



**30<sup>th</sup>**  
ANNIVERSARY

# L'ORÉAL BRANDSTORM

EMPOWERED BY SALESFORCE 2022

# What is Brandstorm?

Are you passionate about the topics **digital innovations**, **sustainability** or **inclusion**? Would you like to make a difference and come up with the next big idea for our business? Do you want to build a network, gain business insights from our experts and learn more about us and our career opportunities?

Then our **Brandstorm Hackathon #Austria & Germany** is what you've been looking for!

Join us and solve a **real Business Challenge** with real future colleagues! We require no programming skills since #itsallaboutbusiness.

Beforehand, you will be provided with all the insights you need to come up with your own idea and start working on your project. During the **2-day online hackathon** you will have enough time to solve the case, collaborate with our experts and gain all the insights you need. And **don't worry**. Food, drinks and surprises along the way will be taken care of by L'Oréal! And the best part?

The winning teams will have the chance to visit us at our Headquarters for even more insights and an unforgettable experience, **represent AUT&GER in the international finals** and have a chance of winning a 3 months mission in Paris to make their idea come to life!

# ***A very inclusive***

## **COMPETITION**

- **Open to all majors and fields of study**
- **65+ participating countries**
- **3 tracks to play according to your interests**
- **Accessible to everyone 30 and under**



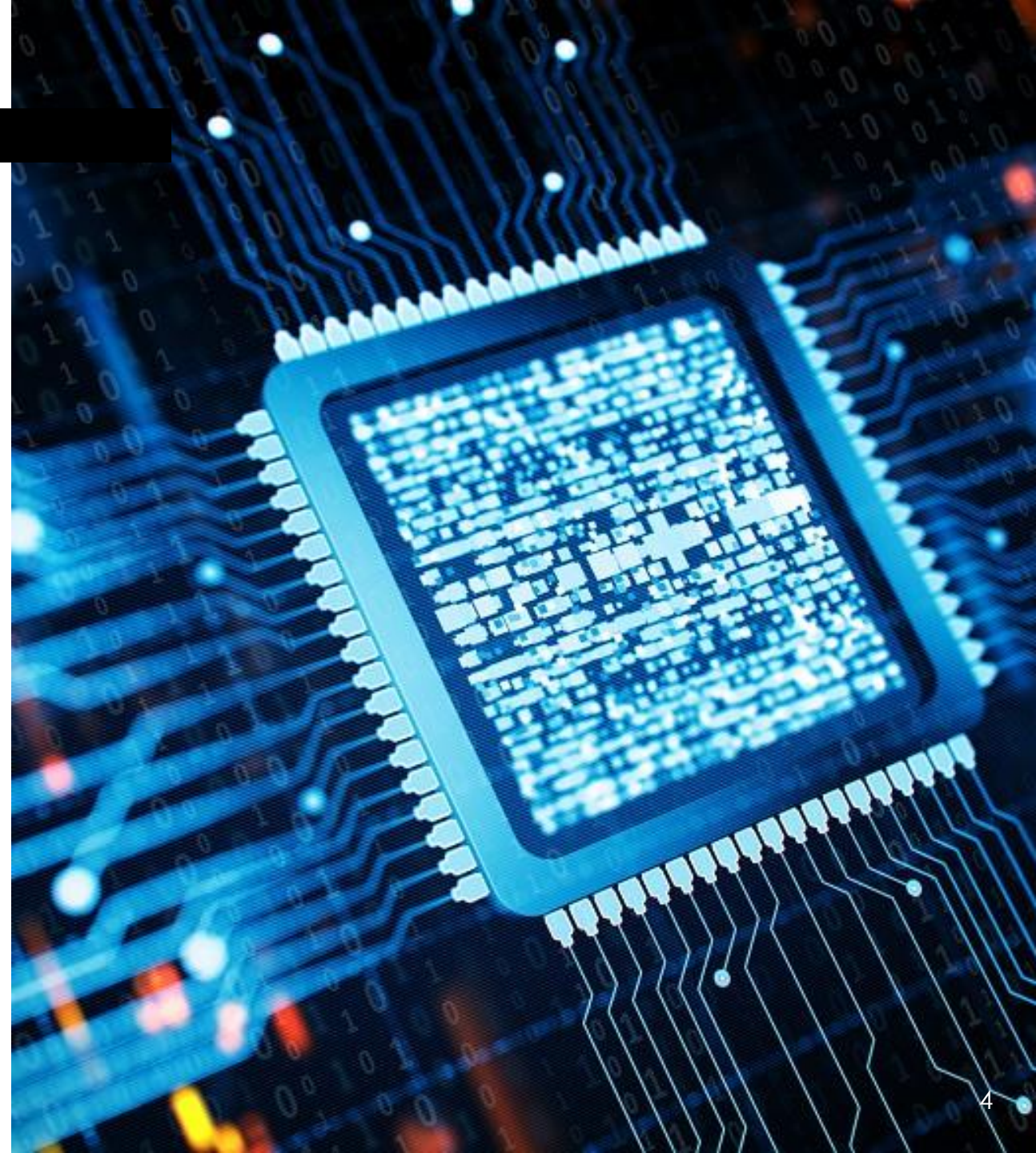


# ***A large & diverse***

## **WORLDWIDE COMPETITION**

- **61K+ participants**
- **23.3K of participants from STEM\* majors including engineering**

**\*Science, Technology, Engineering and Mathematics**



# What is a Hackathon?

Based on last year's success, we are proud to announce that we will continue our new format: **The Hackathon!**

We invite you to join us remotely for **2 days** where you will have plenty of time to work on your chosen case (track) and start creating your ideas together with your team mates. Don't worry, **no pre-work** is needed as our experts and coaches will provide you all the insights you need to get creative and analytical.

After fine-tuning your ideas within the Hackathon, you will pitch your idea to our jury at the end of day 2. There will be one winning team per track.

**What happens afterwards?** The 3 winning teams will come visit us at our headquarters to gain even more insights and L'Oréal experience and get the chance to represent Austria & Germany at the international final in Paris!

We still haven't convinced you yet? Then continue reading:



**learn** with and from us. **2 days hackathon** experience

get **business insights**.

**exchange** with **top managers**.

make your **first step**  
towards an **internship** or  
**direct entry** at L'Oréal

build useful **connections**.

# What's in it for you?

gain dedicated **mentorship**.

master **practical skills**.

**dive into L'Oréal**.

**no pre-work** needed.

**pitch** like a pro.

**win 3-month** work experience at Station F in Paris.

get a **real and practical understanding** of our **business**.

L'ORÉAL



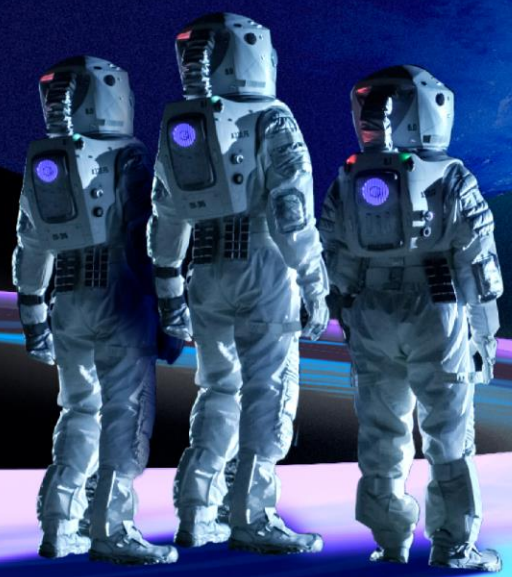


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# L'ORÉAL BRANDSTORM

EMPOWERED BY SALESFORCE 2022

**DISRUPT  
BEAUTY  
2030**



## SELECT YOUR TRACK



**INCLUSION  
TRACK**



**GREEN  
TRACK**



**TECH  
TRACK**

THE ULTIMATE COMPETITION  
**FOR ALL INNOVATORS !**

SIGN-UP [BRANDSTORM.LOREAL.COM](https://brandstorm.loreal.com)





***INCLUSION***



TRACK

IMAGINE BREAKAWAY  
PRODUCTS & SERVICES TO  
EMPOWER INCLUSIVE  
BEAUTY



An aerial photograph of a lush green forest with a river winding through it. The river has a milky turquoise color, likely due to mineral content. The forest is dense and covers most of the visible landscape.

**GREEN**



TRACK

INVENT THE NEXT  
DIMENSION OF  
SUSTAINABLE BEAUTY



**TECH**



TRACK

REVOLUTIONIZE BEAUTY  
PERSONALIZATION &  
EXPERIENCE FUELED BY TECH



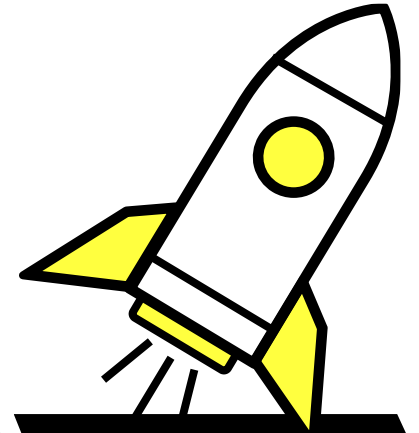
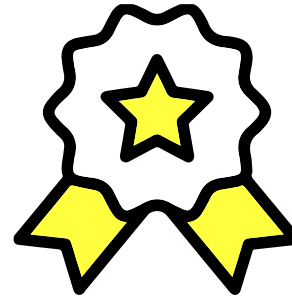
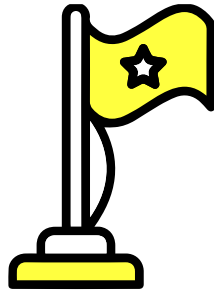


# HOW TO START?

- 1** Register for the competition on our website [brandstorm.loreal.com](https://brandstorm.loreal.com)
- 2** Form a diverse team of 3 members (must include a variety of genders to reach equity in teams)
- 3** Select One track to work on
- 4** Discover L'Oréal culture and upskill yourself, infos available at our platform
- 5** Answer Pre-Selection questions until 30<sup>th</sup> of March
- 6** Represent AUT & GER in the international finals and win an Intrapreneurship mission in Paris

# GLOBAL TIMELINE

## TO JOIN COMPETITION



1<sup>st</sup> November 2021

31<sup>st</sup> March 2022

8<sup>th</sup> April 2022

21<sup>st</sup> & 22<sup>nd</sup> April

11 MAY 2022 &  
END OF JUNE

SEPTEMBER 2022

START WEBSITE  
REGISTRATION

LEARNING PATH  
+  
END OF  
SUBMISSION

Upload Pre-  
Selection  
question

LOCAL FINAL  
AUT & GER

INTERNATIONAL  
SEMIFINAL &  
FINAL

3  
INTRAPRENEURSHIP  
MISSIONS IN PARIS



# Your L'Oréal contacts



**Robert Sahlender**

Junior Talent Acquisition Manager AUT & GER  
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**Hannah Lorenz**

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