



Aalto University
School of Business

Global Brand Management- Real-life case competition Course kick-off

Paula Kilpinen, 2.3.2020

Agenda 2.3.2021

Welcome and introduction to the course 9:15-9:50

- *Introductions*
- *Objectives and Learning outcomes*
- *Course syllabus and Schedule*
- *Course practicalities*

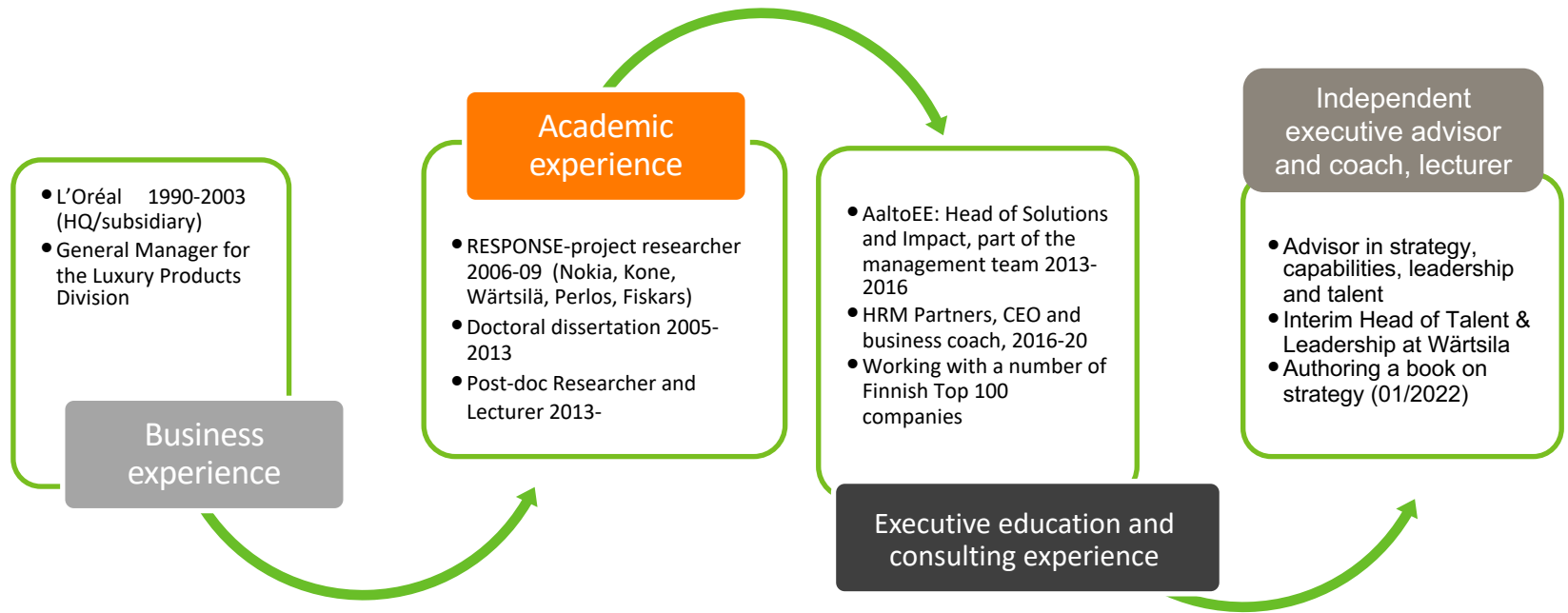
Case competition presentation 10-11:30

- *L'Oréal Brandstorm presentation by L'Oréal Executives*

Organizing for team and project work 11:30-12

- *Reflect Strengths survey*
- *Project plan*

Introductions: Paula



Introductions

Introduce yourself

- **Name and nationality**
- **Major**
- **Expectations for this course**

Objectives

1. Apply international business and marketing concepts into real life situations in international companies
2. Work with a global company and participate in L'Oréal's Brandstorm competition
3. Work on a 'hands-on' project in a multicultural team

Learning outcomes

Upon completion of the course, students should know how to:

1. prepare a solution to a real-life brand marketing challenge
2. analyse market-and customer-related data
3. collaborate in culturally diverse teams
4. make a competitive presentation (written and verbal)

Project-based learning

”Project-based learning is a type of instruction, where students work together to solve realworld problems. Successful problem-solving often requires students to draw on lessons from several disciplines and apply them to the problem.”

Course syllabus and schedule

3.2.	Course kick-off	
	Case competition presentation: L'Oréal Brandstorm	L'Oréal executives
	Organizing for team and project work	
4.3.	Global Brand Management	Marco Mäkinen/ TBWA
	Key Elements in Entertainment	Jaakko Nordlund/Board professional
9.3.	Service Design	Johannes Hirvonsalo/ Solita
11.3.	Digital Marketing strategy and campaigns	Samuel Tenhunen/ Posti
12.3.	<i>Coaching sessions with Paula 13- 16 p.m.</i>	
15.3. (13-16)	Pitching	Walid El'Cheikh/Pitching for life
18.3.	Final presentations (case presentation to be handed in 17.3.)	
23.3.	Video (5 min.) to be sent to the Brandstorm competition	

Brandstorm competition

- 23.3.** Video (5 min.) to be sent to the Brandstorm competition
- March Campus Winner announced
- Mid-April Nordic Finals
- 15.5. Semi-international Finals
- End June International/World Finals

Course practicalities

Course requirements- attendance

80 % participation required

Learning process:

1. Active participation in class: max 2 points/ class
 - *2 points for the Reflect Strengths survey*
 - *2 points for the feedback survey*
2. Learning journal (1/3 page) using the wiki activity module on mycourses, max 2 points/ entry
 - *Key learnings and take-aways from the day's session*
 - *How to apply the session's content into the Case competition*
 - *Learnings from the project team work*
3. Reflection paper on course readings (1 page), max 2 points/paper

**Deadline
26.3.**

Evaluation

Case and its presentation

80% (80 points)

- Class presentation (10 ppt-slides)
- video (5 min)

60 points

20 points

Class activity

20% (20 points)

- Active participation in class (max 14 p)
- Learning journal (max 14 p)
- Reflection papers (max 6 p)
- Reflect Strengths survey and Feedback survey (max 4 p)

Course hours and consultation

- **Course hours**

- *Tuesday* 9.15-12:00
- *Thursday* 9.15-12:00

- **Course website:** <https://mycourses.aalto.fi>

- E-mail to: paula.kilpinen@aalto.fi or hanne.savolainen@aalto.fi

Case competition

Case competition

L'ORÉAL BRANDSTORM 2021

YOUR MISSION:

Invent the Beauty Shopping Experience through Entertainment

Case competition

1. YOUR MISSION

- **The Mission:**

Invent the Beauty shopping experience through entertainment

- **The Brief:**

We invite you to create a new way to buy and experience Beauty shopping in a more playful and entertaining way. This can involve using social platforms, live-streaming, social commerce, on-demand content, digital services, data or anything new! Your project must be scalable, to a brand, a L'Oréal division, a distribution channel or to the whole group.

Case competition

You will have to select one of the following categories:

1. A new product or service
2. A new business model
3. A new entertaining experience

Case competition

4. PRESENTATION FRAMEWORK

This framework will help you to structure your thinking and prepare your business case

<p>Selected topics (you can choose more than one)</p>	<ul style="list-style-type: none"> ○ new product or service ○ new business model ○ new experience inspired by the retailtainment trend
<p>Elevator pitch: Describe your innovation in one simple paragraph</p>	
<p>What is the opportunity for L'Oréal and its consumers?</p>	
<p>In which L'Oréal brand/category/division/distribution channel will your innovation be deployed?</p>	
<p>Why did you choose that brand?</p>	
<p>How much will your innovation cost? Please provide a cost overview breakdown.</p>	
<p>What data will you collect with consumers' consent?</p>	
<p>What will you do with this data? Please list three use-cases.</p>	

<p>It's likely that your innovation will use an algorithm. Please describe the purpose and output of any algorithm you will use.</p>	
<p>How will you monetize your innovation? What is the business model behind it?</p>	
<p>Describe the Key Performance Indicator (KPI)</p>	
<p>you will use to assess the success of your innovation.</p>	
<p>What is the expected financial ROI from your innovation?</p>	
<p>Is your solution scalable at a worldwide level?</p>	
<p>Do you have additional information we should consider regarding your innovation?</p>	

Resource pack

1. L'Oréal Digital Strategy
2. Key Public Presentation
3. Press articles
4. Retail trends
5. Interesting links

Case competition: deliverables

CASE PRESENTATION: March 18th

3 main + 7 (Back-up) slides: due March 17th

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

Feedback from teacher and peers

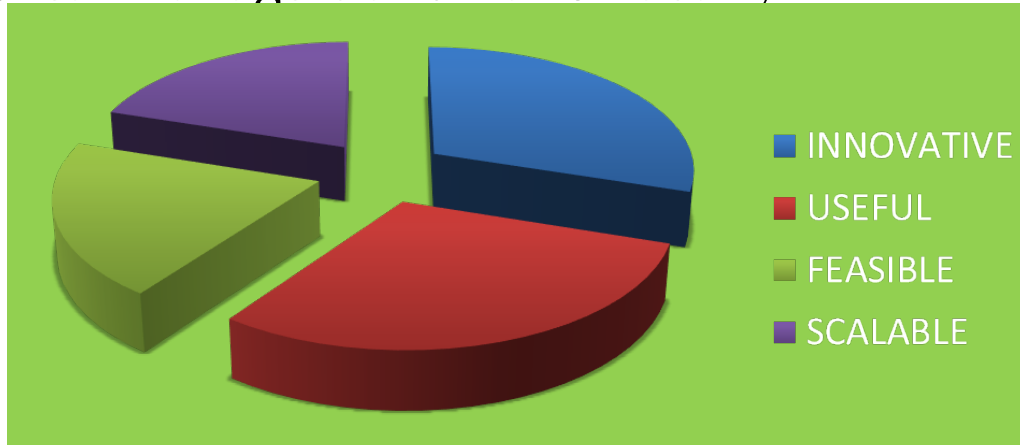
VIDEO PRESENTATION: March 23rd

5 min video presentation and 3 slides

Panel will consist of L'Oréal managers

Case presentation and video

- 3 main + 7 (Back-up) slides:
Focus on the solution and strong strategy, and based on a solid analysis
- 5 min video presentation with 3 slides: Panel will consist of L'Oréal managers and Aalto Faculty

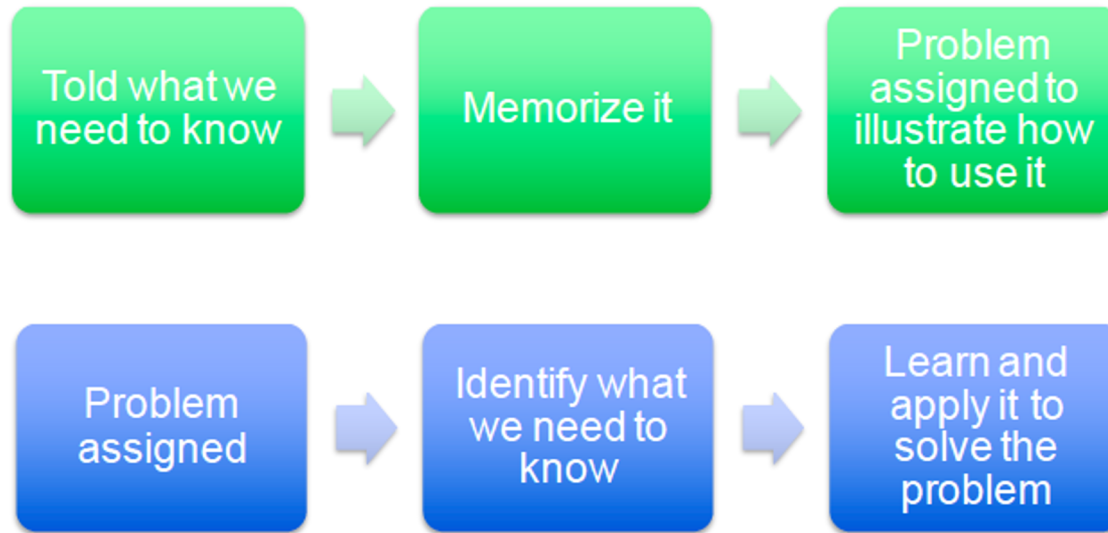


Organizing for project work

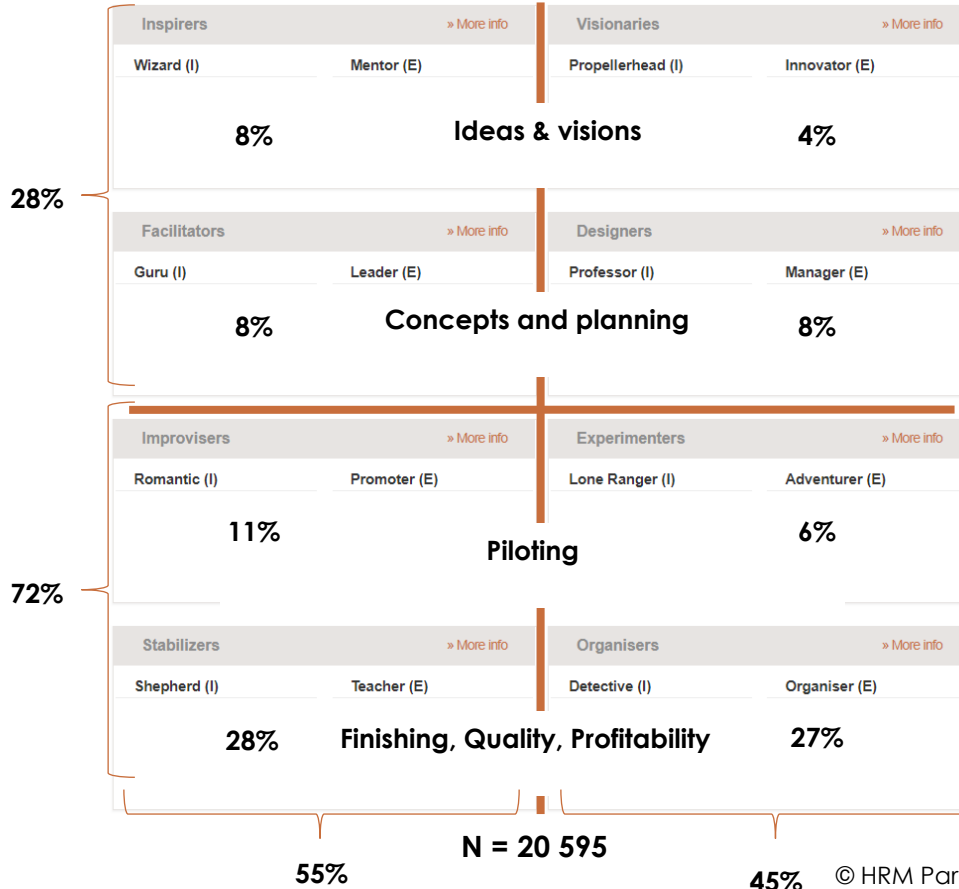
Project-based learning

”Project-based learning is a type of instruction, where students work together to solve realworld problems. Successful problem-solving often requires students to draw on lessons from several disciplines and apply them to the problem.”

Traditional vs. project-based learning



Reflect Strengths Survey model



Reflect Strengths Survey measures 4 thinking preferences. In addition to this, there are competencies (skills, knowledge, experience, cross-cultural differences)

Based on a 256 class model. In its visualization, the 8 main classes are used.

- Upper section** = Planning and development
- Lower section** = Operative actions
- Left side** = people oriented
- Right side** = facts oriented

Inspirers [» More info](#)

Wizard (I) **Mentor (E)**

They are at home in the creation, initiation and coordination of differing development projects. They are strong at outlining trends as regards individual and organizational development by supplying innovative sprouts, or ideas that have no prior models.

12%

Visionaries [» More info](#)

Propellerhead (I) **Innovator (E)**

They are at their best when outlining future structures or strategies. They excel when they are able to produce innovative sprouts or ideas that have no prior models. They are curious, and neutral but rather critical in their statements.

Facilitators [» More info](#)

Guru (I) **Leader (E)**

Facilitators are at their best when planning or organizing people's future operations. They respect the individuality and diverse opinions that people offer

16%

Designers [» More info](#)

Professor (I) **Manager (E)**

Designers are at their best when they are planning structures or reforms. They like to act as concept-creators or managers for strategies, structures and change.

Improvisers [» More info](#)

Romantic (I) **Promoter (E)**

They wish to be the first to participate in new practical projects and experiments. They like to act quickly and to improvise new solutions. They are helpful and sociable, possess good ability to take risks and tolerate stress well.

17%

Experimenters [» More info](#)

Lone Ranger (I) **Adventurer (E)**

Experimenters are at their best when tasks require fast, versatile, and practical actions and improvisation. They excel in their enthusiasm during the starting phases of projects, in the piloting of various novel products, or in other practical experiments.

Stabilizers [» More info](#)

Shepherd (I) **Teacher (E)**

Stabilizers are at their best when they are administrating or implementing practical work according to agreed rules and plans. They seek cooperation and support others.

55%

Organisers [» More info](#)

Detective (I) **Organiser (E)**

They are strongly efficiency and result-oriented: They wish to perform and finish things systematically and precisely, and to reach the goals set.

General descriptions and percentages of the character types

The percentages are based on Reflect Strengths Survey reference data
N = 20 595

27%
vs.
32%

Inspirers » More info	
Wizard (I)	Mentor (E)
6% vs. 10%	

Visionaries » More info	
Propellerhead (I)	Innovator (E)
6% vs. 6%	

Facilitators » More info	
Guru (I)	Leader (E)
5% vs. 8%	

Designers » More info	
Professor (I)	Manager (E)
10% vs. 8%	

73%
vs.
68%

Improvisers » More info	
Romantic (I)	Promoter (E)
8% vs. 12%	

Experimenters » More info	
Lone Ranger (I)	Adventurer (E)
8% vs. 8%	

Stabilizers » More info	
Shepherd (I)	Teacher (E)
21% vs. 24%	

Organisers » More info	
Detective (I)	Organiser (E)
36% vs. 24%	

40% vs. 54%

60% vs. 46%

Finnish vs. all users

N_{Finnish} = 4,559 persons

N_{all users} = 12,161 persons

NOTE:

This information is only indicative, because majority of Finnish users are business people, thus not representing general population.

Reflect Strengths Survey ~ MBTI conversion

MBTI dimensions (1962 -)

- Source of energy: E or I
 - Extroversion or Introversion
- Perception: S or N
 - Sensing or intuition
 - Five senses or abstract/associative
- Decision making: T or F
 - Thinking or Feeling
- Relation to external world: J or P
 - Judging or Perceiving
 - Organized or spontaneous

Inspirers » More info	
Wizard (I)	Mentor (E)
~ ENFP	
~ INFP	

Visionaries » More info	
Propellerhead (I)	Innovator (E)
~ ENTP	
~ INTP	

Facilitators » More info	
Guru (I)	Leader (E)
~ ENFJ	
~ INFJ	

Designers » More info	
Professor (I)	Manager (E)
~ ENTJ	
~ INTJ	

Improvisers » More info	
Romantic (I)	Promoter (E)
~ ESFP	
~ ISFP	

Experimenters » More info	
Lone Ranger (I)	Adventurer (E)
~ ESTP	
~ ISTP	

Stabilizers » More info	
Shepherd (I)	Teacher (E)
~ ESFJ	
~ ISFJ	

Organisers » More info	
Detective (I)	Organiser (E)
~ ESTJ	
~ ISTJ	

Organizing for team work

1. Introduce yourself

- Nick name
- Source of Energy
- Expectations for this course
 - What motivates you to take the course?
 - What inspires you in the Brandstorm competition?
 - What would you contribute to the project work?

Organizing for team work

2. Go through your Reflect-profiles, based on your profile and strengths

When am I at my best?

What is challenging for me?

How can I best use my strengths in a team setting?

What support do I need from my team members in order to succeed?

In addition each member can ask one open question!

Organizing for team work

3. Based on your team profile:

What are the strengths of this team?

How do we utilize these strengths?

What is lacking? How do we take this into consideration?

What are your goals as a team?

Organizing for team work: project plan

- Define the roles you need to get the project accomplished and your goals achieved
- Fill in the following grid based on your strengths and goals

E.G.	TM 1	TM2	TM3
Project Manager			
Organizer			
Communication			
Etc.			

- Develop role definitions
- Make a project plan: Who, what, when?

Organizing for team work: ground rules

How often do we meet as a full team?

What should happen at our team meetings?

How much time can we spend on the project?

What is expected behavior (ground rules)?

Before next class

1. Find a name for your team and send the information to Hanne via mycourses or e-mail hanne.savolainen@aalto.fi
2. Register to the Brandstorm website by March 5th
3. Book a coaching session with Paula for March 12th

Book a coaching session for March 12th

13:00- 13:50

14:00- 14:50

15:00- 15:50

Course syllabus and schedule

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