



L'ORÉAL BRANDSTORM 2017

CASE | BRAND AWARD

MISSION: DISRUPT MEN'S GROOMING WITH LIFE-CHANGING INNOVATION

BRIEF: Create a complete consumer experience that will enable L'Oréal Men Expert to recruit millennials through a new product and breakthrough service that leverage digital solutions and connected technologies.

The Brand Award will reward the most innovative product and strategy for connecting with the consumer:

- A new product that does not exist in the L'Oréal Men Expert portfolio or within the competitive landscape
- A fully integrated marketing campaign focused on establishing a strong, long-term relationship with the consumer

YOUR INNOVATION PROJECT SHOULD TAKE THE FOLLOWING INTO ACCOUNT:

- **Target group:** Your innovation must focus on millennials (people aged between 18 and 25)
- **Impact:** Your innovation should have a genuine and positive impact on the life of consumers
- **Digital** should also be at the core of your strategy
- **Product categories:** Your innovation should be applicable to at least two of these grooming categories: skincare, hair care, shower products, deodorants, styling and shaving
- **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:** where and how the new product(s) will be distributed as L'Oréal Men Expert has diverse distribution channels online and offline (mass retail, drugstores, travel retail...) and its cross-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 social profile of the brand
- **Values:** Keep in mind the values of L'Oréal Men Expert

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

- Its contribution to reducing the environmental footprint of company's activities
- Packaging and supply optimization
- Respect for biodiversity
- Raising consumer awareness about living sustainably