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Aalto University
School of Business

Global Marketing Management

Digital Strategy and Marketing

Paula Kilpinen and Samuel Tenhunen, 5.2.2019

Course syllabus and schedule

8.1.	COURSE KICK OFF
11.1.	L'OREAL BRANDSTORM PRESENTATION
15.1.	INTRODUCTION TO KEY ELEMENTS IN GLOBAL MARKETING
18.1.	ORGANIZING FOR PROJECT WORK
21-24.1.	COACHING SESSIONS
22.1.	PRESENTATION OF A WINNING BRANDSTORM SOLUTION
25.1.	CASE ANALYSIS (PART I) DUE
25.1.	GLOBAL BRAND MANAGEMENT
29.1.	SERVICE DESIGN
1.2.	DIGITAL MARKETING
5.2.	DIGITAL MARKETING CAMPAIGNS
8.2.	BUSINESS COMMUNICATION AND PRESENTATION
13.2.	CASE REPORT (PART II) DUE
15.2.	PROJECT PRESENTATIONS
22.2.	BRANDSTORM VIDEO DUE

GLOBAL MARKETING AMANGEMENT

Agenda

- 1. Key learnings and take-aways from the previous lecture (5 + 5 + 5 min)**
- 2. Digital Marketing campaigns, Samuel Tenhunen, Lead Strategist and Partner, Roister Marketing**
- 3. Applying your key learnings and take-aways to the business project**

Business project

Business project

BRANDSTORM 2019 CASE

MISSION: Invent the future skincare experience for health-conscious consumers.

BRIEF: Create a disruptive innovation for skincare experience to attract, engage and educate health-conscious consumers by leveraging new online and offline services, digital solutions and connected technologies.

Business project

YOUR INNOVATION PROJECT SHOULD TAKE THE FOLLOWING INTO ACCOUNT :

- Skincare experience goes far beyond the application of skincare products. It touches the whole consumer journey, including online and offline touchpoints before, during and after the purchase. It can be provided directly by the brand, in the point of purchase and through skincare and healthcare professionals. It influences consumers' skincare knowledge and beauty-routine habits, provides long-term benefits, and affects the way they interact with brands, products, professionals and the environment.
- Health-conscious consumers: individuals of all ages ranging from people with health-related habits who are concerned about their well-being, up to people with skin disorders striving to improve their quality of life. They are looking for efficient and safe products and services that preserve, protect, and enhance the natural beauty of their skin and that are developed with and recommended by health practitioners. They care about natural ingredients and sustainability. *(see Resource pack for more details)*

Business project

- The L'Oréal Active Cosmetics Division business model is based on medical advocacy and recommendation from healthcare and skincare professionals (dermatologists, general practitioners, aesthetic practitioners, plastic surgeons, pediatricians, oncologists), pharmacists, dermoadvisors, beauty and health media, as well as consumers' and patients' advocacy. Therefore, your innovation should include a high-quality professional context and bring added value to both end consumers and professionals. *(see Resource Pack for more details)*
- Your innovation should take into consideration the latest trends in medical and technology areas. *(see Resource pack for inspiration)*
- Your innovation should answer and serve consumer needs, aspirations and insights. It should have genuine and positive impact on the life and wellbeing of consumers.

Business project

- Your strategy and argumentation of ideas should be based on both the data from the Resource Pack, and your own research.
- Brands: Your innovation can be based on one or several brand(s) within L'Oréal's Active Cosmetics Division.
- Market: You can consider a specific market (country, region) to build your strategy, bearing in mind it should have the potential to be scaled.

Business project

- Point of purchase: Use an omni-channel approach with a focus on health care outlets (pharmacies, parapharmacies, drugstores, medical offices and medical spas), in addition to e-retail & e-commerce, department stores and travel retail.
- Budget: You have no constraints in terms of budget, but do consider the long-term profitability of your idea.
- Timing: The practical realization of your idea should take maximum 24 months.
- Sustainability: Your innovation should respect our collective duty to reduce the environmental footprint of our activities and improve the brands' social profile.

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

1. Key learnings and take aways from today's lecture ?

2. How to apply these learnings to the business project, e.g.?

- How can you depict the purchase process of your consumers and optimize your marketing and sales funnel, including marketing strategy and tactics, to connect with you consumers?
- How can you reinforce the shift from purchase to loyalty to advocacy, and how can you measure it?
- How can you use data to support your marketing?

3. What did you learn from the two campaigns, how can you tap into your consumers emotions and create impact?

Course practicalities

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GLOBAL MARKETING AMANGEMENT

Presentation coaching sessions

→ **No lecture on Feb 12th**

Monday, 11 February:

09.00-09.45 Team May

09.45-10.30 Team Health

10.30-11.15 Team Dermatöölögy

11.15-12.00 Team Global Marketing

Masters

12.00-12.45 Team L'Areal

Tuesday, 12 February:

13.00.-13.45 Team Aallot

13.45-14.30 Team Global shapers

14.30-15.15 Team Säkenöivät

15.15-16.30 Team Likki

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Pitching guidelines, e.g.

TAGLINE → e.g. a question to create interest

PROBLEM → What problem are you addressing?

SOLUTION → What solution are you offering?

VALUE → What value does it create?

PEOPLE → Who is involved?

EXECUTION/TRACTION → How can this solution be executed?

CALL TO ACTION → What do you expect from the listener?

Presentations

Friday, 15 February:

8:30 Intro

Team 1: 8:35- 8.50

Team 2: 8:50- 9:05

Team 3: 9:05- 9:20

Break

Team 4: 9:30- 9:45

Team 5: 9:45- 10:00

Team 6: 10:00- 10:15

Break

Team 7: 10:25- 10:40

Team 8: 10:40- 10:55

Team 9: 10:55- 11:10

11:10- 11:15 Thank you and closing

Business project: L'Oréal Brandstorm

1 CASE REPORT, PART I, 20%

- *10 pages*
- *Market analysis, opportunities and strategy*
- ***Due January 25th***

2 CASE REPORT, PART II, 30%

- *10 ppt- slides: Focus on the solution and strong strategy, and based on a solid analysis*
- ***Due February 13th, 23:59***

3 CASE PRESENTATION, 30%

- *5 min*
- *3 + 7 (Back-up) slides: Focus on the solution and strong strategy, and based on a solid analysis, feedback from teacher and peers*
- ***15.2.***

4. VIDEO, ***Due 22.2.***

Evaluation

Case and its presentation 80%

- Case report 10 pages (analysis) 20%
- Case resort (10 ppt slides) 30%
- Presentation (5 min) 30%

Class activity 20%

- Active participation in class
- Learning journal
- or Reflection papers

Course requirements- attendance

75 % participation required

Learning process:

1. Active participation in class: max 2 points/ class
 2. Learning journal (1/3 page) using the wiki activity module on mycourses learning space, max 2 points/ entry, **DL 18.2.**
 - *Key learnings and take-aways from the day's session*
 - *How to apply the session's content into the business project*
 - *Learnings from the project team work*
 3. Reflection paper on course readings (1/2 page), max 2 points/ paper, **DL 18.2.**
 - *Key learnings and take-aways from the paper*
 - *How to apply the learnings into the business project*
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Course hours and consultation

- **Course hours Main Building A-401**
 - Tuesday 9.15-11:30
 - Friday 9.15-11:30
- **Consultation: Right after class**
- **Course website:** <https://mycourses.aalto.fi/course/search.php?search=26E00800>
- **E-mail to: paula.kilpinen@aalto.fi or xiaoshi.xu@aalto.fi**