



The 2016 L'Oréal Brandstorm finalist teams, judges and professors from local universities, L'Oréal Singapore and MediCorp. PHOTOS: L'OREAL SINGAPORE

**L'OREAL SINGAPORE BRANDSTORM 2016**

# An 'Epicphany' for SMU winners

*Dynamic female trio to represent Singapore in Paris*

**SINGAPORE** – In the midst of stiff competition, one team stood victorious in the 2016 L'Oréal Brandstorm National Finals in Singapore. Now in its 15th year, L'Oréal Brandstorm is a business competition targeted at university students in Singapore. This year's winner is Team Epicphany from the Singapore Management University (SMU), which comprises Ms Jessica Lim, 23, Ms Tan Li Tong, 23, and Ms Sharon Lim, 23.

The trio beat 132 students across 44 teams and will go on to compete against participants from 46 countries in Paris in June.

Mr Vincent Ong, general manager of corporate affairs and professional products division, L'Oréal Singapore, said: "This year marks a new era for Brandstorm. The students were challenged to come up with more digital and social ideas, and to be more entrepreneurial. And the results were impressive."

**OPPORTUNITIES WITH GLOBAL PARTNERS**

This year, L'Oréal Brandstorm partnered French pharmaceutical brand La Roche-Posay — the

second-largest and fastest-growing brand in L'Oréal's Active Cosmetics Division.

Present in over 60 countries, La Roche-Posay has tripled its turnover with a double-digit growth in the last 10 years.

It is well developed in Europe and has a huge potential for growth in other parts of the world, such as Asia and America.

For the competition, the teams were tasked to attract a new generation of consumers, between the ages of 15 and 25, with an international recruitment strategy based on the digital platform.

By analysing the opportunities in the skincare market, the students considered the consumer path, online services and purchase channels, as well as online communications campaigns, while taking into account La Roche-Posay's strong commitment in offering solutions for sensitive skin.

The winning team from SMU, Team Epicphany, said: "As a team, we believe in challenging the status quo with bold and innovative ideas. Our #BeSensitive campaign focuses on evoking human emotions through a singular focus on sensitivity, which ties in well with La Roche-Posay's brand strategy today. To prepare for international finals, we will continue to build our ideas and team synergy in order to wow the judges."



From left: Ms Jessica Lim, Ms Sharon Lim and Ms Tan Li Tong from Team Epicphany, Singapore Management University.



MediCorp Star Award recipient, Ms Tan Li Tong, from Team Epicphany, receiving the award from Ms Cheryl Wang, MediCorp's vice president of product marketing.

**POTENTIAL CAREER HEADSTART**

L'Oréal Brandstorm often provides students the opportunity to work with top L'Oréal executives on real challenges and learn more about business and marketing strategies.

L'Oréal has often recruited finalists into its local management trainee programme, with many having gone on to build careers within the group.

**PARTNERING MEDIACORP**

Since 2013, MediCorp has been the official media partner for L'Oréal Brandstorm competition. This year's MediCorp Star Award for Best Presenter went to Ms Tan of Team Epicphany.

Ms Tan said: "I am very humbled to receive the MediCorp Star Award. Doing group presentations in school and observing speakers on TED talks have definitely helped hone my presentation skills. The good synergy with my team mates also added to my confidence on stage."