



Aalto University
School of Business

Global Brand Management- Real-life case competition: Final presentations

MGMT- E2004

Paula Kilpinen, 05.04.2022

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 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 (3 slides) and video (3 min.) to be sent to the Brandstorm competition	
22.4.	Nordic finals (online)	
05-06/22	Semi-international and international finals (dates tbc)	

Agenda 5.4.2022

9.15- 9:30 Introduction to the final presentations

Presentation: 3-5 min presentation + 10 min Q&A + 10 min feedback

9.30- 10 Team A: Inclusion (tech will comment)

10- 10:30 Team B: Green (inclusion will comment)

10:30- 10:45 *Break*

10:45- 11:15 Team C: Tech (green will comment)

11:15- 11:30 Closing and feedback

11:30- Time to make your video

Case competition



#DISRUPT BEAUTY 2030

*To create the Beauty that moves the World,
select your innovation track & pitch your project!*

Case competition

<i>INCLUSION TRACK</i>	<i>GREEN TRACK</i>	<i>TECH TRACK</i>
IMAGINE BREAKAWAY PRODUCTS & SERVICES TO EMPOWER INCLUSIVE BEAUTY	INVENT THE NEXT DIMENSION OF SUSTAINABLE BEAUTY	REVOLUTIONIZE BEAUTY PERSONALIZATION & EXPERIENCE FUELED BY TECH

Case competition

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Imagine the 2030 innovative Beauty **products & services** that would help L'Oréal to go further in term of inclusion!

Invent new sustainable **products, services, solutions, Beauty habits, and/or business processes** that reduce our environmental footprint.

Invent 2030 online and/or offline (in point of sales or at home) disruptive **Beauty personalization and customers experiences empowered by Tech.**

Case presentation

5. THE FRAMEWORK

Use the frame below to help you to develop & pitch your project:

Select & mention your track	<ul style="list-style-type: none">○ Inclusion track○ Sustainability track○ Tech track
Focus your project on a L'Oréal business scope (remember that it must be scalable)	<ul style="list-style-type: none">○ L'Oréal Groupe (project scalable to all the groupe)?○ L'Oréal division (project focus only to a division of the groupe)?○ L'Oréal brand (specific focus on a brand)?○ L'Oréal products & services axis (focus only on a business axis, e.g: the fragrances, the skincare diagnosis...)?
Elevator pitch: Describe your innovation in one simple paragraph	
Why and how does it match innovation needs of your track?	

Case presentation

Would it be feasible in term of cost and profitable? What would be approximately the selling price ?	This is only based on your estimations, no further needs
Describe the Key Performance Indicator (KPI) you will use to assess the success of your innovation.	
Is your solution scalable at a worldwide level?	
Do you have additional information we should consider regarding your innovation?	

Case competition

EVALUATION CRITERIA	INCLUSIVITY TRACK	GREEN TRACK	TECH TRACK
INNOVATIVE & USEFUL	2 pts	2 pts	2 pts
FEASIBLE & SCALABLE	2 pts	2 pts	2 pts
SUSTAINABLE	1.5 pts	3 pts	1.5 pts
INCLUSIVE	3 pts	1.5 pts	1.5 pts
TECHNOLOGICAL	1.5 pts	1.5 pts	3 pts
TOTAL GRADE	10 POINTS	10 POINTS	10 POINTS

Case competition: deliverables

CASE PRESENTATION: April 5th

3 main + 7 (Back-up) slides: due April 3rd

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

Feedback from teacher and peers

VIDEO PRESENTATION: April 5th

3 min video presentation and 3 slides

Panel will consist of L'Oréal executives

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: **DL 12.4.**
 - *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, **DL 12.4.**

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)

Activity points

Student number	Total class activity (in class participation + strengths survey), excluding learning journals/refl papers
709932	8
876263	6
1013669	13
994831	11
100264212	10
100261176	13
100253922	11
100257038	8
100267154	6

Feedback?

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



**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

Thank you!