparations and strategies need to be carried out in L'Oréal's expansion in the North Asia Market, even though it already has a brand image and business experience and capable technology, the need for the latest innovations and in-depth market research regarding consumer needs in North Asia due to competitive market competition. This study provides the author with a perspective to research, namely how innovation and market research are carried out in the Southeast Asia region.

Friscilla and Yap (2023), –discuss how the use of celebrity endorser marketing strategies influences the purchasing decisions of L'Oréal Products using explanatory quantitative methods. From this study it was found that the use of celebrity endorsers has an effect on improving the brand image of L'Oréal Products, especially in generation Z which is a more consumptive generation. So in increasing sales of L'Oréal products, a marketing strategy is needed that is appropriate to the market share and relevant to the current situation where the current generation idolizes certain celebrities to follow their lifestyle and what products they use. From this study, the author has a perspective to write, regarding how the selection of celebrities in product representation and representation of a country as one of the marketing strategy efforts has an influence on market expansion in the beauty industry.

Integrated Marketing Communication

Integrated Marketing Communication (IMC) is a marketing communications planning concept that introduces a comprehensive plan as an added value for evaluating communication disciplines by combining direct marketing, sales promotions, and public relations to provide clarity, consistency, and maximum communication impact (Ma'ruf & Anwar, 2024).

IMC, according to the American Marketing Association, is defined as a planning process designed to ensure that all brand contacts received by customers for a product, service, or organization remain relevant and consistent over the long term (Kotler & Keller, 2016). IMC is a strategy for clearly conveying a company's product-related message to potential customers. In delivering this message, IMC has eight marketing communications components: Promotions, Public Relations, Advertising, Sponsorship, Word-of-Mouth Marketing (WOMM), Personal Sales, Direct Marketing, and Digital Marketing.

The development of the IMC concept as a concept in global marketing strategy was also developed by Belch and Belch (2023), explaining that IMC as an important component in marketing for good communication explains 6 interrelated components and will work well if integrated optimally. The 6 components are advertising, direct marketing, internet marketing, sales promotion, public relations and personal selling.

METHOD

This study used a qualitative descriptive research method. Descriptive research is a research method that describes a specific social phenomenon with the aim of gathering

information regarding the status of a symptom at the time of the study (Zellatifanny & Mudjiyanto, 2018). Qualitative methods, on the other hand, emphasize meaning to obtain in-depth data (Sugiyono, 2013). This research method is suitable for describing the phenomenon under study in detail and explaining the reasons why it occurs.

The data collection technique in this study was secondary data collection. Secondary data collection is carried out using existing data sources such as magazines, newspapers, or television shows relevant to the research object (Martono, 2010). In this study, the author collected secondary data through information obtained from the internet, journals, online magazines, and social media related to L'Oréal. The author collected various sources as data and analyzed them according to the topic of this study.

The data analysis technique used in this study was qualitative analysis. Qualitative analysis techniques are the process of discovering meaning from comprehensive data through a systematic and in-depth process of processing, examining, and interpreting data (Qomaruddin & Sa'diyah, 2024). There are three main stages in qualitative data analysis: data condentation, data display, and conclusion drawing and verification (Miles, Huberman, & Saldana, 2014). Qualitative data analysis techniques were chosen to gain a more in-depth explanation of the existing phenomena. Through these three stages, the author obtained a summary of relevant data for data presentation and was able to draw meaningful conclusions from the data findings.

The scope of this research covered the event of Le Défilé L'Oréal Paris Fashion Week 2024, which lasted until September 2024. During this timeframe, Thailand celebrities representing Thailand at L'Oréal's international event implemented the IMC concept in accordance with the components of advertising, internet marketing, and public relations.

RESULT AND DISCUSSION

The era of globalization has increased companies' competitiveness, enabling them to enter international markets. L'Oréal employs a global marketing strategy to compete with competitors and reach markets in various countries. As a cosmetics company with over a century of existence, L'Oréal consistently maintains its brand image, fostering consumer confidence in the reputation of its products (Li et al., 2025). A consistent brand image in the eyes of consumers fosters confidence that L'Oréal's products are guaranteed in terms of quality and benefits, helping the company expand its market through consistent and guaranteed products. Consistent quality fosters consumer loyalty, which also helps the company market its products (Tuharman et al., 2022).

Maintaining L'Oréal's brand image is not the sole marketing strategy, especially in international market expansion. In 2024, L'Oréal held its seventh Le Défilé fashion show to introduce its products. The show, held at the Opéra de Paris, featured the theme "Walk Your Worth." This fashion show event was held not only to showcase L'Oréal products but also to convey a message to encourage women to embrace their confidence with the diversity of women through their beauty (L'Oreal Paris, 2025). The L'Oréal fashion show was highlighted by many media and broadcast in various countries so that it received public attention. In implementing the IMC concept at the Le Défilé event, the components that were implemented well as L'Oréal's marketing strategy in the Thailand market were advertising, internet marketing and public relations components in accordance with the IMC components described by Belch & Belch.

Advertising

Media is needed to convey messages or communicate the purpose of the Le Défilé event so that it reaches consumers and generates interest in the product. One way to convey a product message to consumers is through advertising. This advertising is a form of non-personal communication used by companies to stimulate consumer interest in the product (Yurdakul & Bozdağ, 2018). Advertising is carried out using various media, such as print (newspapers and magazines), digital (TV, social media, and websites), and outdoor media (banners and billboards). Advertisements are created with engaging language that appeals to target consumers.

To convey the message conveyed at the Le Défilé fashion show, L'Oréal advertises through various digital media. Through digital media, L'Oréal broadcasts Le Défilé 2024 live on its YouTube channel in various countries. The broadcast through L'Oréal's channels aims to reach consumers from various countries. Broadcasting through different channels allows consumers in different countries to access and follow the event, even if it is not taking place in another country. The goal is not only to get consumers' attention regarding the ongoing event, but also to attract buying interest through fashion show advertising.

In addition to broadcasting the fashion show live, L'Oréal also publishes articles related to Le Défilé on its official website. These articles highlight the purpose of the fashion show and provide behind-the-scenes information about the participating celebrities. In releasing behind-the-scenes articles about Le Défilé**,** L'Oréal also highlights the products used by the celebrities walking the runway (L'Oréal Paris USA, 2025). Using the official website to share information about the event and the celebrities involved increases consumer awareness of the products used. While broadcasts of fashion shows typically only feature the products used by the models without detailed descriptions, releasing behind-the-scenes articles with celebrities increases consumer engagement and understanding of the products used.

L'Oréal also utilizes various social media platforms, from Instagram to TikTok, to promote Le Défilé. L'Oréal also involves celebrity ambassadors from various countries in the fashion show, attracting the attention and enthusiasm of the public from various countries. As a global beauty brand, L'Oréal has several brand ambassadors in various countries. These brand ambassadors act as spokespersons for L'Oréal products, influencing purchasing decisions. These ambassadors are celebrities and models who align with the company's image, reflecting the brand and conveying the product's message. These ambassadors are also invited to enliven events and walk the runway. The presence of these ambassadors is one way to advertise through digital or outdoor media. This type of advertising can attract more interest because each ambassador has a loyal fan base.

Internet Marketing

Internet marketing is defined as the use of the internet and online platforms to promote a business and support the sale of products, both goods and services. The presence of the internet and online shopping platforms such as websites, blogs, and social media also encourages active two-way communication, thus providing a more convenient and reliable shopping experience for consumers (Fachrozi et al., 2024,).

The internet, a medium capable of reaching a broad audience, is widely used today, particularly for business expansion, particularly global expansion. The internet is intended as a means of communicating with customers across distance and time, particularly for multinational companies. L'Oréal, one of the world's leading companies,

uses internet marketing as a strategy for business expansion and brand image strengthening to boost consumer purchasing power. One of L'Oréal's internet marketing efforts included the Le Défilé L'Oréal Paris Fashion Week 2024 event.

At Le Défilé L'Oréal Paris Fashion Week 2024, internet marketing, particularly on websites and social media, served as broadcast channels for the event, from before, during, and after the event, to reach a global audience with easy access and search. The use of internet marketing is also seen in how information about the event is conveyed, such as live streaming information about the Le Défilé event along with celebrities who attended the event as representatives of Thailand, through social media and the hashtags #WalkYourWorth, #LOrealParisPFW, #LeDefileLorealParis. Then, in the content related to the Le Défilé event on the website and social media that displays content about behind the scenes preparations for the celebrities who attended, as well as how they appeared during the event.

Public Relation

The use of public relations in prestigious, international events has a significant impact on conveying the message and impression of the event to a wider audience, ensuring it is well-delivered and creates an engaging and positive impact on consumers. In conveying this message, public relations and public relations are essential for building effective communication with the audience. At the 2024 Le Défilé event at L'Oréal Paris Fashion Week, this message and impression were delivered through public relations. Public relations has two primary focuses: public relations, carried out by individuals representing the company, conveying messages through media such as photos, news, magazines, and press conferences. Furthermore, within the public relations focus, a company can influence its audience and image through relationships with external parties, such as involvement in events and media that reach a broad audience, such as fundraising activities, sponsorships, and other public events (Belch & Belch, 2003).

In conveying messages and good impressions to the audience at the Le Défilé L'Oréal Paris Fashion Week 2024 event, it was done through how the Brand Ambassador from Thailand celebrities as representatives of L'Oréal Thailand at the Le Défilé L'Oréal Paris Fashion Week 2024 event. The presence of Thaiand celebrities who were selected as BAs to attend was considered able to illustrate how the influence of L'Oréal's successful expansion in Thailand and L'Oréal's delivery for the Thailand and international scale would be better. The Thailand celebrities who attended Le Défilé L'Oréal Paris Fashion Week 2024 were PP Krit who was the spokesperson for L'Oréal Paris Thailand, Gemini Norawit who was the BA for L'Oréal Paris products also had the opportunity to conduct interviews with top models such as Kendall Jenner, Becky Armstrong was an actress who received a direct invitation from L'Oréal and Nychaa who was a famous model and actress who had the opportunity to catwalk in the Le Défilé L'Oréal Paris Fashion Week 2024 event.

Then, through media coverage, the event unfolded, from pre-event, during, and afterward. International media outlets like GalaFR covered the event, including PP Krit's catwalk performance on TikTok (@GalaFR). Stylist France covered the event on its TikTok account (@StyleFrance), and Marie Claire France specifically covered the event through its TikTok account. Its TikTok account (@LorealParis) also highlighted the event, highlighting the event's progress, including teasers, preparations, BTS makeup, modeling, the catwalk, and brief greetings from key figures in attendance. Publications like Getty Images also covered the event through photos they published, capturing the public's attention with various professional photographers.

In Thailand media, Bazaar Thailand, a Thailand local magazine, captured the Le Défilé L'Oréal Paris Fashion Week 2024 event through content shared and published on social media platforms like Instagram and TikTok. It features content about the red carpet, catwalk, and interviews with Thailand celebrities. It also features content about Thailand celebrities at the Le Défilé L'Oréal Paris Fashion Week 2024 event series, which can be viewed through content uploaded by L'Oréal Paris PR for Thailand, namely P'Rin, MUA Becky, MUA PPKrit, posts from related celebrity agencies such as PPKrit Ent. Up to posts on fanbase accounts of each celebrity who also informed, enlivened, and supported the event on social media platforms like TikTok, Instagram, and X.

CONCLUSION AND SUGGESTION

The use of the internet in the business world has brought about significant changes with significant impacts, such as innovations in strategies and concepts to support global marketing and international business expansion. Business communication has an impact on business expansion and the formation of a brand image that supports consumer purchasing power and business acceptance by a wider audience. With the internet, activities also occur widely across borders without the constraints of distance and time, resulting in increased social and economic activity in response to individual needs. The growth of social media as a means of communication and online activity presents an opportunity for multinational companies seeking to expand their business markets.

L'Oréal, a French multinational operating in the beauty and cosmetics industry, sees this as an opportunity for business expansion, particularly in the SAPMENA-SSA region of Thailand. As a country that has seen rapid growth over the past five years, L'Oréal is focusing on building the Thailand beauty industry by partnering with public figures in the entertainment industry to influence the brand's image in Thailand. Through the prestigious Le Défilé event at L'Oréal Paris Fashion Week 2024, the presence of Thailand celebrities is a marketing strategy for L'Oréal to expand its business in Thailand. The IMC concept aligns the role of these celebrities with the components of advertising, internet marketing, and public relations.

Through advertising, content is marketed to help the audience understand the event through social media. This is done to attract a wider audience to follow and follow the event through broadcasting information about the event, including the schedule, concept, attendees, and special products or campaigns for Le Défilé L'Oréal Paris Fashion Week 2024. Through internet marketing, the event is broadcast using the power of the internet network on websites and social media, including live streaming information about the event and content related to Le Défilé L'Oréal Paris Fashion Week 2024. In public relations, the presence of celebrities as representatives of Thailand aims to familiarize L'Oréal with Thailand and international audiences, and the presence of Thailand and international media outlets covers the event.

"Le Défilé" at L'Oréal Paris Fashion Week 2024 marks a significant milestone for L'Oréal, offering an opportunity to observe the impact generated by the presence of Thailand celebrities. This event allows L'Oréal to evaluate the potential effectiveness of expanding its business in Thailand, particularly given the rapid growth of the country's entertainment and beauty industries in recent times. Driven by the power of social media, L'Oréal can leverage Thailand celebrities as a key strategy for product marketing in the region. Furthermore, by integrating technology into product innovation, the company can gauge consumer trust and interest. Consequently, future research could provide an in-depth analysis backed by concrete data of how celebrity influence and social media impact the sales of L'Oréal products in Thailand.

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