



Aalto University
School of Business

Global Brand Management- Real-life case competition Digital marketing and deep-dive into green

MGMT- E2004

Paula Kilpinen, 22.3.2022

Course syllabus and schedule

1.3.	Course kick-off	
	Case competition presentation: L'Oréal Brandstorm	L'Oréal executives
	Organizing for the project work	
8.3.	Global Brand Management: Theory and practise <i>Deep dive into Inclusion</i>	Marco Mäkinen/ TBWA Sami Itani/ Aalto
15.3.	Business and Service Design <i>Deep dive into Tech</i>	J.Hirvonsalo/ Solita Susanna Takkunen/Accenture
22.3.	Digital Marketing strategy <i>Deep dive into Green</i>	Samuel Tenhunen/ Posti Sari Kuvaja/ Third Rock
22.-31.3.	<i>Coaching sessions with Paula</i>	
29.3.	Pitching	Walid El'Cheikh/Pitching for life
5.4.	Final presentations	
5.4.	Presentation and video (3 min.) to be sent to the Brandstorm competition	
22.4.	Nordic finals (online)	
05-06/22	Semi-international and international finals (dates tbc)	

Agenda 22.3.2022

9.15- 9:30 Key learnings and take-aways from the previous lecture (5 + 5 + 5 min)

9.30- 10:30 Digital Marketing Strategy with Samuel Tenhunen

10:30-10:45 Groupwork: Applying your learnings to the business case

10:45-11:00 Break

11:00- 11:30 Deep Dive into Green with Sari Kuvaja

11:30-12:00 The mission, recommendations for presentation and next class

Applying your key learnings and take-aways to the business project

1. Key learnings and takeaways from today's lecture?
2. How to apply these learnings to the business project, e.g.?

Case competition



#DISRUPT BEAUTY 2030

*To create the Beauty that moves the World,
select your innovation track & pitch your project!*

Case competition

<i>INCLUSION TRACK</i>	<i>GREEN TRACK</i>	<i>TECH TRACK</i>
IMAGINE BREAKAWAY PRODUCTS & SERVICES TO EMPOWER INCLUSIVE BEAUTY	INVENT THE NEXT DIMENSION OF SUSTAINABLE BEAUTY	REVOLUTIONIZE BEAUTY PERSONALIZATION & EXPERIENCE FUELED BY TECH

Case competition

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Imagine the 2030 innovative Beauty **products & services** that would help L'Oréal to go further in term of inclusion!

Invent new sustainable **products, services, solutions, Beauty habits, and/or business processes** that reduce our environmental footprint.

Invent 2030 online and/or offline (in point of sales or at home) disruptive **Beauty personalization and customers experiences empowered by Tech.**

Case presentation

5. THE FRAMEWORK

Use the frame below to help you to develop & pitch your project:

Select & mention your track	<ul style="list-style-type: none">○ Inclusion track○ Sustainability track○ Tech track
Focus your project on a L'Oréal business scope (remember that it must be scalable)	<ul style="list-style-type: none">○ L'Oréal Groupe (project scalable to all the groupe)?○ L'Oréal division (project focus only to a division of the groupe)?○ L'Oréal brand (specific focus on a brand)?○ L'Oréal products & services axis (focus only on a business axis, e.g: the fragrances, the skincare diagnosis...)?
Elevator pitch: Describe your innovation in one simple paragraph	
Why and how does it match innovation needs of your track?	

Case presentation

Would it be feasible in term of cost and profitable? What would be approximately the selling price ?	This is only based on your estimations, no further needs
Describe the Key Performance Indicator (KPI) you will use to assess the success of your innovation.	
Is your solution scalable at a worldwide level?	
Do you have additional information we should consider regarding your innovation?	

Case competition

<i>EVALUATION CRITERIA</i>	<i>INCLUSIVITY TRACK</i>	<i>GREEN TRACK</i>	<i>TECH TRACK</i>
INNOVATIVE & USEFUL	2 pts	2 pts	2 pts
FEASIBLE & SCALABLE	2 pts	2 pts	2 pts
SUSTAINABLE	1.5 pts	3 pts	1.5 pts
INCLUSIVE	3 pts	1.5 pts	1.5 pts
TECHNOLOGICAL	1.5 pts	1.5 pts	3 pts
<i>TOTAL GRADE</i>	<i>10 POINTS</i>	<i>10 POINTS</i>	<i>10 POINTS</i>

Case competition: deliverables

CASE PRESENTATION: April 5th

3 main + 7 (Back-up) slides: due April 3rd

Focus on the solution and strong strategy, and based on a solid analysis

Feedback from teacher and peers

VIDEO PRESENTATION: April 5th

3 min video presentation and 3 slides

Panel will consist of L'Oréal executives

Business presentation: 3 slides + 7 back-up slides

1) WHY → INSIGHT

- What problem are solving?
- What consumer **insight** are you building on?
- **What is the opportunity for L'Oréal and its consumers?**

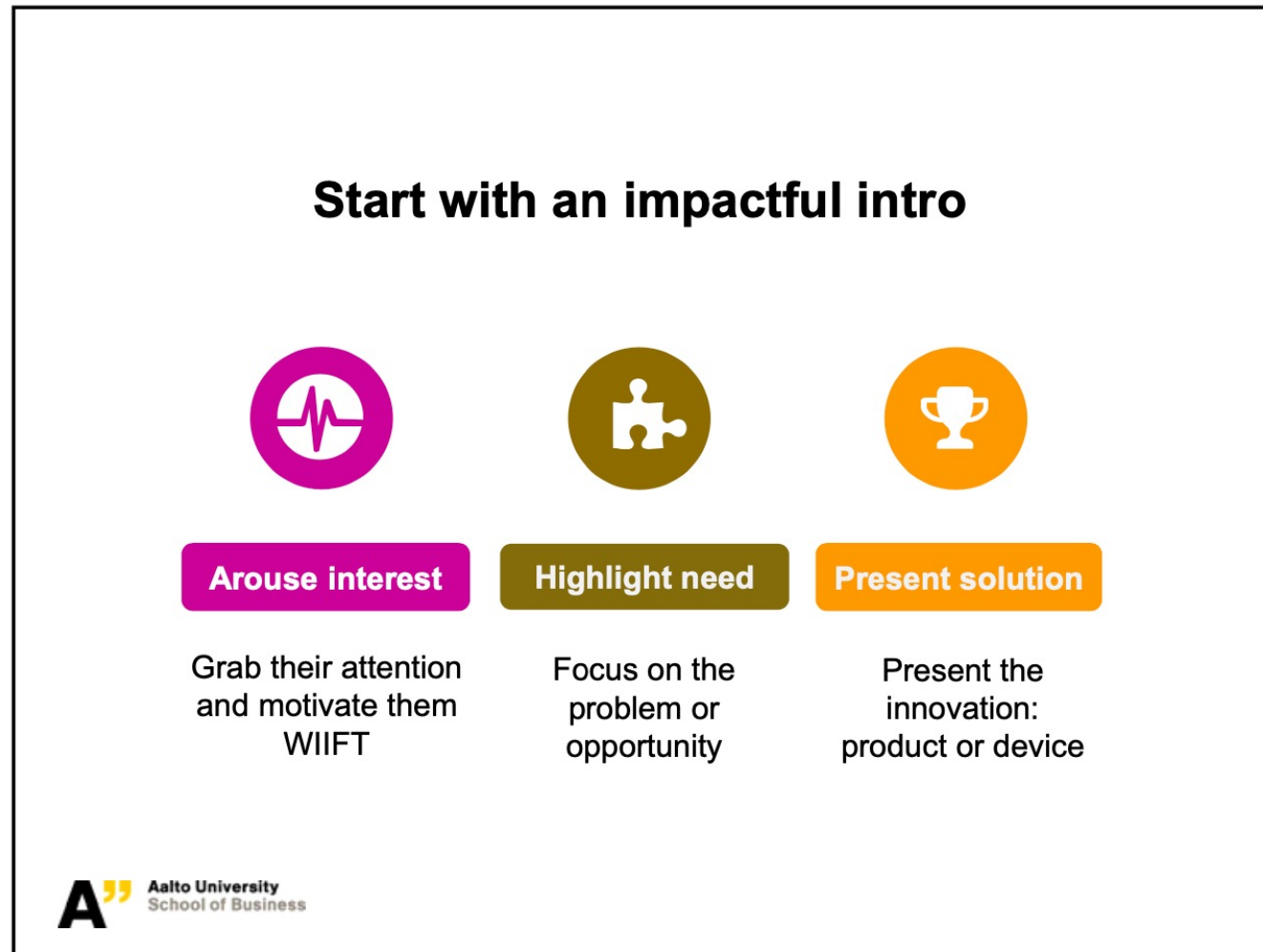
2) WHAT → INNOVATION

- **Innovation: product/service, business model, experience**
- **Brand/category/division/distribution channel**

3) HOW → IMPLEMENTATION (Summary of the key items, details in back-up slides)

- **Feasibility (Price, cost, profitability estimates)**
- **Scalability (global launch plan)**
- **KPIs**

Business presentation: some advice



Source: Mike Baker,
Communication Handbook

Business presentation: some advice



Source: Mike Baker,
Communication Handbook

Business presentation: some advice

Body: analyse and recommend

- Elaborate on your innovative solution
- Highlight audience benefits
- Select compelling evidence to support your solution
- Discuss implementation issues


... and remember the criteria: innovativeness; usefulness; scalability; feasibility

Business presentation: some advice

6 slide design tips

1. Limit the number of slides: fewer can be more
2. Cut down on the amount of information per slide
3. Employ engaging visuals but avoid 'chartjunk'
4. Stick to the '666 rule'
5. Use headings that convey the narrative
6. Aim for conceptual and grammatical parallelism

Business presentation: some more advice

- Thousands of students are working on the same case, with the same materials → push your thinking and idea/hypothesis beyond the obvious and **surprise the audience**
 - Think **who is the audience** and how do you appeal to them **rationally**
 - **Innovative:** completely new
 - **Useful:** changes habits and daily routines
 - **Feasible:** Realistic and effective
 - **Scalable:** Can be launched in different markets
- ... **And emotionally: What is the WOW and** 
- What is the one thing that you want your audience to remember?



People will **forget**
what you **said**, people
will forget what you
did, but people will
never forget how you
made them **feel**.

-Maya Angelou

Optional prework for the pitching class

- I) Reading Pitching For Life - The Book
- VII) Video Pitch
- VIII) Expectations from the Pitching Session
- X) Personal Video
- <https://www.pitchingforlife.com/pretask>
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Coaching

18.3. 9-10

Team Karen, Anastasia, Yupeng, Väre Q103

28.3. 15-16

Team Veronika, Victoire, Breana, Väre Q203

29.3. 13-14

Team Nina, Minisha, Sara, Väre Q203 (place tbc)