

L'ORÉAL BRANDSTORM

2016



INNOVATE FOR A BETTER LIFE

This year with


LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE



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



GET INTO THE COMPETITION



INNOVATE FOR A BETTER LIFE

L'OREAL Signature Competition

CREATED IN 1992



80,000+

CONTESTANTS IN
24 YEARS

45

COUNTRIES



OVER 13,000

PLAYERS IN 2015



307+

CAMPUSES



INNOVATE FOR A BETTER LIFE

CREATIVE & ENTREPRENEUR ALL THE WAY



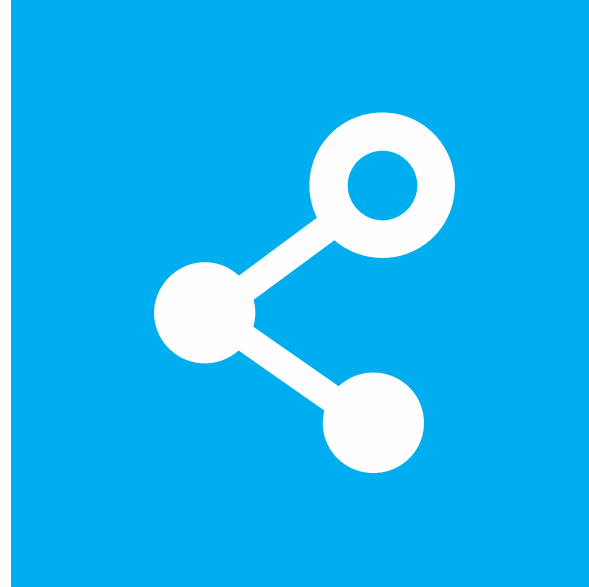
MALAYSIA 2014

TAYLORS UNIVERSITY

Aligned with Kiehl's expertise on skin care, and a striking insight, Malaysia got 1st place with their Bold Back range for men focused on back acne.



INNOVATE FOR A BETTER LIFE



RUN THE GAME



INNOVATE FOR A BETTER LIFE



CHALLENGE 1



CAMPUS FINALS



BRIEFING DAY
WITH L'OREAL EXECUTIVES



CHALLENGE 2
CASE STUDY
PREPARATION



**REGISTER
YOUR TEAM**
BRANDSTORM.LOREAL.COM

HOW TO PLAY

**NATIONAL
FINALS**



**THE
INTERNATIONAL
FINALS in PARIS**



INNOVATE FOR A BETTER LIFE

HOW TO **PLAY**

TURN

theory into practice

DEVELOP

an original concept in coherence
with the brand values

DESIGN

new retail experience

CREATE

an unique communication
campaign

PRESENT

in front of a L'Oréal Jury

COMPETE

with 45 other countries



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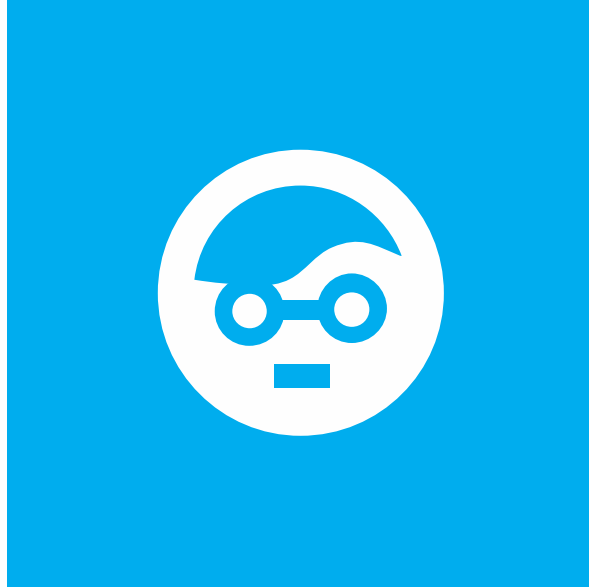
THE CHALLENGE



Help the brand on how to attract and recruit new young consumers to the brand (15 to 25 yearsold). What Digital communication/ services/ strategy can you come up with to stay close to the brand commitments whilst innovating and addressing the next LRP generation



INNOVATE FOR A BETTER LIFE



WHAT'S IN IT FOR YOU



INNOVATE FOR A BETTER LIFE

A REAL LIFE EXPERIENCE

1

GET SPOTTED
BY L'ORÉAL
EXECUTIVES

2

GAIN HANDS
ON
PROFESSIONAL
EXPERIENCE

3

WORK IN A
TEAM WITH A
CREATIVE
AGENCY

4

COMPETE
AGAINST
INTERNATIONAL
TEAMS IN PARIS



INNOVATE FOR A BETTER LIFE

PRIZES

FOR THE BEST 3 TEAMS, A
VOUCHER FOR A TEAM TRIP
TO THE DESTINATION OF THEIR
CHOICE.

2 500 €

FOR THE THIRD PLACE



5 000 €

FOR THE SECOND PLACE

10 000 €

FOR THE WINNING TEAM

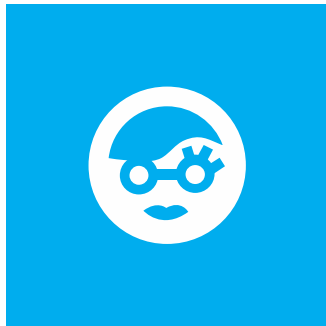


INNOVATE FOR A BETTER LIFE

Last 2 years of study in a
partner campus



HOW TO
REGISTER



Teams of 3
students



Sign up logging into
brandstorm.loreal.com

**REGISTER
NOW!**



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