Brandstorm, it’s down to the last eight

LEADING cosmetics brand L’Oreal has picked the eight finalist teams for the Singapore L’Oreal Brandstorm 2007.

The competitors hail from the National Technical University (NTU), the National University of Singapore (NUS), and the Singapore Management University (SMU). NUS was represented by four teams – Citrus Fresh, In’sync, Nova and Sheikh. NTU had D’workz, KGS, and Les Createurs, while SMU had a lone entrant in the form of Novo.

This year’s event gave students the chance to play brand manager and revamp Redken, an existing L’Oreal brand.

Last October, the participating teams were briefed about the market, the Redken brand and its distribution channels.

Armed with that knowledge, they had to integrate the Redken philosophy of being an innovative salon hair care range with the right marketing strategy. They also had to plan a new product launch for the brand.

“L’Oreal Brandstorm was conceived as a global initiative developed for undergraduate students. In addition to attractive prizes, L’Oreal Brandstorm serves to identify and spot talents among the next generation of marketers,” said Ms Kwan Lai Heng, human resources director, L’Oreal Singapore.

“We’ve gained multiple perspectives on how to effectively manage a brand,” said Ms Chermaine Fung of Sheikh, one of the finalist teams representing NUS.

The winners of the National Finals will have the opportunity to present their marketing strategy and new products to L’Oreal CEO Jean-Paul Agon and other top L’Oreal executives at the International Finals in Paris later this year. — JOSEPH YADAO