

L'Oréal Brandstorm

Ultimate innovation competition

For 29 years, L'Oréal has been sourcing the best students worldwide by engaging them on its key strategic challenges.

Approach & Key success factors

- Worldwide immersive and digitally-driven Innovation Program targeting students.
- Coaching and mentoring of the students by L'Oréal digital experts, challenging the students' ideas, and making this an enriching and memorable experience.
- Final pitch of the best projects to L'Oréal top executive & investors.
- 2019: Intrapreneurship program to bring the students' ideas to life by joining a three-month immersion programme at Station F.

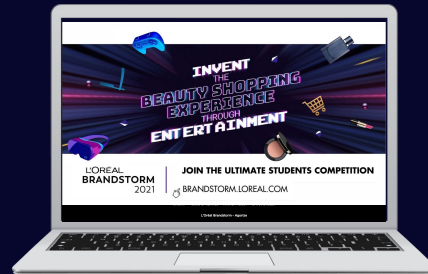
Previous editions:

2018: Invent the professional salon experience of the future

2019: Invent the future skincare Experience

2020: Build a plastic less future in the beauty industry

2021: Invent the Beauty Shopping Experience through Entertainment



L'ORÉAL

Client's Context and Objective

Since 1992, L'Oréal is attracting and hiring the best talent through an ambitious and engaging student program, positioning the group as an innovative brand and employer worldwide.

Key Results L'Oréal Brandstorm 2020

65 countries represented	47,800 registered participants, including 12,700 engineers	4,000 innovations
99.5% of participants declared they would recommend participating in Brandstorm		

"Every year, between **150 and 200 people are hired** by the Group thanks to Brandstorm. The competition has considerably evolved to better meet the expectations of the young participants, as well as the Group's current recruitment needs and its position as a Beauty Tech Company, which requires an increasingly wide range of skills and diversified profiles." **Jean-Claude Le Grand**, L'Oréal Executive Vice-President Human Relations

Want to know more?
It starts with a talk