

Back in the game!



All pumped up: This year's finalists show their enthusiasm as they prepare for the national finals.

THE L'Oréal Brandstorm challenge where young talents are given the platform to realise their potential and develop their professional skills is back.

Registration for this year's competition has been overwhelming with the participation of over 200 students.

The challenge this time around, is for students to put themselves in the shoes of the brand's South-East Asia zone marketing director.

The preliminary challenge, which was to boost the haircare and styling category, saw participants launching/relaunching an existing product in 10 countries.

"The aim of the competition is to offer students a pedagogical and professional experience," said L'Oréal Malaysia's recruitment and integration manager Vignesh Baboo.

He added that students would also be given the opportunity to take the role of an international marketing manager within the beauty products industry.

For the semi-finals held in January, students had to develop their own haircare product innovation and define a strategic marketing plan to get it launched and dis-

tributed in the Asean zone.

This year also saw an interesting twist to the competition as students could register their team as a "wildcard" team.

All they needed to do was upload their videos based on the pre-case challenge and the winning team would be picked by online voters and the L'Oréal jury.

This year, five teams have been identified to compete in the national finals; Team Artentech and Team Montrio (Monash University Sunway campus), Team Why Not and Team Excellic (Universiti Putra Malaysia) and Team Deviant (Universiti Malaya).

The national finals is scheduled for May while the international finals in Paris will be held a month later.

The national winning team will represent Malaysia in Paris and receive a travel voucher worth RM5,000. They will also win RM500 worth of L'Oréal products and a L'Oréal Brandstorm Challenge trophy.

Meanwhile, a Digital Award will be presented to the team who gains the highest "likes" during the Facebook-based self-marketing competition which will be presented during the national finals.