



PLAY

THE ULTIMATE INNOVATION COMPETITION

[MISSION OF 2023]

CRACK THE NEW CODES OF BEAUTY

Your playing field: AR, VR, AI & Metaverse

➡ EXPLORE UNLIMITED FREEDOM TO:

REINVENT CONSUMER
ENGAGEMENT

CREATE VIRTUAL
EXPERIENCES

CELEBRATE NEW
SELF-EXPRESSION

➡ REGISTER & FORM A TEAM OF 3 TO PLAY:

Get onboarded now: <https://brandstorm.loreal.com/en>

Brandstorm is our Global Annual Business Game for University students (graduated and/or undergraduates under 30 yo) of all majors to experience and innovate within the beauty industry. If you are eager to fuel & explore opportunities for beauty that are unlocked by new technologies, we invite you to sign up now!



WHAT'S IN IT FOR YOU?

- Enjoy an INTERNATIONAL EXPERIENCE & work on a real L'Oréal business case
- Get FAST TRACKED to our Management Trainee / Internship Program in Hong Kong
- Boost your professional skills through a FULL LEARNING PATH
- DISCOVER L'Oréal culture, career opportunities and connect with our recruiters
- Win an Intrapreneurship mission with L'Oréal experts in PARIS



WHAT'S MORE?

- **All Brandstorm participants** will get full access to an exclusive learning platform provided by **SALESFORCE!**
- **The winning team** of Hong Kong will get an opportunity to take part in a **4 WEEKS HACKATHON** with experts and design a prototype!



JOIN THE ULTIMATE STUDENT COMPETITION



BRANDSTORM.LOREAL.COM

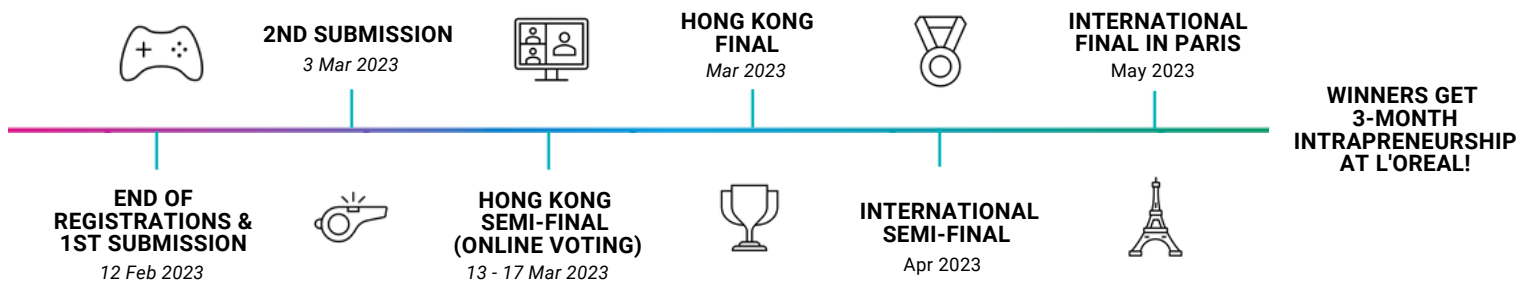
#Brandstorm2023 #LorealHongKong

L'ORÉAL
BRANDSTORM
IS NOW OPEN FOR REGISTRATION!

CRACK THE NEW CODES OF BEAUTY

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[HONG KONG TIMELINE]



REGISTER, TEAM UP & SUBMIT YOUR PITCH BY 12 FEB

REGISTER ONLINE



VIA THE
OFFICIAL PLATFORM
<BRANDSTORM.LOREAL.COM>

**TEAM UP WITH 3 &
BUILD YOUR IDEA**



UNIVERSITY STUDENTS
OF ALL DISCIPLINES
ARE WELCOME

**SUBMIT YOUR
PITCH BY 12 FEB**

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SUBMIT YOUR PITCH
OF 3-5 SLIDES (IN PDF
FORMAT) & 1-3 MIN
VIDEO BY 12 FEB

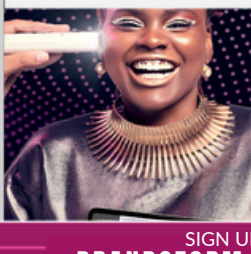
VR



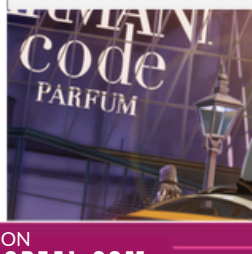
AR



AI



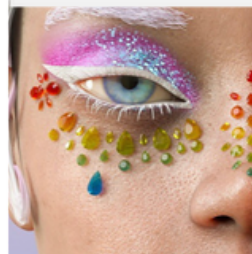
GAMING



METaverse



NFT



SIGN UP ON
BRANDSTORM.LOREAL.COM