Singapore - SMU’s La Difference team won the national champion of the L’Oréal Brandstorm 2006, a recruitment tool the beauty company uses to identify the next batch of business and marketing talent.

The team, consisting of two final year students majoring in Marketing and another in Economics, will attend the international finals in Paris in June, where they will compete with teams from over 30 countries. The prize: a chance to embark on a career with L’Oréal and a €10,000 round the world trip.

Each team was assessed based on the integrated communication strategy developed for the Lancôme Body Care product range.

The challenge allows every finalist team to come into direct contact with L’Oréal managers and for recruiters to see them in action. In Singapore, 12 students have been recruited since the competition was introduced in 2002.

“You have to be a both a prophet and a peasant to work in L’Oréal,” says its country manager for Singapore, Theresa Huang, adding that candidates have to be both visionary and operationally able.