

L'ORÉAL BRANDSTORM PROFESSORS KIT

What is L'Oréal Brandstorm?

L'Oréal Brandstorm is **L'Oréal's Group's signature innovation competition for young people**. Brandstorm is one of L'Oréal's longest-running programs, **dedicated to helping youth kickstart their careers**. Thousands of its Alumni have found full time jobs in L'Oréal, including the company's Chief Web3 and Metaverse Officer Camille Kroely. Last year alone, 500 participating youth found their first career opportunities through their participation in Brandstorm. L'Oréal Brandstorm celebrated its 31st anniversary with a record-breaking 92,000 people from 72 countries registered in the competition, and almost 700,000 participants in total since its creation in 1992. In partnership with Salesforce, Brandstorm provides online and offline upskilling and coaching for students and professors alike, through teamwork, masterclasses and online resources developed by L'Oréal subject matter experts.

Today, Brandstorm is integrated into the curriculum of almost 100 universities across the globe and is certified by EFMD (European Foundation for Management Development) as an online learning course.

What does it mean that L'Oréal Brandstorm is EOCCS-certified?

Having received EOCCS¹ certification means that the competition has been benchmarked against rigorous international standards in terms of delivery, institutional context, quality assurance processes, design and composition and has successfully demonstrated that it represents a valuable and high-quality learning experience.

The label highlights Brandstorm's excellent use of digital resources, unwavering support to participants, and its close connection to the world of practice. Remarkably, this certification aligns with L'Oréal's objective of enriching the quality of the learning path in the competition and demonstrates continuous improvement.

To learn more visit efmdglobal.org



¹ EOCCS – EFMD Online Course Certification System

WIN - WIN FOR YOU AND YOUR STUDENTS

How can L'Oréal Brandstorm benefit your students?

- **Unique learning experience**, complementary to their academical track, thanks to teamwork, masterclasses and mentoring with L'Oréal experts, e-learning platform MyTrailhead powered by Salesforce with exclusive L'Oréal and Salesforce business content.
- **Boost for their employability**: L'Oréal Brandstorm participation can be added on their resume and LinkedIn as professional experience. Together with the EOCCS certification, L'Oréal Brandstorm is a recognizable asset that will make them stand out from the crowd.
- **Exclusive look inside the industry**: Working in a multidisciplinary team on a real business case and opportunity to get coached by L'Oréal professionals and discover Beauty Tech industry.
- **Professional opportunities at L'Oréal** and a chance to exchange directly with L'Oréal Talent Acquisition teams.
- **Once-in-a-lifetime chance** to travel internationally and represent school & country at the International Finals at L'Oréal's HQ to compete for a three-month business intrapreneurship at L'Oréal Group HQ in Paris

Why should you integrate L'Oréal Brandstorm in your course?

- **Elevate your course** by bringing every year a new real-life business challenge faced by L'Oréal, no 1 leader in beauty, that embraces new technologies.
Allow your students to immediately put their coursework into practice in a dynamic, competitive way and create an event where students pitch directly to L'Oréal experts in your classroom.
Give your students the opportunity to boost the skills of tomorrow, thanks to L'Oréal Brandstorm's learning path (see Appendix)
- **Equal opportunity for all**: participation in L'Oréal Brandstorm & all the learning materials provided are free of charge, and you can invite unlimited number of students to participate.
Create proximity between your students and top employer committed to youth employability.
- **Flexibility**: Adapt the competition to your course schedule and timeline, the only deadline to respect is the local registration end date. *ask your local Brandstorm manager for more details*
Use participation in L'Oréal Brandstorm as means to evaluate your students, their Brandstorm projects can be equivalent to a major school requirement, e.g., test or case-study.
- **Join the L'Oréal Brandstorm professor community worldwide**. Be part of the competition every step of the way, from coaching your students to travelling with the winning team to the International Final in L'Oréal HQ.

TESTIMONIALS

THEY ALREADY TRUSTED US

In 2023 only, almost **100 Universities and Schools worldwide integrated L'Oréal Brandstorm in their curriculum including:**

- Warsaw School of Economics (Poland),
- Universidad Loyola, ESCP Business School (Spain),
- Rotterdam School of Management, University of Amsterdam (Netherlands),
- NYU Shanghai (Mainland China),
- The Chinese University of Hong Kong (Hong Kong),
- EDHEC Business School, SKEMA Business School, Dauphine University, Montpellier Business School (France),
- Tel-Aviv University (Israel),
- Waseda University (Japan),
- Lebanese American University (Lebanon),
- National University of Singapore, ESSEC Business School (Singapore),
- Howard University (USA).

Hear about their L'Oréal Brandstorm experience and how they leverage it in their classroom:

*Brandstorm brings **significant added value** to students by enabling practical experience and skill development. By providing practical, hands-on experience for students, the competition allows students to **apply classroom concepts to real-world projects** and prepare for industry challenges. Integrating the Brandstorm project as a part of my Inclusive Marketing and Communications course was an enriching experience. Brandstorm is a valuable opportunity for skill development, knowledge expansion, and **a competitive edge in the workforce.***

Amarja Pawar, Lecturer, Montpellier Business School, France, participated with her students in L'Oréal Brandstorm 2023

*L'Oréal Brandstorm benefited our students in many aspects, for instance in their **teamwork abilities, analytical skills, new knowledge acquisition especially in new technology application** in consumer goods like AI in beauty industry, networking abilities. Through the competition, our students have turned into a much more mature, confident, and presentable individuals which would be helpful in their future employment. My students also valued the opportunity to have **close relationship with L'Oréal mentors** in Shanghai and Paris.*

Stella Lai Man So, Associate Professor of Marketing, The Chinese University of Hong Kong, Shenzhen, participated with her students in L'Oréal Brandstorm 2023

Which courses can L'Oréal Brandstorm be integrated in?

Depends on the exact curriculum, but L'Oréal Brandstorm would be suitable for students of Marketing, Digital Marketing, Business Administration, Brand Management, Product Management, Strategic Management, Market Research, Artificial Intelligence, Data science, Data engineering, Digital Transformation, Innovation Management, Entrepreneurship, Product Design, User Experience (UX) Design, Design Thinking.

APPENDIX

Brandstorm Intended Learning Outcomes (ILOs)

1. Learn how to work efficiently in a group

- 1.1 How to build an effective team
- 1.2 Identify the different styles of communication
- 1.3 How diversity makes teams more innovative

2. Understand the business and consumer

- 2.1 Consumer centricity
- 2.2 What consumers expect
- 2.3 The future of customer behaviour

3. Data, Beauty Tech & group commitments

- 3.1 L'Oréal digital acceleration
- 3.2 Big data and better agility
- 3.3 Diversity & Inclusion
- 3.4 Sustainability
- 3.5 Experts' insight: Our Environmental & Social Impact Labelling

4. Developing your project

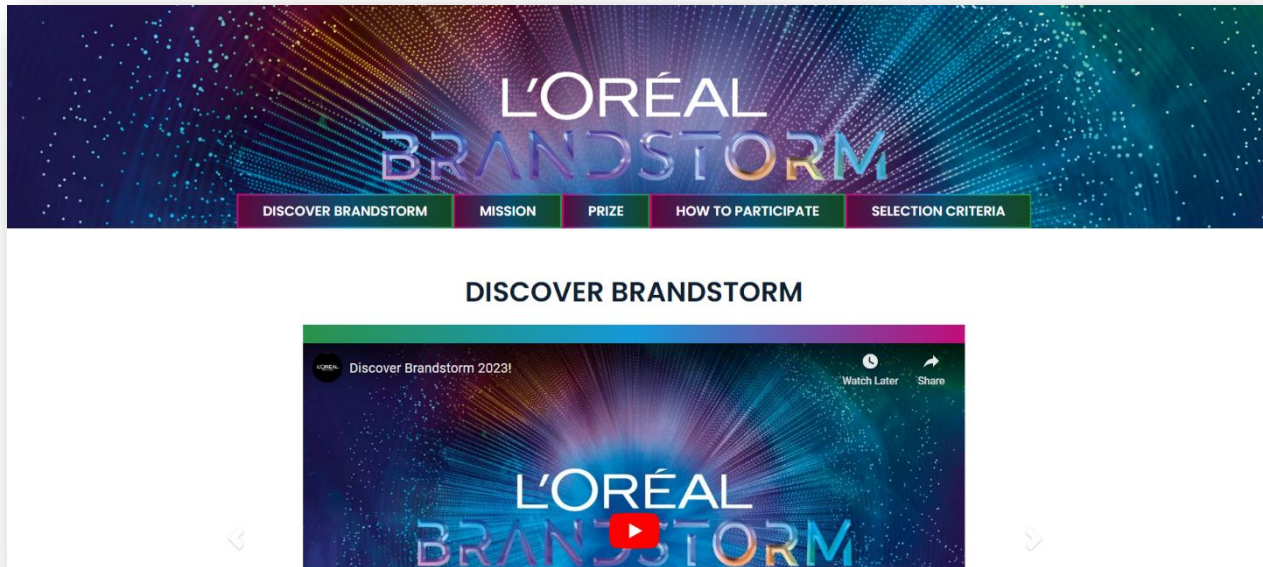
- 4.1 Design thinking methodology
- 4.2 The power of believing that you can improve
- 4.3 Problem solving to creativity
- 4.4 Project Management
- 4.5 Define the project and assign key roles
- 4.6 Key Insights from Project Managers

5. Presenting the idea with impact

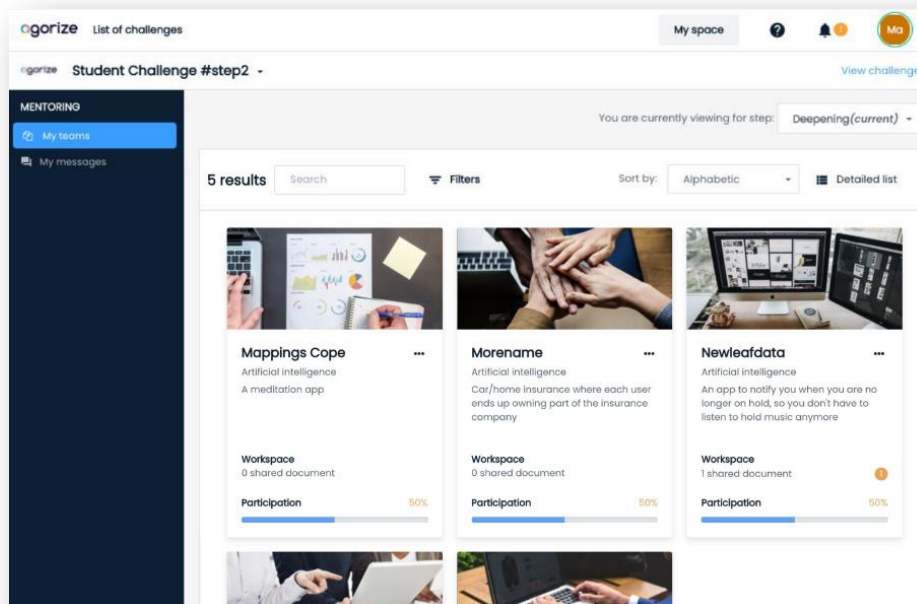
- 5.1 Preparing a convincing presentation
- 5.2 The art of presenting a business plan
- 5.3 Adapt your pitch to your target's express needs
- 5.4 Mental preparation to make a successful pitch

L'Oréal Brandstorm platform

Every year, L'Oréal Brandstorm happens through a digital platform brandstorm.loreal.com where participants can register, team up, access the e-learning platform MyTrailhead (empowered by Salesforce) and submit their projects.



Participants are accompanied by L'Oréal Brandstorm managers and mentors who they can reach with questions at any moment. You can also access the platform as a mentor and see your students' projects in real time:



Discover L'Oréal Brandstorm

L'Oréal Brandstorm challenges young people with a new mission every year. They compete in **72 countries worldwide** to participate in the local final and get a chance to **represent their school & country on the international scale**.



In **June 2023, 10 top teams** from Brazil, Chile, mainland China, France, India, Kenya, Malaysia, the Middle East, Spain and Portugal, and Taiwan **travelled to Paris to pitch their project in front of the executive jury**, presided by Asmita Dubey, Chief Marketing & Digital Officer at L'Oréal. Top 3 had the chance to pitch at the biggest technology conference in Europe – Viva Technology.

Watch the recap of the L'Oréal Brandstorm 2023 International Final [here](#)

In 2023 edition the first place went to team Caring4Beauty from France. Their project, URMODEL aims to deliver a hyper-personalized shopping experience by allowing anyone with a mobile phone to see themselves as the model on L'Oréal e-commerce websites.

37 % feel different from the majority of people

18 % do not feel accepted as they are

CORE TARGET
GenZ: consumers feeling comfortable with the use of new technologies

INSIGHT
"I want to buy products online but the model doesn't look like me, so I can't tell if the product would fit me. I don't feel represented, so I don't go through with the purchase."

OBJECTIVE
Provide a 2D hyper-personalized shopping experience for every consumer to become the main character of their buying journey

DISCOVER URMODEL
because who better to represent you than yourself ?

- Go on the Maybelline homepage : the perfect GenZ makeup brand
- Scan your face with your camera
- Let the website load
- Watch your face replace the models on the product pages !

L'Oréal Brandstorm 2024 mission & evaluation criteria

L'Oréal Brandstorm 2024 mission:

REINVENT THE FUTURE OF PROFESSIONAL BEAUTY THROUGH TECH

Three main focuses:

- Augmented beauty services
- The new point of experience
- E-commerce of the future

What are the entry requirements?

To participate in L'Oréal Brandstorm, you must be 18-30 years old. No level of education is needed, and all fields of study and experience are welcome. Participants group up in teams of three, either with their classmates or outside of the classroom.

What students are expected to do?

We challenge your students to imagine to future of professional beauty, meaning designing tools and services to support hairdressers, and not only, and develop the professional beauty services industry sustainably and while benefiting all.

There are elements they have to respect in their projects:

- Stylists at the heart - think of technologies that will enable the professionals to enhance their customers' experience
- Use tech, data a GenAI as accelerators - we invite them to explore the potential that newest tech developments have to offer
- Elevate consumer experience, reach & personalization
- Ethical, inclusive, and sustainable by design

This edition's mission is created in collaboration with L'Oréal's Professional Products Division. The division consist of 6 global and 3 local brands across the world. At L'Oréal Professional Products, our mission is to support hairdressers and develop the hair industry sustainably and while benefiting all. Professional Products founded the L'Oréal Group more than 110 years ago. At L'Oréal PPD, we're reinventing the consumer salon journey through tech. From welcome to consultation, blending digitized tools and sensorial rituals, PPD is working step-by-step with hairdressers to transform every part of the service with the personalized care only a professional can deliver. (example: [L'Oréal Professionnel Style My Hair Pro](#))

Enabled by customization services to suit both hair and mood on the day, the stylist first assesses the customer's hair then mixes the best care on the spot (example: [Kérastase E-diagnosis](#)). At L'Oréal PPD we also work for the benefit of the planet, advancing on plastic reduction and pioneering green delivery, reducing the water consumption in salons, assisting

with the transition to renewable energy and help manage waste responsibly through recycling programs (example: [Gjosa](#)).

For the initial submission the participants will be asked to upload a **1-min pitch video** (mp4 format) explaining their idea and a **Power Point presentation** (ppt, pptx or pdf format, introduction + 3 content slides).

To see top 10 finalist video pitches from L'Oréal Brandstorm 2023 edition, visit loreal.com/brandstorm-2023

Both the video and slides should be **interchangeable**, meaning that both fully present the key elements of the submitted idea.

The students can use the frame below to structure their deliverables:

OBJECTIVE	EXPLANATION
Focus your project on a L'Oréal business scope (remember that it must be scalable)	Please choose whether your project will be applicable to a whole L'Oréal Professional Products division (project focus only to a division of the group) or a selected brand from the division (specific focus on a brand)
Elevator pitch: Describe your innovation in one simple paragraph	In few sentences present your concept and explain what makes your solution innovative
Why and how is your solution tech-driven? What technologies will it utilize?	Explain your choice of technology for the solution and how it will enable or enhance it
Does your solution align with sustainability and inclusivity commitments of L'Oréal?	Show how your solution is sustainable and inclusive e.g., choice of materials, target group
Is your solution scalable at a worldwide level?	Explain if it would be possible to introduce your solution globally and why
Would it be feasible in term of cost and profitable? What would be approximately the selling price?	Be aware how realistic your solution is, but don't focus on the price, it can be based on estimations You don't have to build a business plan; we are interested in hearing your idea more!
Describe the Key Performance Indicator (KPI) you will use to assess the success of your innovation.	How will you measure success of implementation of your solution, e.g., number of users, sold units, engagement

How the projects will be evaluated?

Projects are evaluated at each step of the competition (local semi-final, local final, international semi-final, international final) out of 12 according to the six quantitative evaluation criteria (equal weight). In their final decision the jury will take in count also the qualitative criteria such as: team spirit & diversity of the team, presentation skills, quality of the video/slides.

EVALUATION CRITERIA	WHAT IS EXPECTED OF CANDIDATES	MAX POINTS
Innovative	to be bold and bring to the table the products and solutions never seen before 0 - not innovative at all 1 - innovative to some extent but could go further 2- outstandingly innovative	2
Tech-driven	to incorporate into their project the newest technology developments 0- not tech-driven at all 1- tech-driven to some extent but could go further 2- outstandingly tech-driven	2
Sustainable	to take the responsibility and be mindful of the impact that their project will have on the planet to be aligned with L'Oréal for the Future commitments 0- not sustainable at all 1- sustainable to some extent but could go further 2- outstandingly sustainable	2
Inclusive	to be mindful of diverse needs in our society to not exclude any group (gender, sexual orientation, socio-economic and multicultural origins, people with disability, all ages & generations...) to be aligned with L'Oréal DE&I commitments 0- not inclusive at all 1- inclusive to some extent but could go further 2- outstandingly inclusive	2
Feasible	to be realistic and possible to implement 0- not feasible at all 1- feasible to some extent but could go further 2- outstandingly feasible	2
Scalable	to present a project achievable on a big scale 0- not scalable at all 1- scalable to some extent but could go further 2- outstandingly scalable	2
TOTAL POINTS		12

Add L'Oréal Brandstorm to your Curriculum today
and elevate your students' careers