

# Paris, here we come!

## WHAT IT TAKES:

A novel idea and great teamwork earn team Artentech tickets to the international finals of a marketing competition in France

IMAGINE being able to smooth and style your hair in the middle of the day with a flick of a leave-in conditioning hairbrush that uses ion technology.

This novel idea — and great teamwork — earned a group of students from Monash University Sunway Campus top honours at the national finals of the L'Oréal Brandstorm recently.

Amy Lim Su Yen, Tee Wei Lim and David Nge Chee Keen — competing under the name Artentech — beat four other finalists at the event despite facing technical difficulties during their presentation.

They won an all-expenses-paid trip to Paris worth RM25,000 to compete in the international finals this month, as well as travel vouchers amounting to RM5,000 and products totalling RM500.

The trio was excited about its



(From left) Tee Wei Lim, Amy Lim Su Yen and David Nge Chee Keen are off to Paris with their novel idea.

achievement.

"In the show *America's Next Top Model*, there's the part in every episode where the contestants wait to hear who made the cut and who didn't — I know exactly how they feel now!" says Lim, with a grin.

The 19-year-old Arts student adds that they will follow the feedback given by the judges and try to improve their presentation slides for their Paris outing.

"We can learn from the judges' comments about the other teams," says Nge, 22, an Information Technology student.

Tee, a 22-year-old Engineering undergraduate, says they could not have made it if not for help from their friends in Marketing and lecturers from the School of Business.

Second place went to Excellic, a team from Universiti Putra Malaysia, which won travel vouchers

and products worth RM3,500 and RM400 respectively.

Team Deviant from University of Malaya, which came in third, received travel vouchers and products worth RM2,500 and RM300 respectively.

Dr Victoria Little, a senior lecturer at Monash's School of Business here, who had coached Artentech and Montrio, another finalist team from the institution, says students

stand to gain a lot from entering competitions such as this one.

"It gives them that real-world edge and confidence in their own abilities as they rise to the challenge," she says.

She adds that the members of the 2011 winning team, also from the university, are doing well with one working in a multinational company that has put him on the fast track to management, another taking a lead role in a nation-wide student organisation and the third, an entrepreneur in renewable energy.

Head judge and McCann Worldgroup Malaysia president, Michael Constantine, says the judges' brief was clear — to look out for breakthrough innovation.

"This means that you have to start with a rattling good idea and then expand it across all the deliverables that you are given.

"And your idea has to be water-tight at every stage," he says, adding that the winning teammates also showed real character during their presentation, when they encountered technical difficulties.

L'Oréal Malaysia managing director Ashwin Rajgopal commended the teams' high standard saying that they were able to decode and convey the values that the brand stands for — beauty supported by technology and Science.

"The winning team stood out because it developed a truly innovative concept supported by a strong and coherent marketing strategy," he says.