

Spunky trio off to Paris

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It is every speaker's fear; you know your material inside-out and you are ready and confident to present it.

You get off to a good start and your talk is building momentum when suddenly, a technical glitch puts everything on hold.

Amy Lim Su Yen, 19, experienced this first-hand when her team, Team Artentech from Monash University Sunway Campus were giving their presentation at the L'Oréal Brandstorm 2013 national finals.

Their PowerPoint presentation crashed and took a few minutes to restore but Amy saved the day, filling in the potential dead time with humour thus keeping the audience engaged.

"They say patience is a virtue," she said to the audience, adding cheekily to the technician, "I recommend using a MacBook Pro."

It was perhaps this professional handling of an unforeseen mishap under stressful circumstances that helped Amy and her teammates Tee Wei Lim and David Nge Chee Keen secure first place in the competition, beating out the other four finalists.

"Looking back, I think it did us good," said Amy.

"It made us relax and we were then able to continue presenting confidently."



In disbelief: (from left) Wei Lim, Amy and David react upon finding out that they have been crowned champion.

The challenge at this year's L'Oréal Brandstorm was for teams to develop a new innovative hair-care and styling product with an integrated marketing strategy to attract more consumers in the South-East Asian region.

Teams were assessed on their presentation skills, marketing campaign, coherence with the L'Oréal brand and the level of their innovation by a panel of five judges.

Team Artentech created a portable airbrush with leave-in conditioner and ionising electrodes that smoothens hair instantly without damaging it.

An interesting element of their marketing strategy was the feature where customers could customise and personalise their airbrush online and have it delivered to them.

"I think being from differ-

ent backgrounds was also to our advantage," said David who studies computer science. Amy is an arts student and Wei Lim studies mechanical engineering.

"It means that we are each exposed to different things and have different skills that will all come in useful at different points of the competition," he said.

Wei Lim added that he learnt one has to be 100% committed to the product.

"You have to enjoy and love the product," he said.

The victorious trio will go on to represent Malaysia at the international finals in Paris, France, next month.

They also won a travel voucher worth RM5,000 and took home RM500 worth of L'Oréal products.

First runner-up position went to Low Kim Fook, Teh Syi Chyng and Yong Pin Xian from Universiti Malaya. The team won a travel voucher worth RM3,500 and L'Oréal products worth RM400.

The second runner-up was the Universiti Putra Malaysia students Chew Farn Jie, Lee Xiao Tong and Khaw Zhi Sheng who won a travel voucher worth RM2,500 and L'Oréal products worth RM300.

The People's Choice Award, given to the team that gained the most amount of "likes" during the Facebook-based self-marketing competition, went to Soon Hui Chin, Hiap Yi San and Beh Poh Lay from Universiti Sains Malaysia, Penang.