

A!

Aalto University
School of Business

Global Brand Management

Digital marketing strategy

Business presentation

Paula Kilpinen and Samuel Tenhunen, 11.3.2021

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.&15.3.	<i>Coaching sessions with Paula (3 teams)</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: 11.3. 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: Samuel Tenhunen/ Posti

10:30-10:40 Break

11- 11:15 Key learnings and take-aways from the lecture (Break-out rooms)

11:15 - 11:45 Business case: Best practises on how to prepare your presentation

11:45-12:00 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.?
 - Who is your key customer/ consumer/ user?
 - What is your **insight** and digital (marketing) **strategy**?
 - How can you depict the **path to purchase** of your consumers?
 - What kind of **metrics** can you use at different stages?
 - How can you tap into **emotions** to create **engagement** and **impact**?
 - What is your **story**?

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) 60 points
- video (5 min) 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)

**Deadline
26.3.**

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

→ You need to select the primary category

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

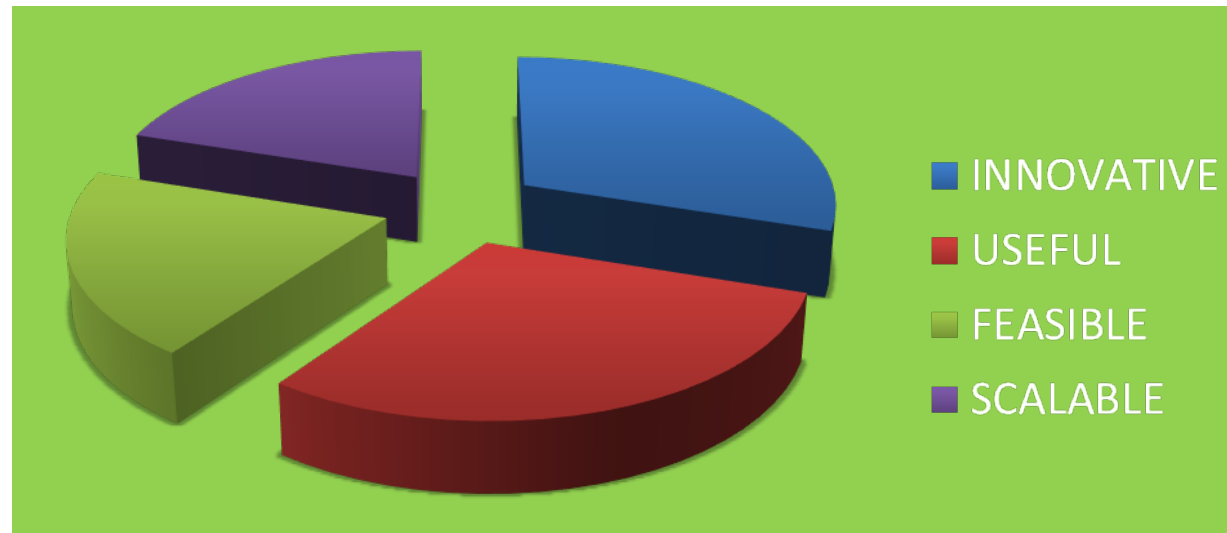
VIDEO PRESENTATION: March 23rd

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



SCORING GRID – Campus Final

Team: _____ University: _____ Jury Member: _____

QUANTITATIVE SCORE		QUALITATIVE COMMENTS
INNOVATIVE Completely new	/30	Strengths: Weaknesses:
USEFUL Changes habits and daily routines	/30	
FEASIBLE Realistic and effective	/20	
SCALABLE Can be launched on different markets	/20	
<i>Special likes</i> 		
Total	/100	

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>	

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?**

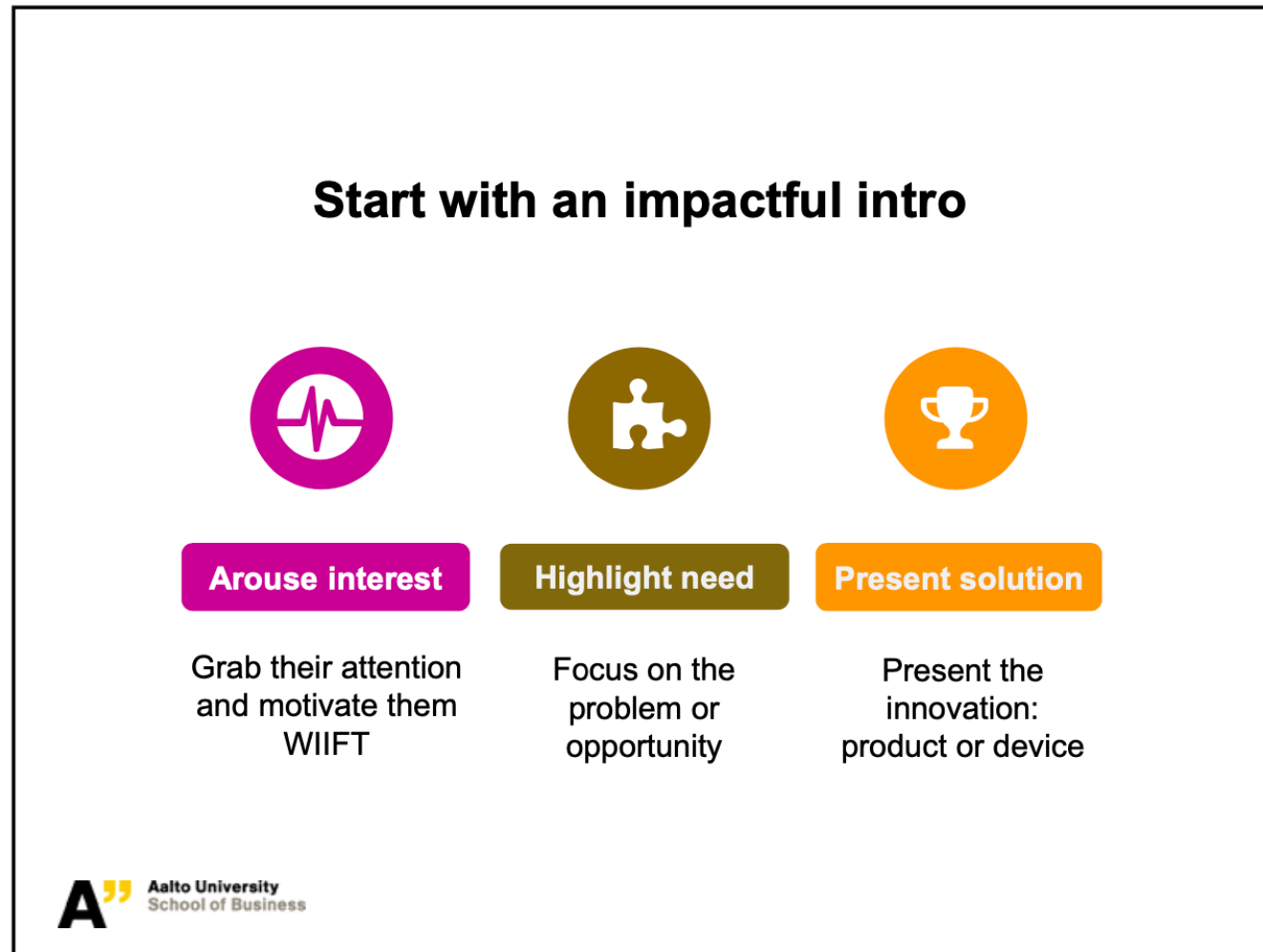
2) WHAT → INNOVATION

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

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

- **Data/usecases/algorithm (purpose and output)**
- **Business Model/ Monetization/Cost/ROI**
- **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

Pre-reading for next class

- Introduction part of Pitching For Life (www.pitchingforlife.com)
- The art of innovation | Guy Kawasaki | TEDxBerkeley
<https://youtu.be/Mtjatz9r-Vc>
- How to avoid death By PowerPoint | David JP Phillips | TEDxStockholmSalon
<https://youtu.be/lwpi1Lm6dFo>
- Start with why -- how great leaders inspire action | Simon Sinek | TEDxPugetSound
https://youtu.be/u4ZoJKF_VuA
- Negotiation Skills: Former FBI Negotiator Chris Voss
<https://youtu.be/PPfhZsAGsEI>

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