L'ORÉAL
GROUPE

Welcome!

L'ORÉAL
BRANDSTORM
CRACK THE NEW CODES OF BEAUTY
Your playing field: AR, VR, AI & Metaverse
2023
EMPOWERED BY
salesforce
SIGN UP ON
BRANDSTORM.LOREAL.COM

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

L'ORÉAL BRANDSTORM

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BRANDSTORM UPCLOSE

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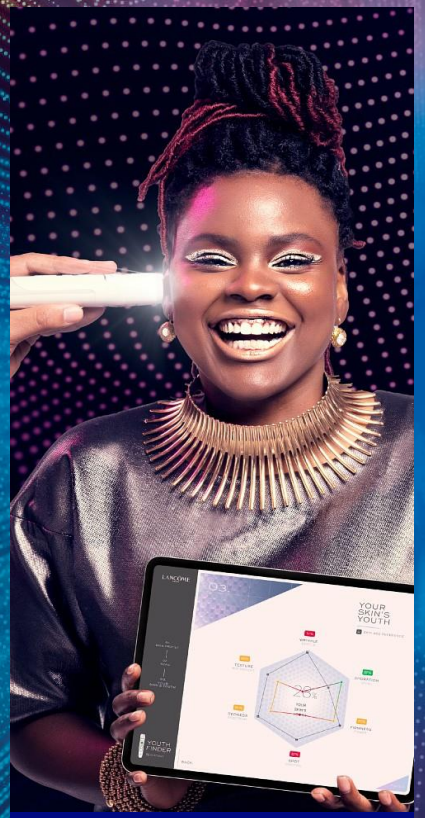
DISCOVER THE NEW BEAUTY PLAYGROUND

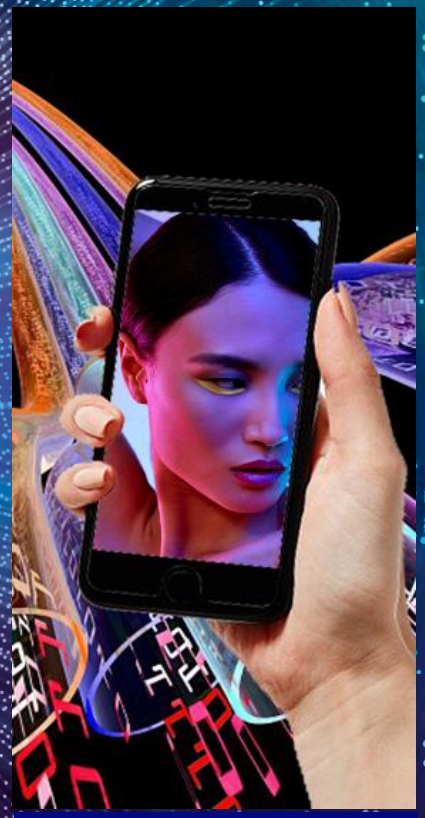
VR

AR



AI

GAMING



METAVERSE

NFT

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

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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

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CHOOSE YOUR PLAYING CHARACTER:

4 DIVISIONS.
36 INTERNATIONAL BRANDS

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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

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HOW TO PARTICIPATE?

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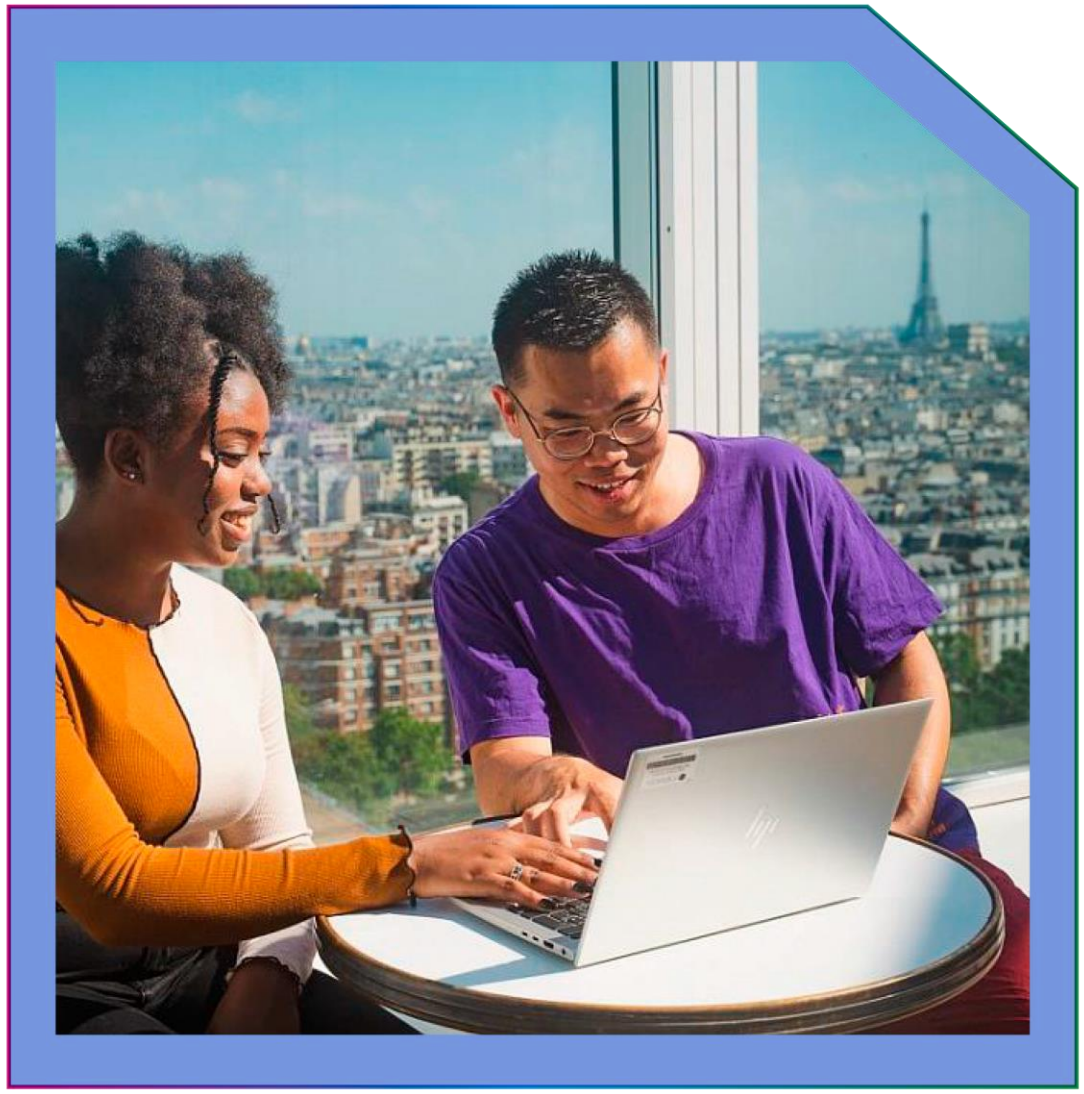

28TH NOVEMBER 2022!

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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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!**

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

ONLINE LEARNING PATH

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

Monthly MASTERCLASSES with L'Oréal experts

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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:

WEEK 1: MASTERCLASS	WEEK 2: WORKSHOP	WEEK 3: WORKSHOP	WEEK 4: MASTERCLASS	END: PITCH & FEEDBACK
HOW TO USE DESIGN THINKING IN MY BRANDSTORM PROJECT	DEFINE THE PROBLEM, IDENTIFY AND UNDERSTAND THE USERS OF THE PROJECT	VALIDATE A DISRUPTIVE SOLUTION AND TEST IT WITH USERS	HOW TO PITCH LIKE A ROCKSTAR	DEMO DAY WITH 2 MINUTE PITCHES BY TEAMS IN FRONT OF A SELECTION COMMITTEE

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2

WHAT'S IN IT FOR ME?

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REAL-LIFE CASE AND
EXPERIENCE

LEARNING ABOUT NEW
TECHNOLOGIES

PUSHING THE LIMITS OF **INNOVATION**

LEARN FROM ACADEMIC
MENTORS

PITCH YOUR IDEAS
LIKE PROS

OPEN NEW CAREER
OPPORTUNITIES
career.loreal.com

MEET STUDENTS...
WORLDWIDE

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

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NYX x SANDBOX

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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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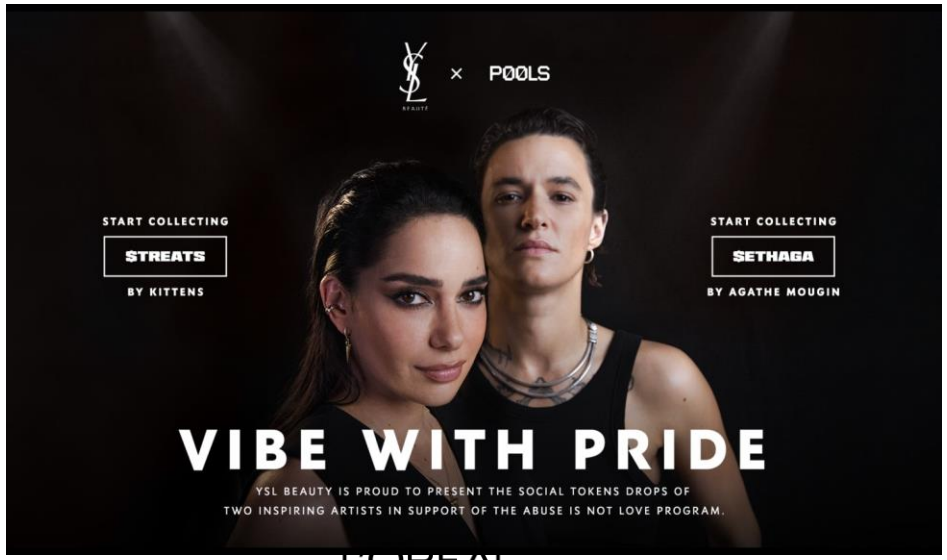
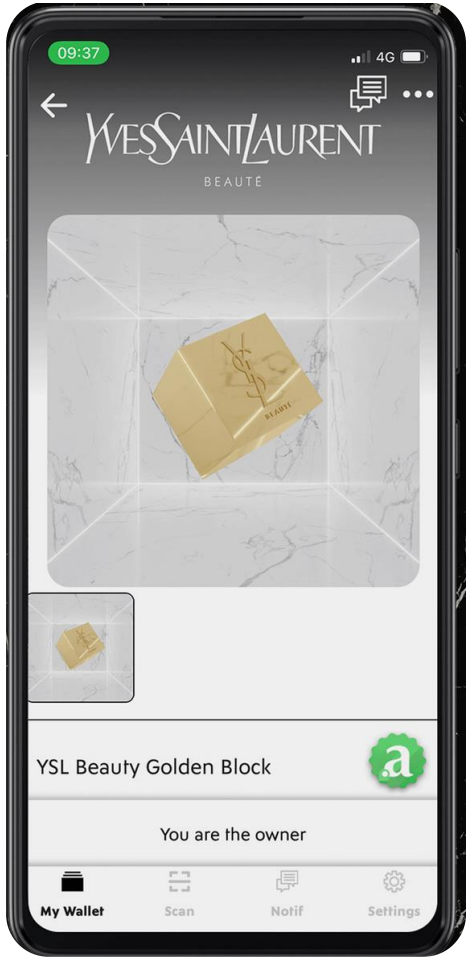
YSL NFTS

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.





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Q & A

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YOUR L'ORÉAL CONTACTS

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

BRANDSTORM.LOREAL.COM

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