

#InnovatorsOnly  
#StayAheadOfTheGame

THIS YEAR WITH

L'ORÉAL  
MEN EXPERT

PLAY.  
EXPERIMENT.  
INNOVATE.

L'ORÉAL  
BRANDSTORM  
2017

# L'ORÉAL BRANDSTORM 2017

## THE ULTIMATE INNOVATION COMPETITION

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 95,000 students from over 360 universities in 58 different countries to turn Brandstorm into a real innovation catalyst.

For this new edition of L'Oréal Brandstorm 2017 which celebrates its **25<sup>th</sup> anniversary**, we are partnering with the **CONSUMER PRODUCTS DIVISION**, involving L'Oréal Paris Men Expert, to challenge students to share their idea on how to **DISRUPT MEN'S GROOMING WITH LIFE-CHANGING INNOVATION**.

### The 2017 case study

#### DISRUPT MEN'S GROOMING WITH LIFE-CHANGING INNOVATION

Check out [brandstorm.loreal.com](http://brandstorm.loreal.com) to discover more about this year's challenges

#### Who can play?

- Student attending an undergraduate or a graduate course who are in the final 2 years of their studies
- Form a team of 3 students studying in the same participating country

What's in it for you?

### Prizes!



### Get a real life experience!

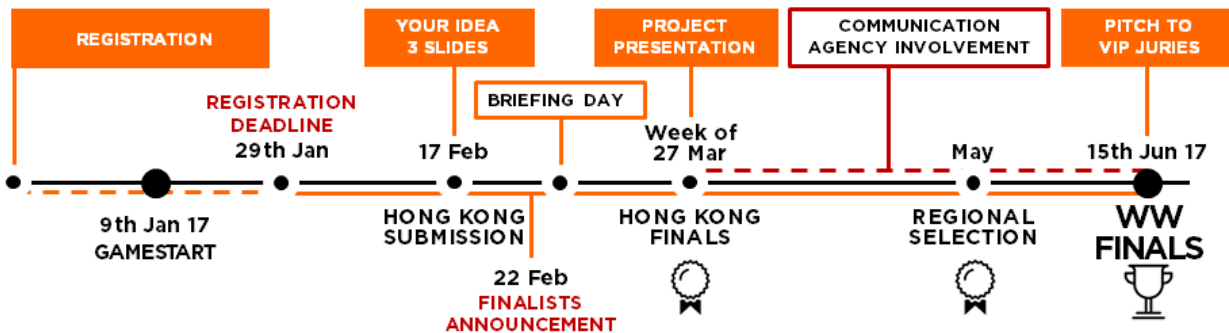
- 1. Work in a team with a creative agency
- 2. Gain hands on professional marketing experience
- 3. Get spotted by L'Oréal executives
- 4. Compete against the best teams in Paris

## Take actions now!

Complete your registration on [brandstorm.loreal.com](http://brandstorm.loreal.com) on or before 29<sup>th</sup> January, 2017, 6pm.

Get more updates on the competition at: <https://www.facebook.com/LorealTalentHongKong>

### YOUR PATH TO WIN



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.