

# L'ORÉAL **BRANDSTORM**

Brandstorm is an international innovation competition organized every year by L'Oréal that has brought together ambitious students from all over the world.

The competition gives students the chance to tackle a real business case, gain new skills, exchange with industry experts and have an unforgettable experience.

## **Sounds cool? Follow the steps and join the challenge:**

1. Build an amazing team of 3 students, register via [brandstorm.loreal.com](https://brandstorm.loreal.com) and start your journey.
2. Come up with the most innovative idea, pitch it during the regional final in your country and win!
3. Represent your country during the International Final among students from all over the world and have a chance to win it all!



# Why Brandstorm?

Brandstorm is simply an amazing experience that helps you develop new skills, widen your business perspective and makes you feel like a true innovator in a world Where anything is possible. While immersing in the world of L'Oréal you will meet inspiring people, be mentored by experts and have a shot at continuing the story during our internship programs!

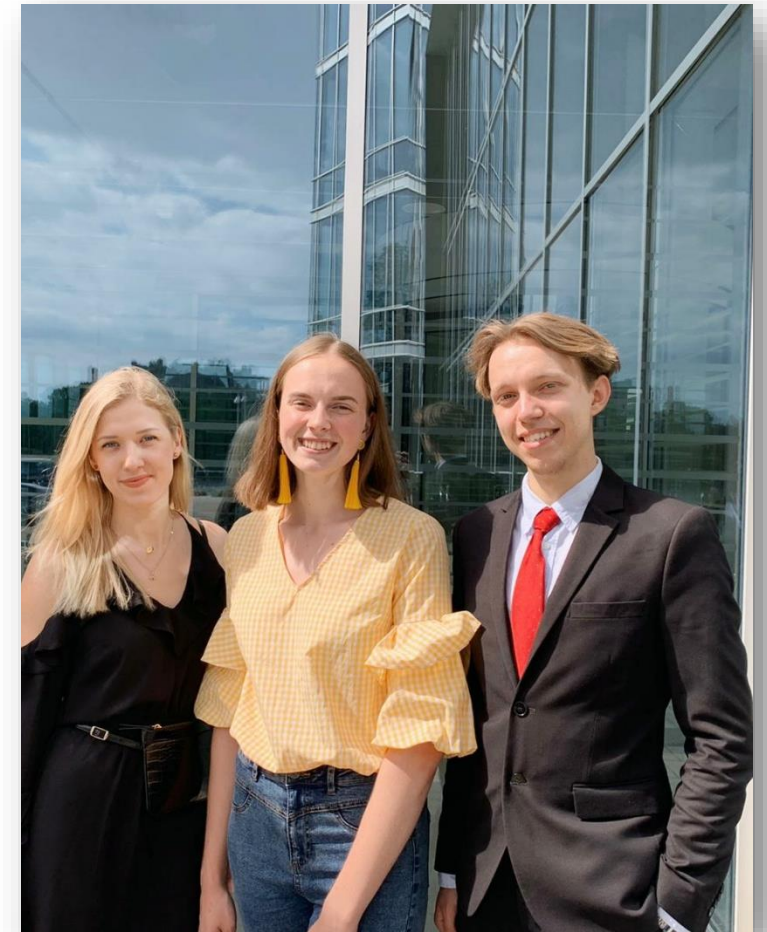
But that's not all – the International Final Winners will be invited for a 3-month internship in Station F in Paris (the biggest start-up campus in the world) to work on continue working on their idea!





# #Personally about Brandstorm

Our journey started in 2019 winter with few ideas for plastic less future in the cosmetics industry. We ended up winning the first place during the regional finals. It was a big surprise for us but dreams came true! And the reality was here - International Final 2020. This competition made us realize how important it is to create a good team, have the best mentors, and believe in ourselves. Without these three things, we would not get as far as we did.



***PIC PAC Team***  
Brandstorm Winners 2020  
L'Oréal Poland&Baltic

# FAQ

## 1. Who can take part in the competition?

The Competition is for undergraduate and graduate students who study in one of the participating countries.

## 2. I don't have my own team. What can I do?

Of course, you can join one of the existing teams via [brandstorm.loreal.com](https://brandstorm.loreal.com) platform. Register and meet great people to create a team with (you do not have to study at the same University!).

## 3. What level of English is required?

Brandstorm is conducted fully in English. You will be expected to present and interact with the jury in English so you really need to feel comfortable using it.

## 4. One of our professors is helping us with the project, is it allowed?

We strongly encourage you to reach out to your professors for support! Their help is more than welcome!

## 5. What is the timeline of the competition?

