

FOR IMMEDIATE RELEASE

The LBMA and Lancôme partner to develop Virtual Gallery & Worlds' First Human Heatmap Logo

TORONTO – June 3rd, 2013– [The Location Based Marketing Association \(The LBMA\)](#) today announced a partnership with the Lancôme Canada, division of L'Oréal Canada, partner in creativity with the 7th annual Luminato Festival.

At the Luminato Festival Hub, Lancôme will present a special project entitled: **20 Bloggers for a Rose: The Lancôme Virtual Gallery**, with the installation being presented from June 14 to 20 at David Pecaut Square.

It presents a modern twist on the curation of photographic work by some of Canada's top beauty, fashion & lifestyle bloggers in a virtual gallery installation that will be presented at David Pecaut Square during the [Luminato Festival](#) in Toronto.

Since 1935, Lancôme's iconic emblem has always been the rose. Analogous to femininity, the rose embodies colour and light, freshness and sensuality, birth and maturity, innocence and passion, emotion and seduction all in one. To celebrate this majestic flower, Lancôme has asked 20 of Canada's top beauty, fashion & lifestyle bloggers to share their personal interpretation in the form of a photograph.

The result is 20 photos presented in a virtual gallery called **20 Bloggers for a Rose: The Lancôme Virtual Gallery**, which can only be seen with a smartphone at David Pecaut Square during the festival. At Lancôme's installation, Festival goers will be invited to download the smartphone app (available for iPhone or Android) that was created exclusively for the project to view the gallery. Once downloaded, people will be able to view the gallery virtually mounted in David Pecaut Square on their phone via an augmented reality technology, offering a fun and innovative digital experience.

In addition to the Virtual Gallery, the 20 photos have been purposely distributed in a predefined fashion so that when seen from an aerial view, it creates a map in the shape of a rose, the Lancôme logo. While the festival viewers will be interacting with, and sharing the gallery images, the aggregate effect of their engagement over the length of the festival will create the **Worlds' First Human Heatmap Logo**.

"This will be the first time a crowd will actually contribute to augmented reality, the result their activity culminating in a completely new virtual experience. It's a unique opportunity for festival goers to contribute to the worlds' first art experience." said Asif Khan, Founder & President of The LBMA.

"This project with the Luminato Festival stems from Lancôme's natural passion for the arts" says Stuart Leitch, General Manager for Lancôme in Canada. "We see the

virtual gallery as an opportunity to combine art, with social media and innovative technology, creating truly unique experience for festival goers.”

The technology for this project was developed by [CrowdOptic Inc.](#), leveraging their unique solution for dynamically adapting apps based on knowing what activities people in a crowd are watching and engaging in. Project management, creative and execution are also being handled by Toronto agency [Cundari Group](#).

According to Mr. Khan “both Cundari and CrowdOptic are also members of the LBMA and this project represents the essence of what we want from our members – creativity and collaboration.”

ABOUT LBMA

Formed in 2010, the Location Based Marketing Association (LBMA) is a member-based international trade group focused on promoting the engagement and utilization of location-based and geo-social services by brands, agencies, media companies and telecommunications companies alike.

The association seeks to empower these members through the provisioning of white papers, case studies, pilot projects, research and standards in support of their goals to reach audiences based on the use of hyper-local and hyper-relevant marketing practices.

The association currently operates chapters in Toronto, Montreal, New York, San Francisco, Atlanta, Seattle, Amsterdam, London, Berlin and Singapore.

FOR MORE INFORMATION

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ABOUT LANCOME

Founded in 1935 by the visionary pioneer Armand Petitjean, with the aim of developing the spirit and taste of France the world over, Lancôme immediately embodied the two constants of a modern beauty brand: complementarity between perfume, beauty care and make-up and the need to address an international clientele. Today, the brand is present in 130 countries, with 20,000 beauty advisers in as many points of sale relaying this message of French excellence, combining sophisticated services with iconic products (Trésor, L’Absolu Rouge, Génifique, Teint Miracle, Visionnaire, La vie est belle etc.).

Since its creation, Lancôme has confirmed that women’s beauty goes beyond appearances. It’s a skin-deep emotion, awakening every sense. The brand’s aim is to offer every woman the possibility to flourish, to sublimate her beauty and femininity, whatever her age and whatever her skin colour, by giving her the best of science with major innovations that have marked their epoch.

As a French luxury cosmetics house, represented by glowing ambassadors (Julia Roberts, Kate Winslet, Penelope Cruz, etc.), Lancôme is just like a woman: radiant and captivating, touching and gentle. Sublime.

Lancôme is a division of L'Oréal Canada, a wholly-owned subsidiary of L'Oréal Group, the largest cosmetics company in the world. Headquartered in Montreal, L'Oréal Canada had sales of over \$900 million in 2012 and employs more than 1,200 people. The company's prestigious portfolio of over 25 brands encompasses all aspects of beauty.

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