



PLAY BRANDSTORM AND ELEVATE YOUR GAME WITH L'ORÉAL

REGISTER & FORM A TEAM OF 3 TO PLAY!

2025 MISSION

Man. Beauty & Care.

GAME ON Through Tech, Products and Beyond



L'ORÉAL

CONSUMER PRODUCTS DIVISION



YOUR PLAYING FIELDS

TECH

PRODUCTS

AND BEYOND

WHAT IS BRANDSTORM?

Unleash your inner innovator! Brandstorm, L'Oréal's annual global innovation competition, invites university students (graduates and undergraduates under 30) from all disciplines to dive into the exciting world of consumer-centric innovation. If you're passionate about making a real-world impact on the future of beauty, register today and embark on an extraordinary journey!

REGISTER & PLAY NOW!

1

REGISTER

On the official
L'Oréal Brandstorm
Platform

2

CREATE OR JOIN A TEAM

Create your team
or join an existing team of 3
members and start working on
your project!

3

SUBMIT YOUR PROJECT

Upload a short video presenting your
team by answering 5 questions +
3 slides explaining your idea

HONG KONG TIMELINE



Nov- Early Feb 2025

End of Registrations
& 1st Submission



Feb 2025

Virtual Coaching Sessions
& 2nd Submission



Mar 2025

Coaching Day &
3rd Submission



Apr - May 2025

Local Finals



June 2025

International Finals
in Paris

WHAT'S IS IT FOR YOU?



INTERNATIONAL EXPOSURE

with over 64 markets participating



EXCLUSIVE LEARNING EXPERIENCE

with learning platform provided by Salesforce and get exclusive invitation to local masterclasses & events



DISCOVER L'ORÉAL

culture, career opportunities and connect with our recruiters



WIN FAST TRACK APPLICATION

to our Internship & SeedZ Management Trainee Program in Hong Kong

WIN A TRIP TO PARIS & PRESENT YOUR PROJECT AT L'ORÉAL HQ!

JOIN OUR WEBINARS TO GET EXCLUSIVE TIPS!

L'ORÉAL BRANDSTORM 2025 CONSUMER PRODUCTS DIVISION

Growth Booster From Brandstorm To Life @ L'Oréal

From taking a Brandstorm adventure to kick-starting a career at L'Oréal as MT. Hear from our 2021 Brandstorm HK finalist team on:

- Brandstorm experience
- Life @ L'Oréal
- Tips for 2025 Brandstormers

Roderic Wong
2021 Brandstorm HK Finalist 2023 MT

Cinless Tsang
2021 Brandstorm HK Finalist 2023 MT

Rosaline Chan
2021 Brandstorm HK Finalist 2023 MT

Date & Time
18 Nov 2024
17:00 - 18:00

Format
Webinar

Register NOW!

L'ORÉAL BRANDSTORM 2025 CONSUMER PRODUCTS DIVISION

Deep Dive into Consumer Products Division With Kackie

Elevate your Brandstorm ideas with insights from Kackie, General Manager of Consumer Product Division (CPD). This exclusive session will deep dive into CPD's vision, strategies and values.

Date & Time
02 Dec 2024
17:00 - 18:00

Format
Webinar

Kackie Tang
General Manager, CPD & Chief Marketing Officer

Register NOW!

REGISTER
NOW!



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