



L'ORÉAL
GROUPE

Welcome!

L'ORÉAL BRANDSTORM

CRACK THE NEW CODES OF BEAUTY

Your playing field: AR, VR, AI & Metaverse



SIGN UP ON
BRANDSTORM.LOREAL.COM



L'ORÉAL BRANDSTORM

<https://www.youtube.com/watch?v=E5tJdC1vuR8>

ELIGIBILITY CRITERIA

BRANDSTORM 2023

- 1 ALL YOUNG PEOPLE BETWEEN 18-30 YEARS OLD, PROFESSIONALS AND STUDENTS
- 2 OPEN TO ALL MAJORS AND FIELDS OF STUDY
- 3 PARTICIPATION IN TEAMS OF 3





1

BRANDSTORM UPCLOSE

DISCOVER THE NEW BEAUTY PLAYGROUND



VR



AR



AI



GAMING



METaverse



NFT

L'ORÉAL
BRANDSTORM

EXPLORE UNLIMITED FREEDOM TO:

REINVENT CONSUMER ENGAGEMENT

- New platforms
- New services
- Virtual ownership & products

CREATE VIRTUAL EXPERIENCES

- Gaming
- Social & Communities
- NFT for exclusive access, to unlock XP & reward loyalty

CELEBRATE NEW SELF-EXPRESSION

- Creators & artistry
- Avatars
- Diversity

CHOOSE YOUR PLAYING CHARACTER:

4 DIVISIONS.
36 INTERNATIONAL
BRANDS

Consumer Products



Mission:
to democratize the best
of beauty

L'Oréal Luxe



Mission:
provide consumers
with the best products
and brand experience
by making it unique

Professional Products



Mission:
support hairdressers
and develop the hair
industry sustainably
while benefiting all

Active Cosmetics



Mission:
help everyone in
their quest for healthy
and beautiful skin

CHOOSE YOUR
PLAYING
CHARACTER:

4 DIVISIONS.
36 INTERNATIONAL
BRANDS

L'ORÉAL
PARIS

L'ORÉAL
PROFESSIONNEL
PARIS

SKINCEUTICALS
ADVANCED PROFESSIONAL SKINCARE

VICHY
LABORATOIRES

VIKTOR&ROLF

LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

MAYBELLINE
NEW YORK

GARNIER

3CE
STYLENANDA

DECLÉOR
PARIS

URBAN
DECAY

BIOtherm

KÉRASTASE
PARIS

LANCÔME
PARIS

cacharel

Kiehl's
SINCE 1851

YUESAI

RALPH LAUREN
FRAGRANCES

YVES SAINT LAURENT
BEAUTE

clarisonic

it COSMETICS™

DIESEL

Niely

REDKEN
5TH AVENUE NYC

essie

ARMANI

CeraVe
DEVELOPED WITH DERMATOLOGISTS

VALENTINO

mg
PARFUMS

NYX
PROFESSIONAL MAKEUP

HR
BY TINSAMONTA

Atelier Cologne

PUREOLOGY
serious colour care

MATRIX

shu uemura

Dark
and
Lovely®

L'ORÉAL
BRANDSTORM

ALL CHANNELS, ALL CATEGORIES, ALL PRICES



Salons



Mass Market



Pharmacies
Drugstores
Medispas



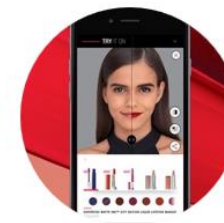
Department
Stores
Perfumeries



Branded Retail



Travel Retail



E-Commerce



Skincare



Fragrance



Make-up



Hair color



Haircare

HOW TO PARTICIPATE?

BRANDSTORM 2023



28TH NOVEMBER 2022!

REGISTER

on the official Brandstorm platform
Brandstorm.loreal.com

CREATE OR JOIN A TEAM OF 3
and start working on your project!

UNTIL MARCH 3RD , 2023

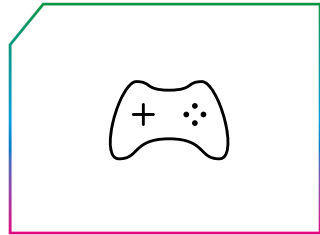
SUBMIT YOUR PROJECT
on the platform

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BRANDSTORM

C1 - Internal use

TIMELINE

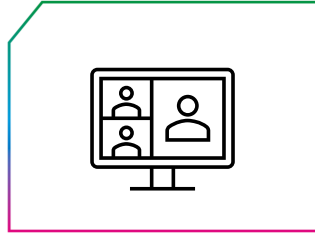
BRANDSTORM 2023



28th NOVEMBER -
3rd MARCH

REGISTRATION
DEADLINE

Register, join a team,
and **play!**



10th MARCH

PITCH
SUBMISSION

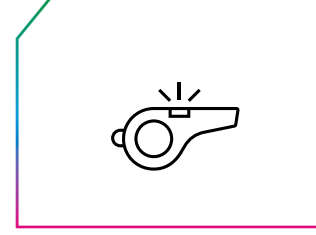
Score points in the
online vote!



29th MARCH

LOCAL
FINALS

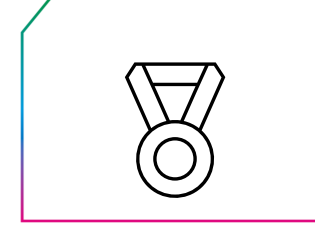
Pitch your project to
the local jury!



APRIL

4 WEEKS
ONLINE
HACKATHON

Take part in 4-week
online Hackathon!



MAY

INTERNATIONAL
SEMI-FINAL

Be **evaluated by**
L'Oréal experts



JUNE 2023

INTERNATIONAL
FINAL

Come to **Paris** to
pitch your project!



ONLINE LEARNING PATH

E-learning courses available through the Brandstorm platform for you to complete & upskill

Monthly **MASTERCLASSES** with L'Oréal experts

WINNERS GET
3-MONTH
INTRAPRENEURSHIP
AT L'ORÉAL!!!

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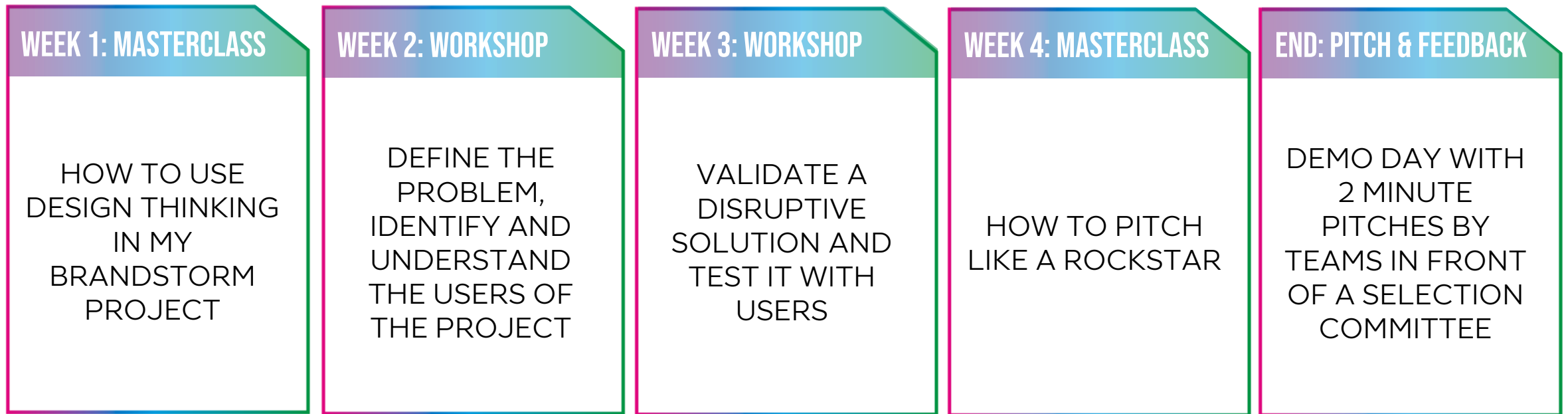
C1 - Internal use

ONLINE HACKATHON - APRIL

BRANDSTORM 2023

National winners will qualify for international semi-final and get opportunity to take part in **4 weeks HACKATHON with experts** and **design a prototype!**

PROGRAM:





2

WHAT'S IN IT FOR ME?

REAL-LIFE CASE AND EXPERIENCE





LEARNING ABOUT NEW
TECHNOLOGIES

A man with a beard and mustache is wearing a black cap and large, dark AR glasses. He is looking slightly to the left. He is wearing a black button-down shirt. On the left side of his chest, there is a white logo that reads 'PURE PRECISION' above 'TEAM CHARISMA'. A black lanyard with 'LOREAL INNOVATE' and 'LOREAL BRAND' text is around his neck. The background is dark and out of focus, with a bright orange light source visible on the left.

PUSHING THE LIMITS OF **INNOVATION**

A group of four people, three men and one woman, are gathered around a laptop at what appears to be a conference or workshop. They are all looking intently at the screen. The woman in the foreground is pointing at the laptop. The man on the right is leaning over the laptop. The man on the left is also looking at the screen. The woman in the middle has her hair in a bun and is wearing a blue lanyard. The man on the right is wearing a blue lanyard. The background is a blurred white wall.

LEARN FROM ACADEMIC **MENTORS**

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 background, there is a chain-link fence and other attendees. A laptop on the table displays financial data.

PITCH YOUR IDEAS

LIKE PROS

OPEN NEW CAREER

OPPORTUNITIES

career.loreal.com



A group of six diverse students are posing for a photo at a social event. In the foreground, a young woman wearing a black hijab and a dark green jacket is smiling and waving her hand towards the camera. Behind her, a young man with a beard and a striped shirt is smiling. To his right, a young woman in a red dress is holding a glass of orange juice. Next to her, another young woman is partially visible. In the foreground, a young woman wearing a black hijab and a colorful patterned top is smiling. To her right, a young woman with long dark hair and a necklace is smiling and holding a glass. The background shows a large indoor space with wooden walls and a high ceiling, with other people visible in the distance.

MEET STUDENTS...

WORLDWIDE

A photograph of three people, likely executives, seated in an audience. They are in the foreground, with other audience members blurred in the background. The man on the left is wearing a grey suit and glasses, resting his chin on his hand. The woman in the center is smiling and looking towards the right. The man on the right is wearing a dark suit and glasses, holding a pen and a notepad. The text 'EXCHANGE WITH OUR EXECUTIVES' is overlaid on the top right of the image.

EXCHANGE WITH OUR **EXECUTIVES**

COMPETE FOR
3 MONTHS IN PARIS



SHARE YOUR IDEA GLOBALLY
ATTEND A FULLY PAID INTERNSHIP AT L'ORÉAL HQ



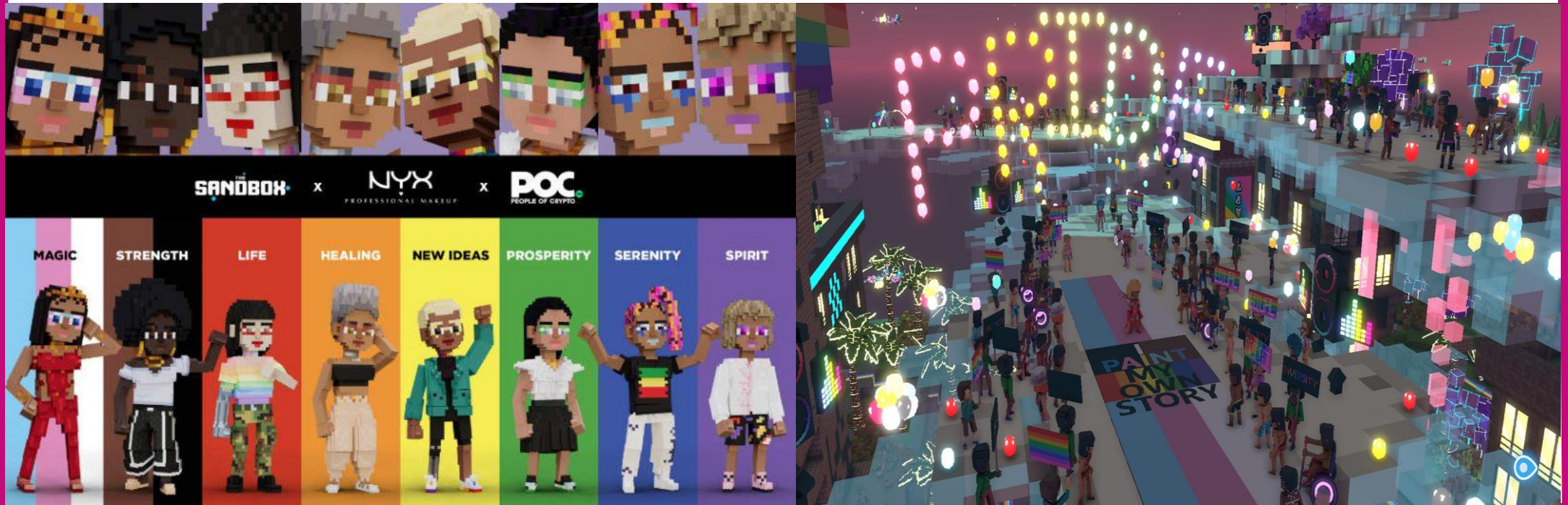
3

METaverse @ L'ORÉAL

NYX x SANDBOX

BRANDSTORM 2023

NYX partnered with People of Crypto and the Sandbox to help introduce **8,000 avatars that will make the metaverse more inclusive** — NYX acting as the inspiration for the virtual makeup.



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BRANDSTORM

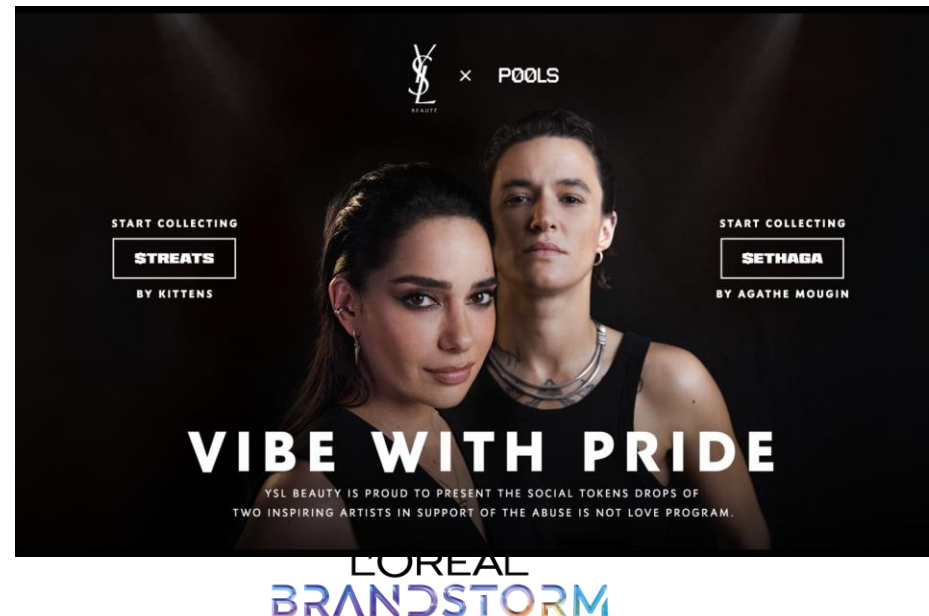
C1 - Internal use

YSL NFTS

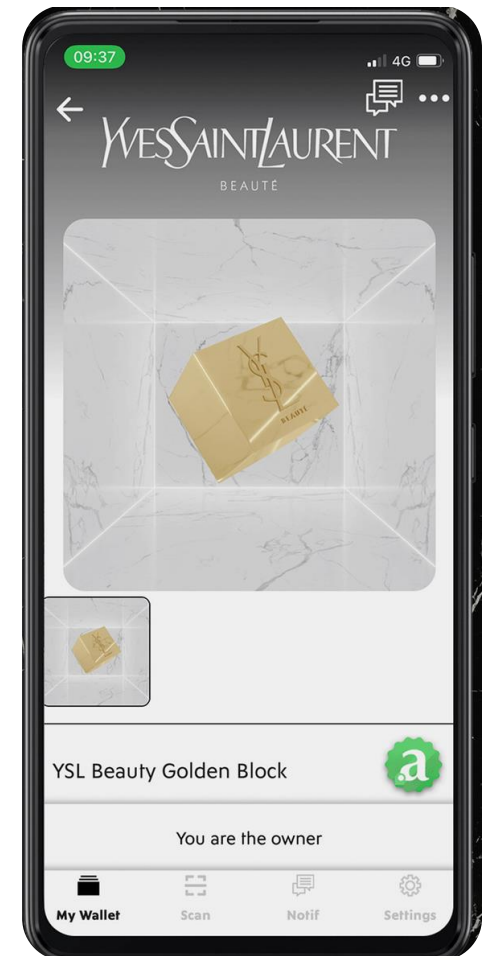
BRANDSTORM 2023

YSL opened 10,000 YSL Beauty golden block NFTs that operate like social tokens.

- A social token is a customer's permission to operate and unlock experiences and other utilities. If a customer has this token, they can go to a music concert or go to the website and watch an exclusive video.
- First experience provided by YSL for its NFT holders was a partnership with two music artists: Agathe Mougin and Kittens.



C1 - Internal use



Q & A

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BRANDSTORM

YOUR L'ORÉAL CONTACTS

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BRANDSTORM

SIGN UP NOW!
REGISTRATIONS ARE OPEN UNTIL 3RD OF
MARCH!



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