



L'ORÉAL
BRANDSTORM
2024



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WHAT IS BRANDSTORM?

L'Oréal Brandstorm is **L'Oréal's Group's signature innovation competition for young people**. Brandstorm, launched 31 years ago, is one of L'Oréal's longest-running programs and is **dedicated to helping youth kickstart their careers**.

Every year we invite young people to work **on a new mission inspired by current business challenges**.

GET CERTIFIED & BOOST YOUR EMPLOYABILITY

Add L'Oréal Brandstorm **to your resume and LinkedIn as professional experience & stand out** from the crowd



TRAVEL TO THE L'ORÉAL HQ IN EUROPE FOR THE INTERNATIONAL FINAL

L'Oréal Brandstorm participants come from
72 different countries.

By participating you **join the international community** & get a chance to **meet people from all around the world!**



WIN A 3-MONTH INTRAPRENEURSHIP AT THE L'ORÉAL HQ

Transform your winning concept to a real-life L'Oréal development:

- **Explore L'Oréal & decode its culture** thanks to mentoring
- **Meet L'Oréal experts** (CDMO, Tech incubator, Beauty Tech, legal, GDPR...) and external experts
- **Meet Brand managers** to understand our brands DNAs
- **Collaborate with Research & Innovation** to explore project feasibility
- **Concretely develop your project**, through concept, prototype, consumer testing, technology partners from BRIEF, FEASABILITY, to PROFITABILITY

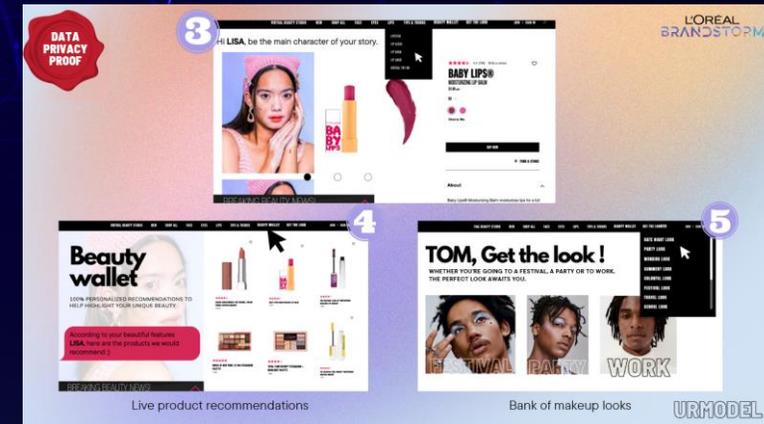
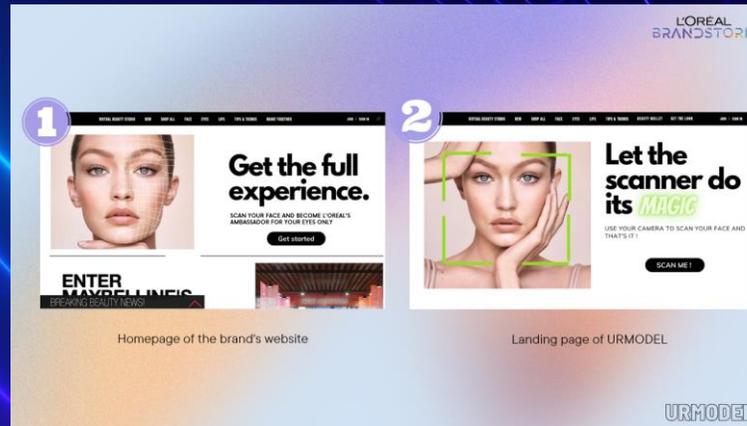


BRANDSTORM 2023 WINNERS



TEAM CARING4BEAUTY, FRANCE
1ST PLACE

LEVERAGING AUGMENTED TECH FOR INCLUSION



Scan your face and become L'Oréal's ambassador, for your eyes only, using Modiface & Deepfake technologies.

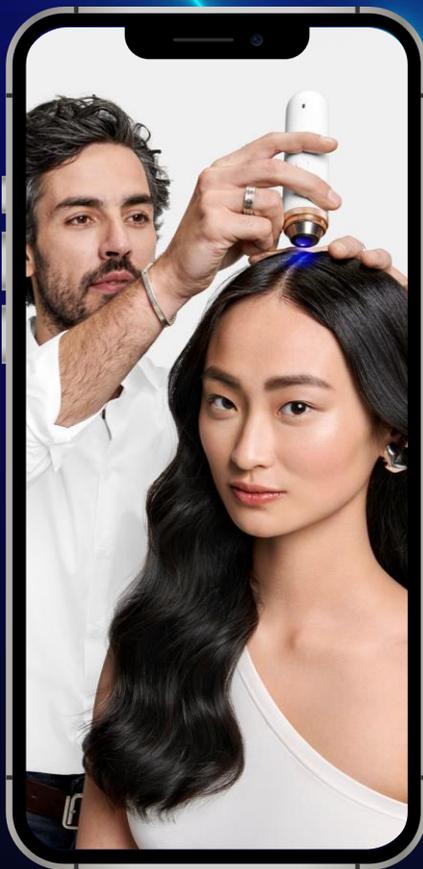
L'ORÉAL
PROFESSIONAL PRODUCTS



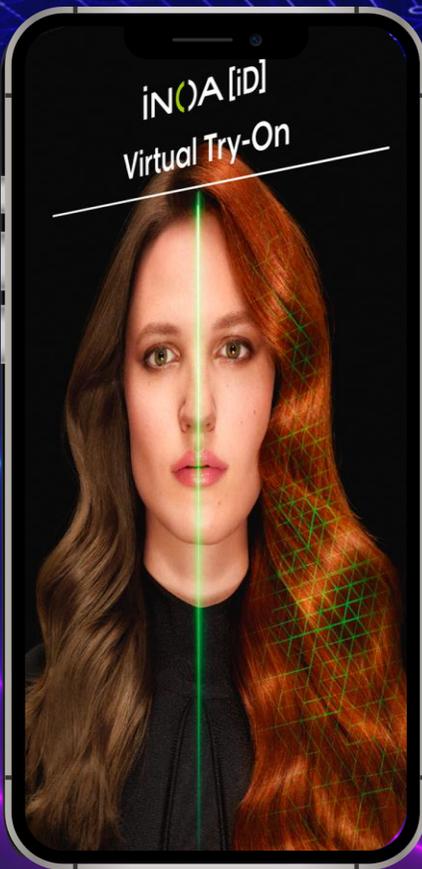
L'ORÉAL
Professional Products

L'ORÉAL
BRANDSTORM
2024

YOUR PLAYING FIELDS



THE NEW POINT OF EXPERIENCE
ENGAGEMENT | EMOTION | COMMUNITY



AUGMENTED BEAUTY SERVICES
GUIDE | DIAGNOSE | PREDICT



E-COMMERCE OF THE FUTURE
SOCIAL | PERSONALISATION | O+O

PLAYING FIELD #1

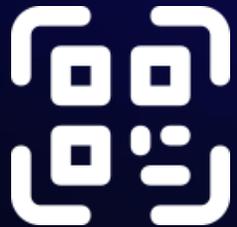
THE NEW POINT OF EXPERIENCE

ENGAGEMENT
EMOTION
MEMORABLE
COMMUNITY



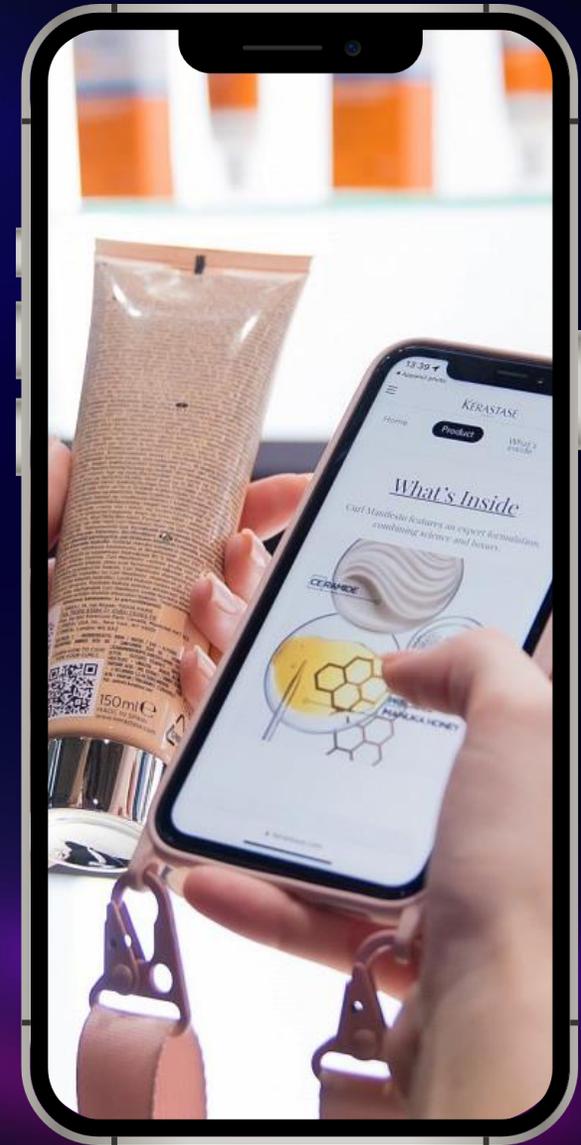
KÉRASTASE QR CODE CURL MANIFESTO BY KÉRASTASE

Introduces an augmented reality experience in a revolutionary launch.



THE QR CODE

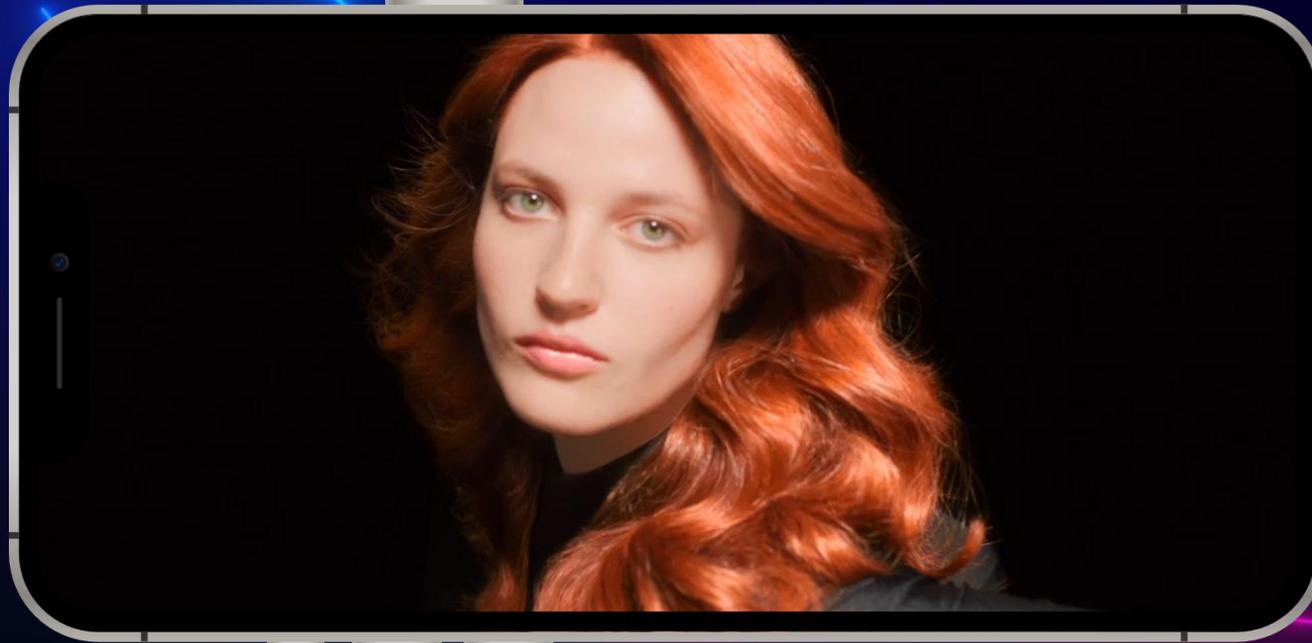
Allows consumers and hairdressers to connect with the brand by discovering everything about the range's hair diagnostics, products, ingredients, formulas and packaging.



PLAYING FIELD #2

AUGMENTED BEAUTY SERVICES

GUIDE
DIAGNOSE
PREDICT
TREAT
COACH



L'ORÉAL PROFESSIONAL MY HAIR [ID]

The all-in-one app that
every stylist needs for:

HAIR DIAGNOSIS

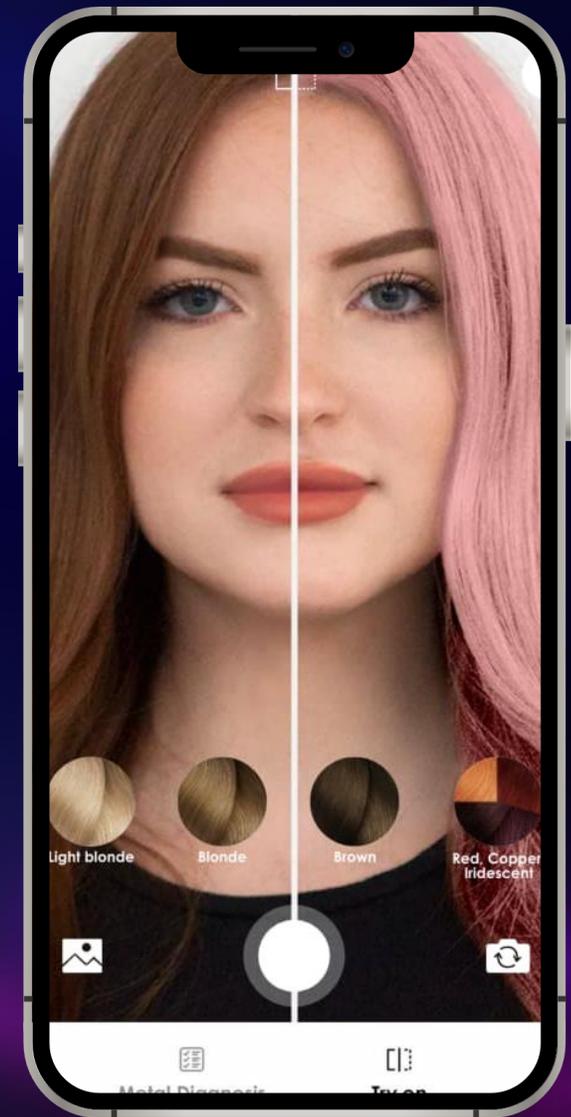
FOR THE IDEAL HAIRCARE ROUTINE

PROFESSIONAL COLOR DIAGNOSIS

WITH UNIQUE INSPIRATIONS AND PERFECT SHADE
COMBINATIONS

PROFESSIONAL VIRTUAL TRY-ON (VTO)

HELPS YOU BETTER UNDERSTAND CONSUMER
NEEDS



PLAYING FIELD #3

E-COMMERCE OF THE FUTURE

SOCIAL
PERSONALISATION
O+O

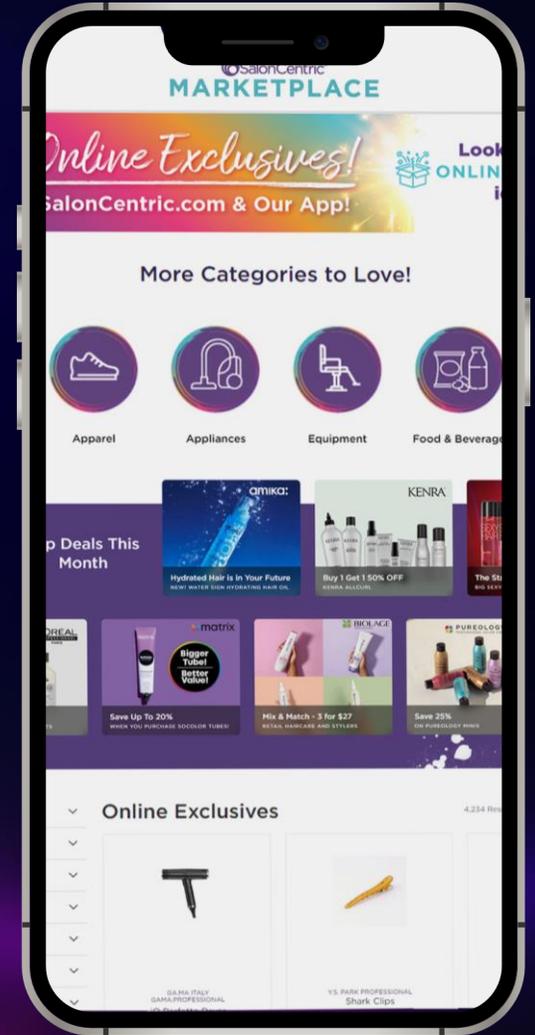
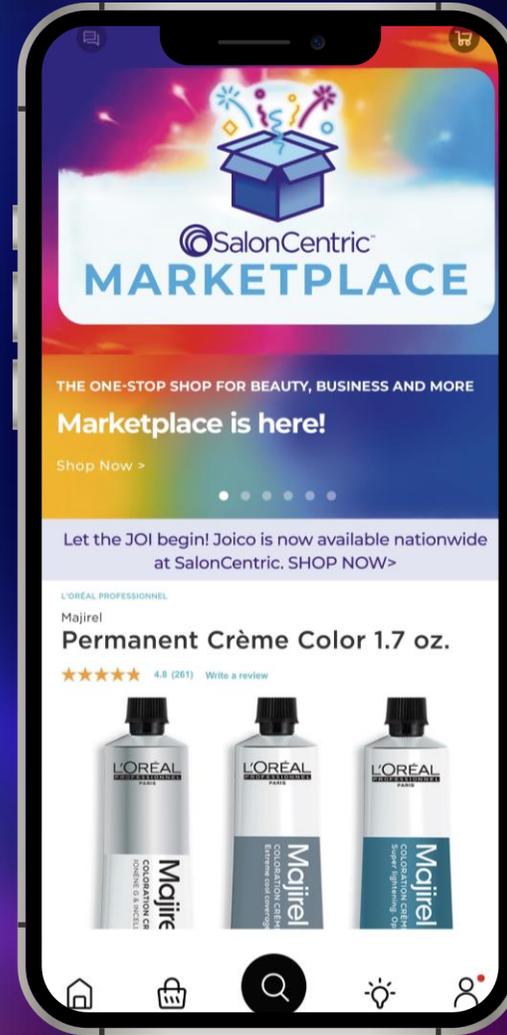


SALON CENTRIC MARKETPLACE

Saloncentric is the first ever
Online+offline marketplace
For professional stylists

The premier distributor of salon
professional products in the u.S

Operating in **48 us states**
With **585 physical stores**
And an **all-in-one app**



WHO CAN PARTICIPATE?

ALL BETWEEN 18-30 YRS OLD
professionals and students

ALL MAJORS AND FIELDS OF
Welcom

TEAMS OF 3
DON'T WAIT, TEAM UP!



BRANDSTORM 2024

TIMELINE



GAMEPLAY

NOW!

Create a team & submit your idea to enter the competition! Benefit from masterclasses, coaching & e-learning resources along the way



LOCAL SELECTION

UNTIL MID APRIL 2024

Out of all submissions, the best teams are shortlisted



LOCAL FINALS

UNTIL MID-MAY 2024

The top teams are invited to pitch their ideas at the local L'Oréal HQ!



INTERNATIONAL FINALS

JUNE 2024

Winning teams from all participating countries/regions are invited to L'Oréal HQ in London to pitch their idea in front of the executive jury!

SELECTION CRITERIA

TECH-DRIVEN

We want you to incorporate into your project the newest technology developments

SUSTAINABLE

We want you to take the responsibility and be mindful of the impact that your project will have on the planet

FEASIBLE

We want your project to be realistic and possible to implement

TEAM SPIRIT & DIVERSITY

We want your team to be diverse & complementary and show your team spirit during the pitch

INNOVATIVE

We want you to be bold and bring to the table the products and solutions never seen before

INCLUSIVE

We want you to not exclude any particular social groups, and to make your project as equally accessible as possible to all potential users

SCALABLE

We want your project be realizable on a big scale

REGISTER

NOW!



[BRANDSTORM.LOREAL.COM](https://brandstorm.loreal.com)



L'ORÉAL BRANDSTORM Q & A