

Company: LLYC, Madrid, Spain
Company Description: LLYC, Llorente y Cuenca is a global digital marketing, communications consulting and public affairs firm. It was founded in Madrid in 1995 by José Antonio Llorente. Today it has 610 consultants spread across 16 offices in the 13 countries in which it is present.
Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories
Nomination Sub Category: Communications or PR Campaign of the Year - Healthcare
Nomination Title: La conversación más natural



1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

01/04/2024
2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions
3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 214 words used.

“A Truly Natural Conversation” was created to address a silent yet deeply rooted issue in the healthcare and aesthetic sector in Mexico: while the country ranks third globally in cosmetic procedures, open conversation around them remains rare and stigmatized.

Many people—especially women—undergo aesthetic treatments but choose not to talk about them publicly due to fear of judgment, social pressure, and unrealistic beauty standards that equate “natural” with effortlessness. This silence limits informed decision-making, fosters misinformation, and distances people from trustworthy sources of care.

As a leader in dermatology and aesthetic medicine, Galderma saw an opportunity not just to offer medical solutions, but to take a stand for openness, education, and emotional well-being in the beauty conversation.

The challenge was to break the cultural silence surrounding aesthetic healthcare. To do so, we began with a comprehensive research phase using Big Data, natural language processing, and digital surveys to uncover attitudes, fears, and behavioral patterns related to aesthetic treatments.

The insights revealed a gap between how people feel and what they are willing to say—one that directly affects how they engage with their health and appearance.

“A Truly Natural Conversation” was designed to close that gap: to destigmatize aesthetic healthcare, empower informed choices, and reposition beauty as something we can talk about—openly, honestly, and without fear.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 238 words used.

The development of “A Truly Natural Conversation” began with the recognition that any meaningful campaign in the healthcare space must be rooted in truth. To uncover the real barriers to open dialogue about aesthetic procedures, we launched a hybrid research process that combined Big Data analysis, natural language processing, and digital surveys. This methodology allowed us to go beyond assumptions and capture emotional and behavioral insights from over 200,000 online mentions and 1,000 survey respondents.

From this research, we discovered that the silence around aesthetic procedures was driven by stigma, fear of judgment, and internalized pressure to appear effortlessly beautiful. With this in mind, we defined three clear objectives:

1. Raise awareness about the gap between real beauty routines and public conversation.

2. Normalize skin care and aesthetic treatments as part of self-care.

3. Position Galderma as a trusted leader in honest, expert-backed aesthetic healthcare.

The creative concept emerged from a universal truth: people often lie or stay quiet about what they do to feel better about themselves. This led to a campaign that used real data to spark real stories, encouraging people to share their experiences without shame.

The campaign rolled out across digital platforms, OOH, PR, and influencer-led activations, ensuring reach and authenticity. Scheduling was phased—research, message testing, launch, amplification—allowing each step to build on the last with precision and purpose.

The result: a healthcare campaign that led with empathy, evidence, and a clear call to openness.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 195 words used.

Since early 2023, “A Truly Natural Conversation” was launched to reframe how aesthetic healthcare is discussed in Mexico. The campaign began with an extensive research phase, where we analyzed over 200,000 digital mentions and surveyed 1,000 people to uncover emotional and cultural barriers around aesthetic procedures. These insights shaped the entire communication and activation strategy.

The campaign unfolded through a multi-channel approach designed to reach people wherever they consume health and beauty information. In digital spaces, we deployed content rooted in the data: short-form videos, expert Q&As, and testimonials from influencers and dermatologists who spoke openly about aesthetic treatments. We also carried out OOH activations and live events that extended the conversation beyond screens and into public life, reinforcing the message in high-visibility environments.

Importantly, the campaign’s media plan was built to amplify organically. Influencers participated authentically, generating thousands of voluntary mentions and shares. PR efforts ensured the campaign was featured in top-tier health, beauty, and lifestyle media.

The measurable impact was substantial:

– 3:1 ROI

– +1 million video views

– +4.5 million total impressions

– 85,000+ clicks

– 20,000+ organic influencer interactions

– 100+ earned media placements

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[La conversación más natural](#)

[REDACTED FOR PUBLICATION]