



Past Case Studies, Winners and Participants

1993 – 2001: Marketing issues and winning teams

1993 – 1996 First phase of game (France only)

1993 Kérastase – the market for haircare products

1994 Formule Homme, L'Oréal Paris

1995 Capital Soleil by Vichy and Ambre Solaire by Garnier - sun protection products

1996 Cacharel pour Homme

1997 The Marketing Awards become an international contest

1997 Ambre Solaire by Garnier

N° participating countries: 7

Winner: Universiteit Nijenrode, The Netherlands

1998 Studio Line by L'Oréal Paris

N° participating countries: 8

Winner: Universität St. Gallen, Switzerland

1999 Basic Homme by Vichy and Biotherm Homme

N° participating countries: 8

Winner: Oxford University, United Kingdom

2000 Lancôme – Create a new fragrance for men

N° participating countries: 6

Winner: Universiteit Nijenrode, The Netherlands

- 2001 L'Oréal Paris Plénitude – Extensions of the brand
N° participating countries: 8
1 Asian country: Taiwan
Winner: Università Commerciale Luigi Bocconi, Italy
- 2002 L'Oréal Professionnel – Targeting young people
N° participating countries: 12
3 Asian countries: Taiwan, Singapore, South Korea
N° participating schools: 65
Winner: Università di Pisa, Italy
- 2003 Garnier - Developing another major haircare brand for Garnier
N° participating countries: 18
3 Asian countries: Taiwan, Singapore, South Korea
N° participating schools: 73
Winner: Nanyang Technological University, Singapore
- 2004 Biotherm Homme - Developing a strategy to bring Biotherm Homme to international markets
N° participating countries: 26
7 Asian countries: Taiwan, Singapore, South Korea, China, Japan, Malaysia, Thailand
N° participating schools: 130
Winner: York University, Canada
- 2005 StudioLine/L'Oréal Paris - Developing an international marketing strategy for the StudioLine
N° participating countries: 31
8 Asian countries: Taiwan, Singapore, South Korea, China, Japan, Malaysia, Thailand, HongKong
N° participating schools: 176
Winner: Universität St. Gallen, Switzerland
- 2006 Lancôme – Developing an international marketing strategy for Lancôme Bodycare
N° participating countries: 32
New country: India
N° participating schools: 176
Winners: Sciences-Po, France and Korea University, South Korea

- 2007 Redken – Developing an international marketing strategy for Redken for Men
N° participating countries: 35
New countries: Austria, Czech Republic, Denmark
N° participating schools: 200
Winner: National University of Singapore, Singapore
- 2008 Vichy – Developing an international marketing strategy for Vichy Capital Soleil
N° participating countries: 38
New countries: Finland, Sweden, Norway, Colombia
N° participating schools: 260
Winner: Brigham Young University
- 2009 Maybelline New York – Imagine the first fragrance for Maybelline New York
N° participating countries: 36
New countries: Indonesia, The Philippines
N° participating schools: 200
Winner: Symbiosis Centre of Management & HRD, India
- 2010 Diesel – Imagine what would be the new Diesel beauty product range for men, if it were not fragrance.
N° participating countries: (coming soon)
New countries: (coming soon)