



# L'ORÉAL BRANDSTORM

Hackathon 2021

#Austria&Germany

# What is Hackathon?

Based on last year's success, we are proud to announce that we will continue our new format: **The Hackathon!**

We invite you to join us remotely for **2 days** where you will get the main case for the first time and start creating your ideas together with your team mates. Don't worry, **no pre-work** is needed as our experts and coaches will provide you all the insights you need to get creative and analytical. Of course, everything will be **free** of charge and taken care of **for you!**

After fine-tuning your ideas within the Hackathon, you will **all** have the chance to pitch your idea to our jury at the end of day 2.

What happens afterwards? The winning team represents Austria & Germany at the international final! And don't worry, we have a lot surprises planned for all of the participants along the way!

We still haven't convinced you yet? Then continue reading.



**test and learn** with us.

Takes only **2 days** of your time.

get **business insights**.

**exchange** with **top managers**.

build useful **connections**.

master **practical skills**.

**dive into L'Oréal**.

**pitch** like a pro.

get a **real** and **practical understanding** of our **business**.

**What's  
in it  
for you?**

make your **first step**  
towards an **internship** or  
**direct entry** at L'Oréal

Solve a **real business case**.

gain dedicated **mentorship**.

**no pre-work** needed.

**win 3-month** work experience at Station F in **Paris**.

# BRANDSTORM #AT&GER TIMELINE

