

THE MOST DISRUPTIVE INNOVATION
COMPETITION
IS COMING TO DRIVE
YOUR CAREER

L'ORÉAL
BRANDSTORM



30th
ANNIVERSARY

L'ORÉAL BRANDSTORM

EMPOWERED BY SALESFORCE 2022



ELIGIBILITY CRITERIA

BRANDSTORM 2023

- 1** ALL YOUNG PEOPLE BETWEEN 18-30 YRS OLD, PROFESSIONALS AND STUDENTS
- 2** OPEN TO ALL MAJORS AND FIELDS OF STUDY
- 3** PARTICIPATION IN TEAMS OF 3

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1

ARE YOU READY FOR
BRANDSTORM 2023?

L'ORÉAL BRANDSTORM

CRACK THE NEW CODES OF BEAUTY

Your playing field: AR, VR, AI & Metaverse



SIGN UP ON
BRANDSTORM.LOREAL.COM

DISCOVER THE NEW BEAUTY PLAYGROUND



VR



AR



AI



GAMING



METAVVERSE



NFT

L'ORÉAL
BRANDSTORM

EXPLORE UNLIMITED FREEDOM TO:

REINVENT CONSUMER ENGAGEMENT

New platforms
New services
Virtual ownership & products

CREATE VIRTUAL EXPERIENCES

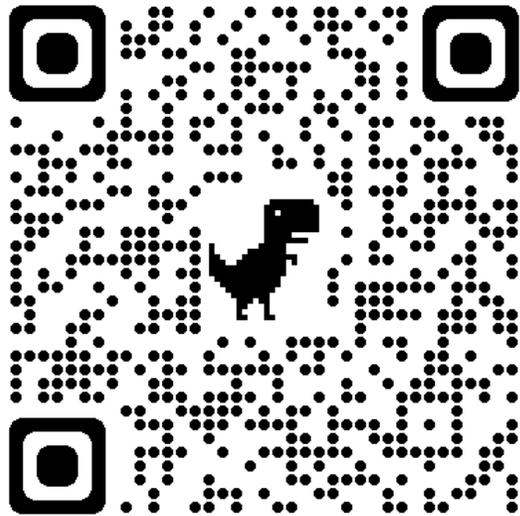
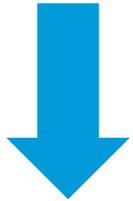
Gaming
Social & Communities
NFT for exclusive access, to unlock XP & reward loyalty

CELEBRATE NEW SELF-EXPRESSION

Creators & artistry
Avatars
Diversity

LEARN MORE ABOUT METAVERSE DURING
AN UPCOMING MASTERCLASS!

SIGN UP
HERE!



loa.avature.net/LOrealMasterclassMetaverse



L'OREAL
MASTERCLASS
LEARN • CONNECT • GO BEYOND

LIVE AT 9 AM GMT

DEC 09, 2022

**METAVERSE, AR & VR -
HYPE OR NEW BUSINESS DRIVERS?**

CAMILLE KROELY
**CHIEF METAVERSE &
WEB3 OFFICER**

L'ORÉAL
**REGISTER
NOW**
MASTERCLASS

HOW TO PARTICIPATE?

BRANDSTORM 2023



28TH NOVEMBER 2022!

REGISTER

on the official Brandstorm platform
Brandstorm.loreal.com

CREATE OR JOIN A TEAM OF 3
and start working on your project!

UNTIL MARCH 3RD, 2023

SUBMIT YOUR PROJECT
on the platform

TIMELINE

BRANDSTORM 2023

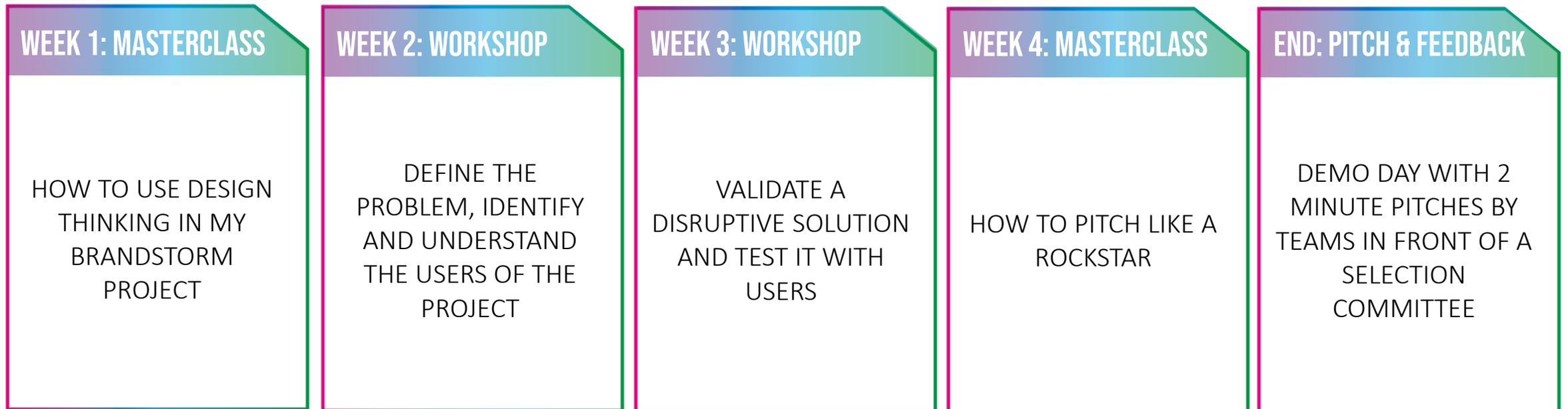


ONLINE HACKATHON - APRIL

BRANDSTORM 2023

National winners will qualify for international semi-final and get opportunity to take part in **4 weeks HACKATHON with experts** and **design a prototype!**

PROGRAM:



SELECTION CRITERIA (max 12 points)

BRANDSTORM 2023

- 1** **INNOVATIVE (2p)**
we want you to be bold and bring to the table the products and solutions never seen before
- 2** **TECH-DRIVEN (2p)**
we want you to incorporate into your project the newest technology developments
- 3** **SUSTAINABLE (2p)**
we want you to take the responsibility and be mindful of the impact that your project will have on the planet
- 4** **INCLUSIVE (2p)**
we want you to not exclude any particular social groups, and to make your project as equally accessible as possible to all potential users
- 5** **FEASIBLE (2p)**
we want your project to be realistic and possible to implement
- 6** **SCALABLE (2p)**
we want your project be realizable on a big scale

SIGN UP FOR A REMINDER NOW!
REGISTRATIONS OPEN ON 28TH NOVEMBER



BRANDSTORM.LOREAL.COM

L'ORÉAL
BRANDSTORM

2

WHAT'S IN IT FOR ME?

PLAY TODAY, SHAPE YOUR TOMORROW!

- ➔ Be coached by **L'Oréal experts** on how to go beyond with your innovation
- ➔ **Get certified** with Brandstorm and add it to your CV
- ➔ Be a part of an **international experience** and challenge yourself with a real **L'Oréal business case**
- ➔ Get chance to go on a **3 month paid Intrapreneurship mission** at L'Oréal's Headquarters (all expenses covered)



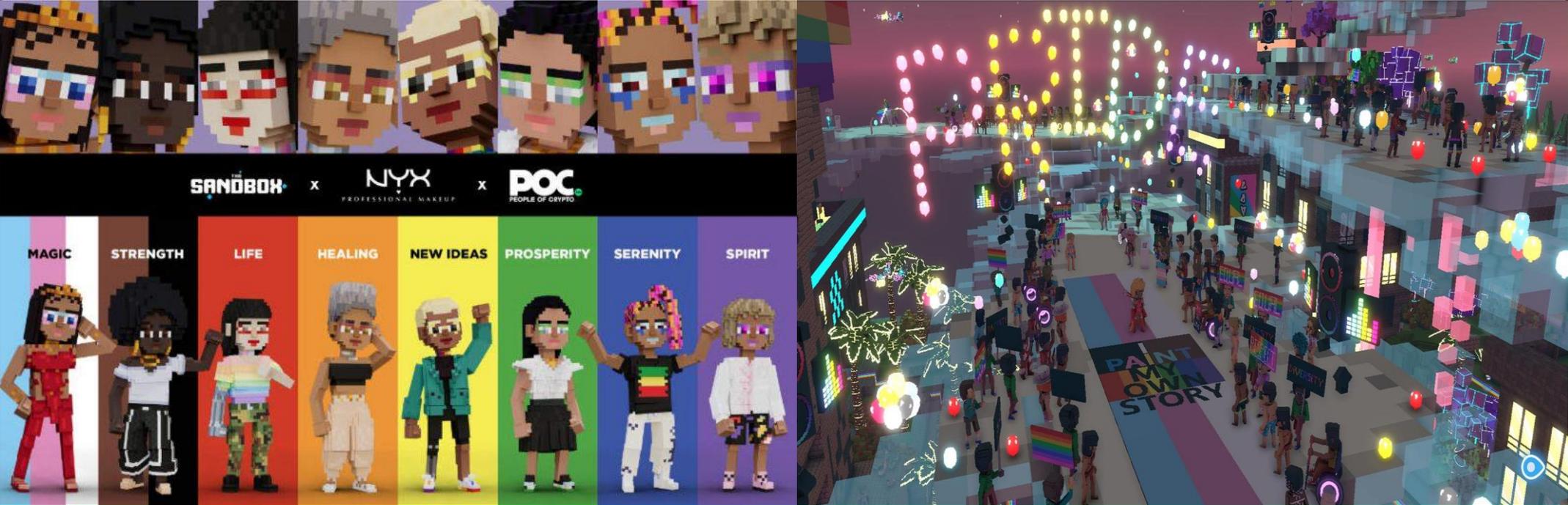
3

METAVVERSE @ L'ORÉAL

NYX x SANDBOX

BRANDSTORM 2023

NYX partnered with People of Crypto and the Sandbox to help introduce **8,000 avatars** that will make the metaverse more inclusive — NYX acting as the inspiration for the virtual makeup.

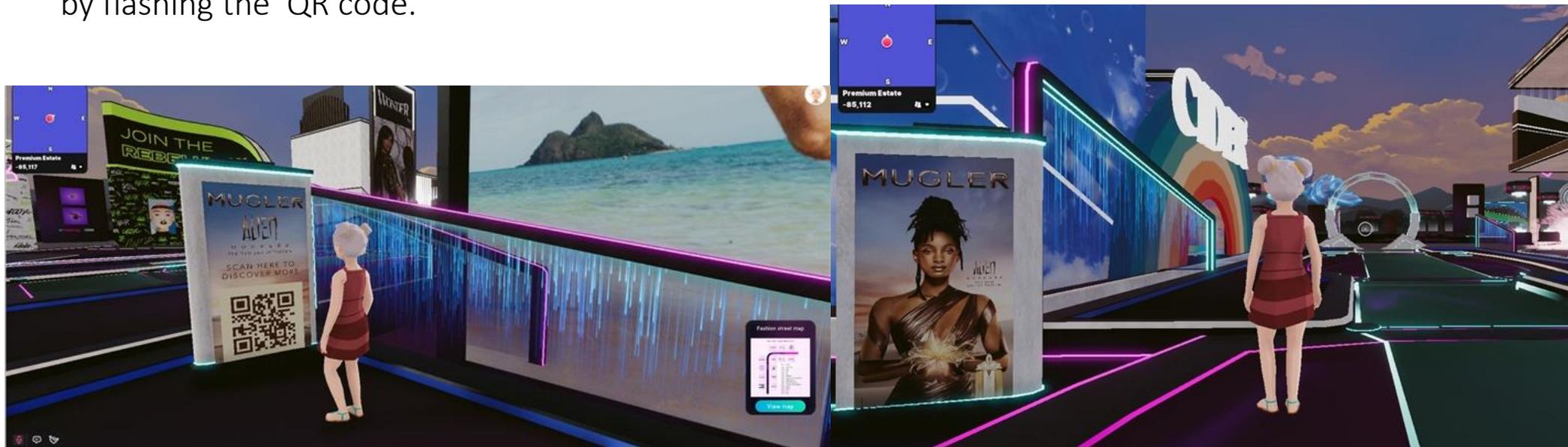


MUGLER

BRANDSTORM 2023

Mugler took part in the first decentralized Fashion Week in the Decentraland metaverse.

- Mugler was presenting Alien Goddess EDP in the Fashion District with the OOH billboard virtual campaign featuring Willow Smith.
- This virtual experience had a tangible effect in IRL: the users based in US could receive fragrance sample by flashing the QR code.



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