

# L'ORÉAL **BRANDSTORM** 2019

Dear students,

a new season of the biggest international Business Challenge is coming up – **L'Oréal Brandstorm 2019**.

At this challenge, students worldwide work on the same business case, which is an actual topic that we as L'Oréal Group focus on at the moment.

**Do you have what it takes to get innovative and drive our business forward with your idea?**  
**Do you actually want to realize your idea in our Headquarters in Paris together with L'Oréal Experts?**

Start your challenge now

In 2019, we focus on the Active Cosmetics Division. The mission is:

**Invent the future skincare experience for health-conscious consumers**

*Create a disruptive innovation for skincare experience to attract, engage and educate health-conscious consumers by leveraging new online and offline services, digital solutions and connected technologies. (more details and info material online on [brandstorm.loreal.com](http://brandstorm.loreal.com))*

The application process – fast and easy

1. Register online: [brandstorm.loreal.com](http://brandstorm.loreal.com) (there you find a Ressource Pack with all additional information)
2. Build a team of 3 students of an Austrian university (you can also find your partner(s) on the platform)
3. **Upload your idea** on 3 PDF slides plus a short video where you introduce your team **until March 4<sup>th</sup>**.
4. After the assessment of your slides, the best teams will be invited to compete at the National Finals on April 4<sup>th</sup> 2019.
5. The winning team will represent Austria in the international finals in Paris on May 23<sup>rd</sup> 2019.
6. **Main Prize: win an internship in our Headquarters to realize your business idea with L'Oréal experts.**

What's in it for you?

- Work on a real business case and help us drive our business forward
- Connect with students around the world
- Dive into the company of L'Oréal and get deeper insights about the N°1 cosmetics company
- Meet and network with L'Oréal employees and managers (maybe they will be your next boss ;-))
- Get access to a huge e-learning platform as well as personal coaching and training
- Win a trip to Paris and experience an exceptional international event
- Get the chance to realize your business idea after the finals

**Register now & get more information on: [brandstorm.loreal.com](http://brandstorm.loreal.com)**

**Don't miss this challenge! We're looking forward to your participation!**