



Aalto University
School of Business

Global Brand Management and Key Elements in Entertainment

Paula Kilpinen

Guest lecturers: Marco Mäkinen and Jarkko Nordlund

4.3.2020

Course syllabus and schedule

3.2.	Course kick-off Case competition presentation: L'Oréal Brandstorm Organizing for team and project work	L'Oréal executives
4.3.	Global Brand Management Key Elements in Entertainment	Marco Mäkinen/ TBWA 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. or 16.3.	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	

Course schedule: 4.3.

9.15- 9:30 Key learnings and take-aways from the previous lecture
(10 min in breakout rooms, 5 min in plenary)

9.30- 10:30 Key note 45 + 15 Q&A: Marco Mäkinen/ Global Brand Management

10:30-10:40 Break

10:40- 11:25 Key note II 30 min + 15 Q&A: Jarkko Nordlund/ Key elements in Entertainment

11:25- 11:35 Break

11:35-11:50 Groupwork: Applying your learnings to the business case (breakout rooms)

11:50-12:00 Closing and next class

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 Maia, Tseyang & Heini

16:00- 16:50 Ville, Kataryna and Jenny



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Case competition

L'ORÉAL BRANDSTORM 2021

YOUR MISSION:

Invent the Beauty Shopping Experience through Entertainment

Case competition

4. PRESENTATION FRAMEWORK

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

Selected topics (you can choose more than one)	<ul style="list-style-type: none"> ○ new product or service ○ new business model ○ new experience inspired by the retailtainment trend 	It's likely that your innovation will use an algorithm. Please describe the purpose and output of any algorithm you will use.	
Elevator pitch: Describe your innovation in one simple paragraph		How will you monetize your innovation? What is the business model behind it?	
What is the opportunity for L'Oréal and its consumers?		Describe the Key Performance Indicator (KPI)	
In which L'Oréal brand/category/division/distribution channel will your innovation be deployed? Why did you choose that brand?		you will use to assess the success of your innovation.	
How much will your innovation cost? Please provide a cost overview breakdown.		What is the expected financial ROI from your innovation?	
What data will you collect with consumers' consent? What will you do with this data? Please list three use-cases.		Is your solution scalable at a worldwide level?	
		Do you have additional information we should consider regarding your innovation?	

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.?

- *Discuss L'Oréals brand architecture, portfolio, positioning, brand promise, purpose...*
- *To what extent is L'Oreál standardizing/ customizing? Centralizing/ decentralizing? Discuss the advantages and disadvantages of these approaches.*
- *How to take into account brand considerations in the business project?*
- *How to best identify the market potential for your innovation?*
- *How to make sure your innovation is scalable globally?*
- *What could retailtainment look in the beauty industry?*
- *How do you create an emotional experience with your innovation?*

3. Case study

- *In which brand/category/division/distribution channel will your innovation be deployed? Why did you choose this brand?*

Course schedule: next class

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