

**PLAY.**  
**EXPERIMENT.**  
**INNOVATE.**

L'ORÉAL  
**BRANDSTORM**  
**2017**

THE ULTIMATE INNOVATION COMPETITION SINCE 1992



# L'ORÉAL BRANDSTORM

## SUB SAHARAN AFRICA

### 7 African countries competing

**4** English speaking countries  
Ghana – Kenya – Nigeria- South Africa

**3** French speaking countries  
Ivory Coast – Mauritius - Senegal

### 2 African teams finalists for PARIS

**1** for Brand & **1** for Tech Challenge





PLAY IT  
YOUR WAY

**BRAND  
CHALLENGE**

BUSINESS, MARKETING,  
COMMUNICATION

**TECH  
CHALLENGE**

NEW TECHNOLOGIES, DATA,  
SYSTEMS, SUPPLY

## TIMELINE SUB SAHARAN AFRICA

TEAM UP,  
INVITE A MENTOR

REGISTRATION  
CLOSED

YOUR IDEA  
3 SLIDES

CAMPUS  
TOUCHPOINT

YOUR FULL  
PROJECT

NATIONAL  
SELECTION

REGIONAL CHALLENGE  
VIA VIDEO

PITCH TO  
VIP JURIES

9th Jan 17

Feb 23rd

March 9th

March

April 6th

April 10th to Apr 14th

May 3rd or 4th

15th Jun 17

START

DEADLINE FOR  
REGISTRATION

NATIONAL  
PRE SELECTION

SUPPORT  
TEAMS

DATE TO SUBMIT  
PROJECT

NATIONAL TEAMS  
SELECTION

REGIONAL  
SELECTION

WW  
FINALS







GET  
READY