

INNOVATE FOR A
BETTER LIFE



WWW.BRANDSTORM.LOREAL.COM
THE ULTIMATE BUSINESS COMPETITION SINCE 1992



L'ORÉAL BRANDSTORM 2016

THE ULTIMATE STRATEGIC MARKETING EXPERIENCE

L'Oréal Brandstorm is an international business competition which aims to offer students a pedagogical and professional experience and the opportunity to work as a brand leader for a L'Oréal brand.

Since 1992, L'Oréal Brandstorm has attracted more than 80,000 students from over 360 universities in 45 different countries to turn Brandstorm into a real innovation catalyst.

For this new edition of L'Oréal Brandstorm 2016 which celebrates its **24th anniversary**, we are partnering with the **ACTIVE COSMETICS DIVISION**, involving La Roche-Posay, to challenge students to propose a digital and connected innovation strategy to recruit the next generation of La Roche-Posay consumers. For the first time, the concept to be developed by the students will be based entirely on digital technology.

The 2016 case study

Help the brand to attract and recruit new young consumers (15 to 25 years old) by coming up with Digital communication/services/strategy that stays close to the brand commitments whilst innovating and addressing the next LRP generation

Check out brandstorm.loreal.com to discover more about this year's challenges

Who can play?

- Undergraduates who are in the final 2 years of their studies
- Form a team of 3 students from the same university

What's in it for you?

Prizes!



10 000 €
FOR THE WINNING TEAM

5 000 €
FOR THE SECOND PLACE

2 500 €
FOR THE THIRD PLACE

Get a real life experience!

1. Work in a team with a creative agency
2. Gain hands on professional marketing experience
3. Get spotted by L'Oréal executives
4. Compete against the best teams in Paris

Take actions now!

Register at brandstorm.loreal.com and upload your CV on or before **11th DEC 2015, 6 pm.**

Get more updates on the competition at: www.facebook.com/LorealCareersHongKong

THE STANDARD CYCLE



REGISTER YOUR TEAM

BRANDSTORM.LOREAL.COM

REGISTRATION PERIOD

19th Oct – 11th Dec 2015 6:00pm



CHALLENGE 1

PRECASE PREPERATION

MARKETING PLAN SUBMISSION

Deadline: 8th Jan 2016 6:00pm



CAMPUS FINALS

Week of 22nd February 2016



BRIEFING DAY WITH L'ORÉAL EXECUTIVES

Mid-March 2016



CHALLENGE 2

CASE STUDY PREPERATION

Apr & May 2016



NATIONAL FINALS

May 2016



THE INTERNATIONAL FINALS IN PARIS

30th Jun 2016



INNOVATE FOR A BETTER LIFE

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

Have fun, travel the world, compete in front of top L'Oréal executives and win. Have a once in a lifetime experience and perhaps join previous "Brandstormers" who are driving today's business at L'Oréal.