

L'ORÉAL
BRANDSTORM
2018



THE ULTIMATE INNOVATION
COMPETITION FOR STUDENTS

SINCE 1992

A grayscale world map serves as the background for the entire slide. The map shows the outlines of continents and countries in a light gray tone against a white background.

2017

25.000 PARTICIPANTS

5 CONTINENTS

60 COUNTRIES

5.500 IDEAS

WHAT THEY SAY ABOUT

BRANDSTORM

“... Something I am unable to fully articulate into words.

Brandstorm was truly an amazing experience.

If you truly believe in your idea, your belief and fighting spirit will bring you very far.

This 6-month long learning experience with L'Oréal has been incredible.

I feel much stronger now. Capable of bringing my ideas to life.

Brandstorm will always remain etched in my heart.”

TEAM LUMOS, SINGAPORE

BRANDSTORM 2017 WINNERS

The background features several concentric circles in shades of gray and white, creating a tunnel-like or target-like effect. The circles are centered on the page and vary in opacity and brightness.


2018

PARTNER



L'ORÉAL

Professional Products

The background features a series of concentric circles in shades of gray and white, creating a tunnel-like effect that draws the eye towards the center. The circles are centered on the page and vary in opacity and brightness.

YOUR

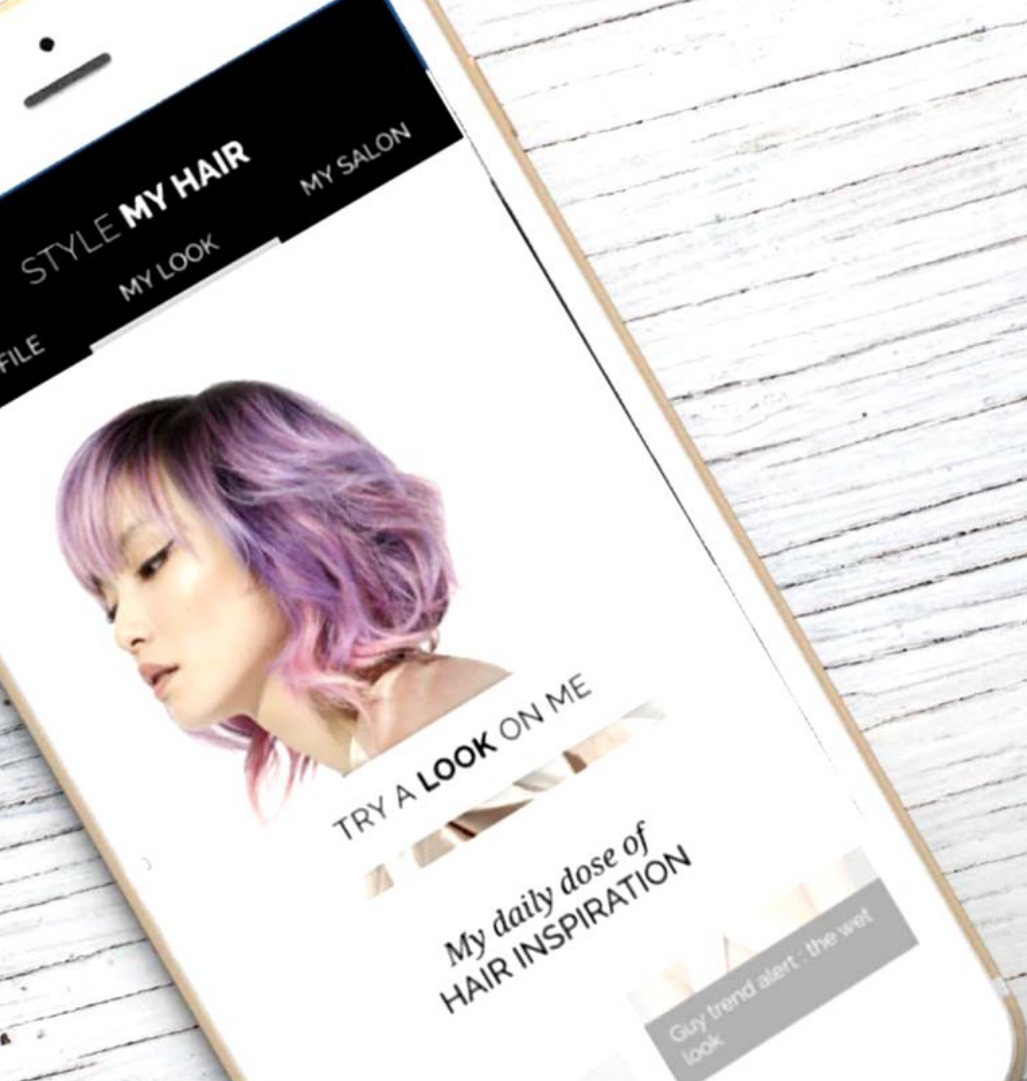
MISSION



INVENT THE PROFESSIONAL SALON
EXPERIENCE
OF THE FUTURE

END-CONSUMER CENTRICITY





DIGITAL SOLUTIONS





CONNECTED

TECHNOLOGIES



HERE IS YOUR
PATH TO WIN

Oct 16th

Nov-Mar

Mar-Apr

May 17th



START

NATIONAL
PRE SELECTION

NATIONAL
SELECTION

WW
FINALS

INTERNATIONAL FINALS

FLY TO PARIS

MAY 16-17, 2018



The background features a series of concentric circles in shades of gray and white, creating a tunnel-like effect. The circles are centered and expand outwards from the center of the image.

IMMERSE

YOURSELF



REAL-LIFE CASE AND
EXPERIENCE

A man in a white shirt and lanyard is presenting at a trade show booth. He is gesturing with his hands while speaking to a group of people. In the foreground, a laptop displays financial data: "Canada test and", "1 500 000 €", "500 000 €", and "149% ROI". The background features a chain-link fence and other attendees.

PITCH YOUR IDEAS

LIKE PROS

A man with a beard and short hair is wearing large, dark AR glasses. He is wearing a black polo shirt with 'PURE PRECISION' and 'TEAM CHARISMA' printed on the chest. A lanyard with 'LOREAL BRUNNEN' and 'INNOVATE.' is around his neck. The background is dark with a blurred poster on the left.

PUSHING THE LIMITS OF
INNOVATION

The background features a series of concentric circles in shades of gray and white, creating a tunnel-like effect that draws the eye towards the center. The circles are centered on the text.

GROW

LIKE NEVER

A group of four people, three women and one man, are gathered around a laptop in what appears to be a conference or workshop setting. They are all looking intently at the screen. The woman in the center has her hair in a bun and sunglasses on top. The man on the right is wearing a dark blue polo shirt and a blue lanyard. The woman on the left has long blonde hair. The man on the far left is partially visible, wearing a dark jacket. The background is a plain, light-colored wall.

LEARN FROM ACADEMIC
MENTORS

INTRO TO SOCIAL



INTRO TO SOCIAL

This file has not been downloaded yet, [download it.](#)

INTRO TO SOCIAL

~ 3mn

Download



Getting started

INTRO TO SOCIAL

This video has not been seen yet, [See it.](#)

Getting started

00:40



Setting the stage

INTRO TO SOCIAL

This video has not been seen yet, [See it.](#)

ACCESS TO L'OREAL

E-LEARNING

Play



Awareness

INTRO TO SOCIAL

- Gender
- Age
- Location
- Education
- Interests
- Income



Advocacy

INTRO TO SOCIAL



Sales cycle

INTRO TO SOCIAL

A man is shown from the back, wearing a black t-shirt. The text 'YOUR COACH' is printed on the back of the shirt in a bold, orange, sans-serif font. He is also wearing a black lanyard with white text around his neck. The background is a blurred indoor setting, possibly a gym or office.

AT EACH IMPORTANT STEP,

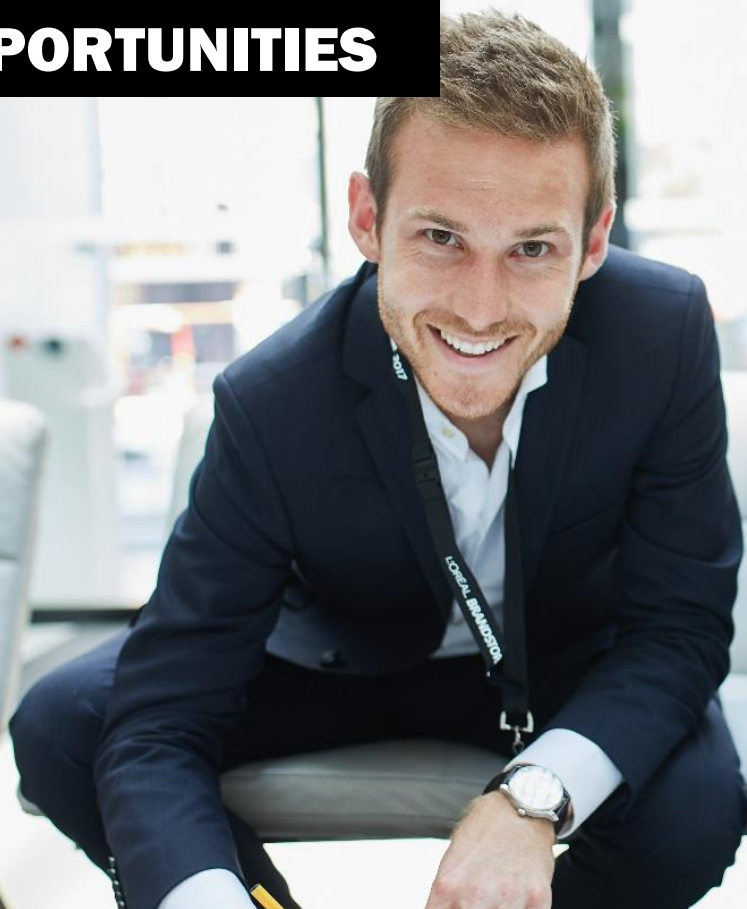
DEDICATED COACHING

The background features a series of concentric circles in shades of gray and white, creating a tunnel-like effect that draws the eye towards the center. The circles are centered on the text.

CREATE

CONNECTIONS

OPEN NEW CAREER **OPPORTUNITIES**





EXCHANGE WITH OUR

EXECUTIVES

A group of diverse students, including women wearing hijabs and men, are smiling and holding drinks at a social event. They are wearing blue lanyards with ID badges. The background shows a modern interior with wooden paneling and a large window.

MEET STUDENTS FROM
60 COUNTRIES



WIN &

CELEBRATE

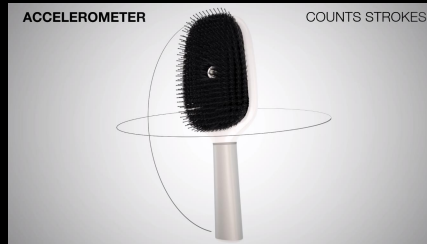
THREE AWARDS

UP TO 30.000 EUROS TOTAL

BRAND AWARD



TECH AWARD



CSR AWARD



L'ORÉAL BRANDSTORM 2017

INTERNATIONAL FINAL

WIN
WIN
WIN



CSR AWARD.
PARIS, JUNE 15th 2017

L'ORÉAL BRANDSTORM 2017
INTERNATIONAL FINAL WINNER
FIVE THOUSAND EUROS / 5,000 €

TECH AWARD.
PARIS, JUNE 8th 2017


L'ORÉAL BRANDSTORM 2017
INTERNATIONAL FINAL WINNER
TEN THOUSAND EUROS / 10,000 €

L'ORÉAL BRANDSTORM 2017
INTERNATIONAL FINAL WINNER
TEN THOUSAND EUROS / 10,000 €

BRAND AWARD.
PARIS, JUNE 15th 2017

A vibrant party scene with a large crowd of people in the foreground. In the background, a stage is lit with purple and blue lights, featuring a large screen displaying a geometric pattern of triangles and lines. The word "PARTY" is written in large, white, outlined letters across the center of the image, repeated three times vertically.

PARTY
PARTY
PARTY



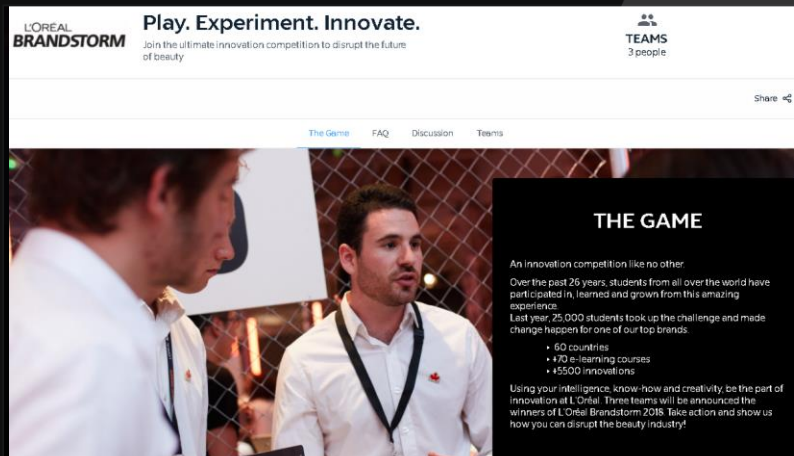
JOIN

NOW

REGISTER **HERE!**



www.brandstorm.loreal.com



L'ORÉAL
BRANDSTORM

Play. Experiment. Innovate.

Join the ultimate innovation competition to disrupt the future of beauty

TEAMS
3 people

Share ↗

[The Game](#) [FAQ](#) [Discussion](#) [Teams](#)

THE GAME

An innovation competition like no other.

Over the past 26 years, students from all over the world have participated in, learned and grown from this amazing experience.

Last year, 25 000 students took up the challenge and made change happen for one of our top brands.

- 60 countries
- 470 e-learning courses
- 45500 innovations

Using your intelligence, know-how and creativity, be the part of innovation at L'Oréal. Three teams will be announced the winners of L'Oréal Brandstorm 2018. Take action and show us how you can disrupt the beauty industry!

STAY

TUNED



lorealbrandstormofficial



loreal_brandstorm

#Brandstorm2018

#InnovatorsOnly



SEE YA!