

L'Oréal Brandstorm 2022

Hello future *Brandstormers*!

Fasten your seatbelts as Brandstorm is BACK bigger and fiercer than ever before!

Get ready! We are coming to your campus virtually on 23/02/2022 at 6:30 PM for our briefing session

What is Brandstorm?

The **ultimate competition for all innovators** which allows participants to present their ideas to industry leaders and get a chance of making those ideas a reality. It is also the **ONLY** gateway to access **L'Oréal Pakistan's Internships, Management Trainee (Pépinière) Program** and **Direct Placements** in 2022. So, ARE YOU READY?!

Who can participate?

For the first time ever, Brandstorm is open to **EVERYONE** – that is, students from **ALL majors** and **ALL batches**. Yes! All years of **undergraduates** (1st-4th) AND all years of **masters** (1st-2nd) can participate and WIN!

What is the challenge?

This year, for the first time EVER, Brandstorm allows you the freedom to succeed in any one of our **THREE unique business case streams**. You can choose to innovate in either sustainability, inclusion, or diversity and define the beauty industry the way YOU want to. The core mission is simple: **CREATE THE BEST FUTURE OF THE BEAUTY INDUSTRY!**

The participants will define their business model with one key objective in mind: **convince the Executive Committee to launch a pilot for this idea.**

What's in it for you?

The stakes this time are higher than ever before as we will **have 3x more winners!** Following the campus and national finals, the international finalists will fly to **Paris to pitch for the International Finals** in June 2022. The winning team will get the chance to develop their final idea at **Station F – the world's largest startup facility** located in Paris and will be offered **coaching from our international L'Oréal experts.**

All the participants will also be included into the talent pool for our **Internships, Management Trainee (Pépinière) Program and Direct Placements** and get the chance to **experience L'Oréal.** More surprise rewards are also to come!

What do you have to do right now?

- 1) Register for our virtual orientation session using this link:
<https://forms.gle/jc2wqM8eFc3ofFqD9>
- 2) Register yourself on the Brandstorm 2022 portal using this link:
<https://brandstorm.loreal.com/>
- 3) Create a team of 3 people and make your other 2 team members do step 2.
If you do not have a team of three then worry not! The portal allows you to be a part of different teams within Pakistan.
- 4) Create your team group on the portal and start working towards presenting your awesome idea.

Where is the case?

Attached along with this email and on the Brandstorm 2022 portal as well. You'll be able to find the resource pack once you register.

Next Steps:

Once you have registered your team on the portal, direct all your queries on the portal and contact your Brandstorm Manager for further assistance.

[Stay tuned for more information on the coffee chat sessions to be held after the briefing session!](#)

For any further queries, please feel free to contact:

Brandstorm Manager:

Fatimah Arif

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The banner features a dark blue background with a yellow border. On the left, it says '30th ANNIVERSARY' with a rocket icon, 'L'ORÉAL BRANDSTORM EMPOWERED BY SALESFORCE 2022', and a circular logo for 'DISRUPT BEAUTY 2030'. On the right, under the heading 'SELECT YOUR TRACK', there are three icons: 'INCLUSION TRACK' (hands holding a heart), 'GREEN TRACK' (a flask with a plant), and 'TECH TRACK' (a globe with circuit lines). At the bottom right, it says 'THE ULTIMATE COMPETITION FOR ALL INNOVATORS!' and 'SIGN UP AT BRANDSTORM.LOREAL.COM'.