



Aalto University
School of Business

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

MGMT- E2004

Paula Kilpinen, 1.3.2022

Agenda 1.3.2022

Welcome to the course 9:15- 9:30

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

Case competition presentation 9:30-11:30 (including a break)

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

Organizing for project work and course practicalities 11:30-12

- *Introductions and expectations*
- *Building teams on each other's strengths*
- *Making a project plan*
- *Course practicalities*

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 and diverse 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 diverse teams
4. make a competitive presentation (written and verbal)

The course in a nutshell

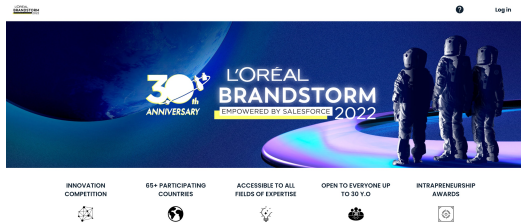
L'ORÉAL
BRANDSTORM



Top-notch
guest speakers



Coaching-
supported project
work



The course in a nutshell

L'ORÉAL
BRANDSTORM



INNOVATION COMPETITION
63+ PARTICIPATING COUNTRIES
ACCESSIBLE TO ALL FIELDS OF EXPERTISE
OPEN TO EVERYONE UP TO 35 Y.O.
INTRA-UNIVERSITY AWARDS



**Top-notch
guest speakers**



**Coaching-
supported
"hands-on"
project work**

Marco Mäkinen/TBWA
Johannes Hirvonsalo/Solita
Samuel Tenhunen/Posti
Sami Itani/Aalto
Susanna Takkunen/Accenture
Sari Kuvaja/Third Rock

Working in a diverse team
Group coaching
Pitching class

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 (tbc) 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)	
11.5.	Semi-international final (online)	
June	World final (date tbc)	



INNOVATION
COMPETITION



65+ PARTICIPATING
COUNTRIES



ACCESSIBLE TO ALL
FIELDS OF EXPERTISE



OPEN TO EVERYONE UP
TO 30 Y.O



INTRAPRENEURSHIP
AWARDS



<https://brandstorm.loreal.com/en>

Introductions and expectations

PAULA KILPINEN

- Executive advisor and coach
- Former CEO at HRM Partners, deputy CEO at Hanken & SSE
- 10 years of consulting experience
- 10 years of academic experience
- 10 years of business experience at L'Oréal in marketing and leadership positions in Finland and France

- Doctoral dissertation: Capability Development within the Multinational Corporation (2013)
- Identified as one of the top 25 influencers in Finland (Kauppalehti Fakta 01/2020)
- Strategy book published in January 22

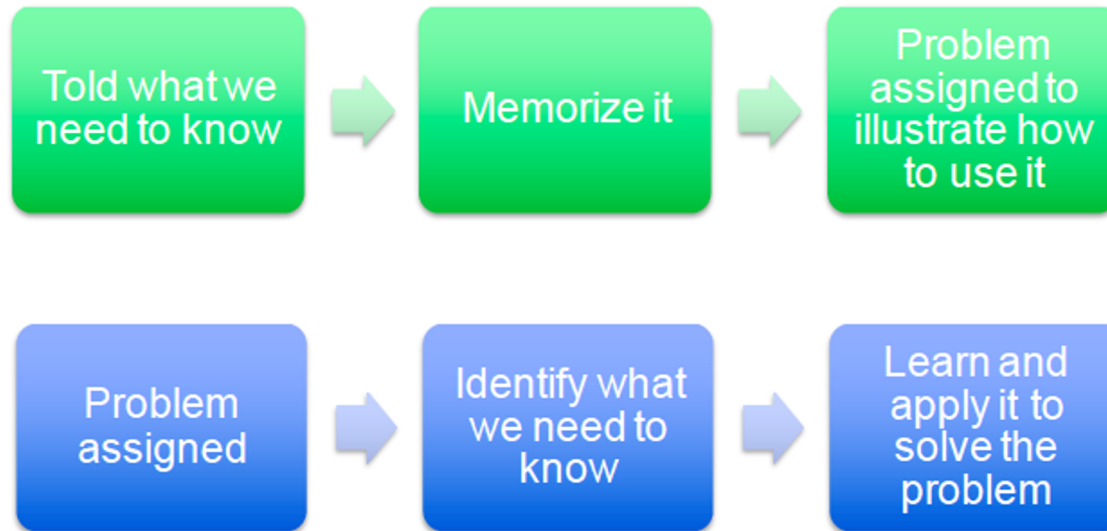


Organizing for project work

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



Strength-based survey



Team Personality Profile

The VIA Character Strengths Survey

Get to know your greatest strengths.

Why take the survey?

The VIA Survey is the only free, scientific survey of character strengths in the world. Take this simple, 15 minute character test and discover your greatest strengths. Research shows that knowing and using your character strengths can help you:

- ✓ Increase happiness and well-being
- ✓ Find meaning and purpose
- ✓ Boost relationships
- ✓ Manage stress and health
- ✓ Accomplish goals

MBTI dimensions

Source of energy: E or I (Entroversion or Introversion)

Perception: S or N (Sensing or intuition)

Decision making: T or F (Thinking or feeling)





Relation to external world: J or P (Judging or perceiving)

Profiles





Diplomats

 Advocate <small>INFJ-A / INFJ-T</small>	 Mediator <small>INFP-A / INFP-T</small>	 Protagonist <small>ENFJ-A / ENFJ-T</small>	 Campaigner <small>ENFP-A / ENFP-T</small>
<p>Quiet and mystical, yet very inspiring and tireless idealists.</p>	<p>Poetic, kind and altruistic people, always eager to help a good cause.</p>	<p>Charismatic and inspiring leaders, able to mesmerize their listeners.</p>	<p>Enthusiastic, creative and sociable free spirits, who can always find a reason to smile.</p>

Analysts

 Architect <small>INTJ-A / INTJ-T</small>	 Logician <small>INTP-A / INTP-T</small>	 Commander <small>ENTJ-A / ENTJ-T</small>	 Debater <small>ENTP-A / ENTP-T</small>
<p>Imaginative and strategic thinkers, with a plan for everything.</p>	<p>Innovative inventors with an unquenchable thirst for knowledge.</p>	<p>Bold, imaginative and strong-willed leaders, always finding a way – or making one.</p>	<p>Smart and curious thinkers who cannot resist an intellectual challenge.</p>

Sentinels

 Logistician <small>ISTJ-A / ISTJ-T</small>	 Defender <small>ISFJ-A / ISFJ-T</small>	 Executive <small>ESTJ-A / ESTJ-T</small>	 Consul <small>ESFJ-A / ESFJ-T</small>
<p>Practical and fact-minded individuals, whose reliability cannot be doubted.</p>	<p>Very dedicated and warm protectors, always ready to defend their loved ones.</p>	<p>Excellent administrators, unsurpassed at managing things – or people.</p>	<p>Extraordinarily caring, social and popular people, always eager to help.</p>

Explorers

 Virtuoso <small>ISTP-A / ISTP-T</small>	 Adventurer <small>ISFP-A / ISFP-T</small>	 Entrepreneur <small>ESTP-A / ESTP-T</small>	 Entertainer <small>ESFP-A / ESFP-T</small>
<p>Bold and practical experimenters, masters of all kinds of tools.</p>	<p>Flexible and charming artists, always ready to explore and experience something new.</p>	<p>Smart, energetic and very perceptive people, who truly enjoy living on the edge.</p>	<p>Spontaneous, energetic and enthusiastic people – life is never boring around them.</p>

Teams

Student	Profile		Team
709932	Campaigner (ENFP-A)	Diplomat	1
876263	Campaigner (ENFP-A)	Diplomat	2
1013669	Protagonist (ENFJ-T)	Diplomat	1
994831	Mediator (INFP-T)	Diplomat	2
100264212	Adventurer (ISFP-T)	Explorer	3
100261176	Campaigner	Diplomat	3
100253922	Protagonist (ENFJ-A)	Diplomat	2
100257038	Campaigner (ENFP-A)	Diplomat	1

Diplomats



Advocate

INFJ-A / INFJ-T

Quiet and mystical, yet very inspiring and tireless idealists.



Mediator

INFP-A / INFP-T

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Charismatic and inspiring leaders, able to mesmerize their listeners.



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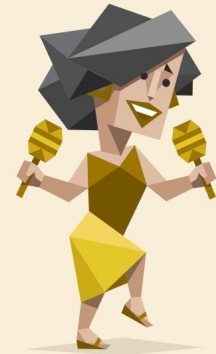
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Consul

ESFJ-A / ESFJ-T

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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. 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 project 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 project 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 project 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)?

Course practicalities

Course requirements- attendance

80 % participation required

Learning process:

1. Active participation in class: max 2 points/ class
 - *2 points for the 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

Evaluation

Case and its presentation **80% (80 points)**

- Class presentation (10 ppt-slides) 60 points
- video (3 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)
- Strengths survey and Feedback survey (max 4 p)

Before next class

- 1 Find a name for your team and send the information to Sini via mycourses or e-mail sini.wallenius@aalto.fi
- 2 Register to the Brandstorm website by March 6th

Course hours and consultation

- **Course hours**
 - *Tuesday* 9.15-12:00
- **Course website:** <https://mycourses.aalto.fi>
- E-mail to: paula.kilpinen@aalto.fi or sini.wallenius@aalto.fi