



Aalto University
School of Business

Global Brand Management *Service Design*

*Paula Kilpinen, Hanne Savolainen and Johannes Hirvonsalo,
9.3.2021*

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- 17 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	

Course schedule: 9.3. class

9.15- 9:30 Key learnings and take-aways from the previous lecture (5 + 10 min)

9.30- 10:30 Key note 45 + 15 Q&A: Johannes Hirvonsalo/ Solita

10:30-10:40 Break

10:40- 10:55 Key learnings and take-aways from the lecture

11- 11:55 Ideation workshop (including a 10 min break)

11:55-12:00 Closing and next class



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

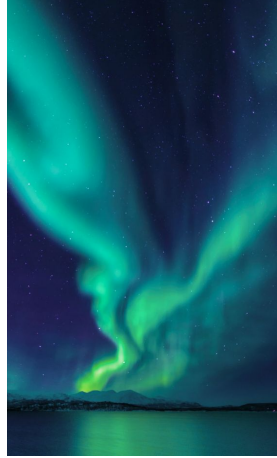
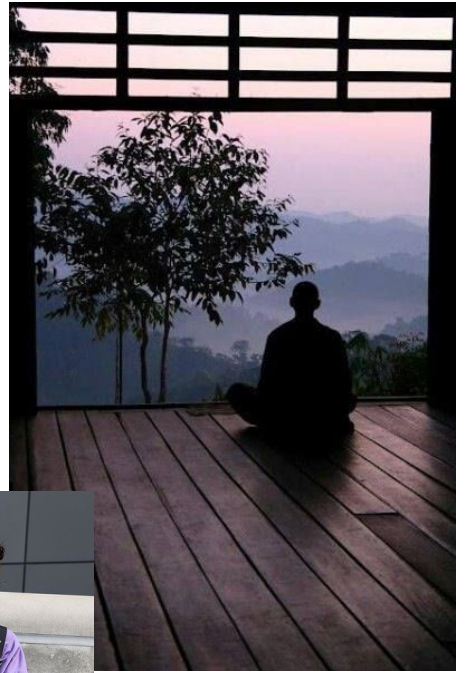
1. **Key learnings and takeaways from today's lecture?**
2. **How to apply these learnings to the business project, e.g.?**
 - What problem are you solving? What human insight are you building on?
 - What behaviors are you enabling with your innovation?
 - What methods or tools could you use to come up with the solution ?
 - How to approach ideation /hypothesis generation?
 - How could you co-design with consumers?
 - **What is the opportunity for L'Oréal and its consumers?**

IDEATION WORKSHOP

Get going with ideation.

1. **WARM UP**

Spend a couple of minutes choosing a picture that you find inspiring and then discuss about it with your team



2. IDEATION

Create as many ideas as you can related to the L'Oréal Brandstorm competition (at least 3 ideas per person per category).

Quantity over quality, no censoring or criticism allowed.

Building on each other: yes, and...

Be brave and think out of the box!

3. GROUP & DISCUSS

Pick your favourite ideas from each category, group them and discuss them with your team. Choose three design directions/hypothesis that your team proceeds with.

4. CONSUMER DIALOGUE

Who is your target consumer? What are their hopes, needs and values?
Could you test your ideas/ co-create with them? Discuss.

FLINGA BOARDS

SILAH CREATIVE (Heini, Maia, Tseyang): <https://flinga.fi/s/FHESAFH>

LML (Lola, Michael, Lotta): <https://flinga.fi/s/FF4JAFG>

Team 3 (Ville, Diep, Kateryna): <https://flinga.fi/s/FMEAJWK>

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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 10th
3. Book a coaching session with Paula for March 12th

Book a coaching session for March 12th

15:00- 15:50 Maia, Tsenang & Heini

16- 16:50 Ville, Jenny, Kataryna

Team 3?

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

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
Elevator pitch: Describe your innovation in one simple paragraph	
What is the opportunity for L'Oréal and its consumers?	
In which L'Oréal brand/category/division/distribution channel will your innovation be deployed? Why did you choose that brand?	
How much will your innovation cost? Please provide a cost overview breakdown.	
What data will you collect with consumers' consent? What will you do with this data? Please list three use-cases.	

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

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

