

# L'ORÉAL BRANDSTORM 2018

## CASE

MISSION: Invent the professional salon experience of the future.

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BRIEF: Create a breakthrough innovation for professional salons to attract, engage millennials, and increase hairdressers' loyalty by leveraging new services, digital solutions and connected technologies.

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The BRAND AWARD will reward the most innovative experience with a fully integrated marketing strategy focused on establishing a strong, long-term relationship with both end-consumers and professionals.

The TECH AWARD will reward the most innovative experience and new services for both end-consumers and professionals, built on connected device(s), machine(s), technologies, software(s) or hardware(s).

The CSR AWARD will reward the most sustainable innovation based on the following criteria:

- Its contribution to a positive environmental and social impact of L'Oréal's activities
  - Its comprehension of the whole value chain (from eco conception to supply chain optimization)
  - Respect for biodiversity
  - Raising consumer awareness about sustainable living
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YOUR INNOVATION PROJECT SHOULD TAKE THE FOLLOWING INTO ACCOUNT:

- Business model: L'Oréal Professional Products Division works in the Business-to-Business-to-Consumer (B2B2C) model. Your innovation should respect both types of the professional industry customers: hairdressers and end-consumers.
- Target group: End-consumers aged between 25 and 35.
- Consumer-centricity should be at the core of your innovation.
- Digital should be at the core of your strategy.
- Services should be at the core of your strategy.
- Brands: Your innovation should be applicable to the Professional hair salon industry, but your project can be based on one or several L'Oréal Professional Products Division brand(s).
- Market: You can consider a specific market (country, region) to build your strategy, bearing in mind it should have the potential to be scaled.
- Point of purchase: Create value in the online and offline retail channels, and use an omni-channel approach.
- Budget: You have no constraints in terms of budget, but you should still be realistic regarding long-term profitability.
- Sustainability: Your innovation should respect our collective duty to reduce the environmental footprint of our activities and improve the brands' social profile.