

My L'Oreal



L'Oréal in Portugal is offering an interactive solution called Sensorium, which offers consumers an innovative form of selecting exactly which perfume is right for them. Consumers interact with the Sensorium - a gesture-based interface - to answer a series of key questions developed to determine which L'Oréal fragrance is best suited to their personalities, tastes, preferences and lifestyles. Three resulting perfumes are then displayed on the screen along with detailed information about each one.

Why it matters

Choice today is often overwhelming for consumers as new brands enter the market and each brands' own product ranges continue to expand. If the trick to brand loyalty now lies in a brand's ability to aid range navigation, will we soon see a growing number of brands bring these digital decision helpers in store to improve the high street shopping experience?

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