

L'ORÉAL BRANDSTORM 2025

WHAT IS IT?

L'Oréal Brandstorm is L'Oréal's Group's signature **innovation competition for** young people seeking to **boost their careers**. In 2024 alone, over 500 participating youth found their first career opportunities through their participation. This competition is **integrated into the curriculum** of 135 schools and universities worldwide and has been **certified by EFMD** as an online learning course. Additionally, it has received **EOCCS certification**, which recognizes its effective use of digital resources and support for participants.



WHY PARTICIPATE?



FOR YOU

- Elevate your course by bringing every year a **current real-life business challenge**.
- Full **flexibility** in integration with your course.
- **Equal opportunity** for all because the learning materials provided are free of charge.
- Join the L'Oréal Brandstorm **professor community** worldwide, and **accompany your students** to local and international Finals.



FOR YOUR STUDENTS

- Exclusive **look inside the industry**.
- Boost for their **employability**, a tangible asset to **share on their networks** and **add on their resume**.
- **A unique learning experience**, developing must-have skills like innovation, problem-solving and teamwork.
- Professional opportunities at L'Oréal.
- Once-in-a-lifetime chance to **travel to Paris** (all expenses covered) to the international final.

L'ORÉAL BRANDSTORM 2025 MISSION

MEN.BEAUTY & CARE.
GAME ON
THROUGH TECH, PRODUCTS AND BEYOND

This year the mission is in partnership with **L'Oréal's Consumer Products Division (CPD)**: The pioneer division of Mass-Market, that "Democratizes and Premiumizes" Beauty through iconic brands such as L'Oréal Paris, Garnier, Maybelline New York, NYX, Mixa, Essie...

L'ORÉAL BRANDSTORM PARTICIPATION

ENTRY REQUIREMENTS

18-30 years old in teams of 3, all fields of study welcome, no specific background required.

EVALUATION CRITERIA

On the project:

Innovative, Sustainable, Inclusive, Feasible, Scalable

On the team:

Judgment, Resilience, Ambition, Empathy, Learning agility

DELIVERABLES

In order to participate in the competition, the participants in teams of 3 have to upload on

[brandstorm.Loreal.com](https://brandstorm.loreal.com):

- 3 slides (ppt, pptx or pdf format) explaining the project idea
- 3-min pitch video to describe the team by answering 5 questions based on Brandstorm Team criteria.

For the needs of your class evaluation you are welcome to create a different deliverable format.