



COMPANY CHALLENGE PROJECT

L'ORÉAL BRANDSTORM 2013

MARIA CAMILA BETANCOURT

ELISA CORRALO LLORENTE

MARIA CAMILA SANTAMARIA

GROUPE SUP DE CO MONTPELLIER BUSINESS SCHOOL

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1. THE PROJECT ACTORS

1.1 Students in charge



María Camila Betancourt Hurtado

Nationality: Colombian

Age: 24

Hometown University: University ICESI (Cali, Colombia)

Program: Master 1, Bachelor in Science of Management

In charge of: Marketing analysis



María Elisa Corralo Llorente

Nationality: Spanish

Age: 21

Hometown University: University of Alcalá de Henares (Alcalá de Henares, Spain)

Program: Master 1, Bachelor in Science of Management

In charge of: Customer analysis



María Camila Santamaría Hernández

Nationality: Colombian

Age: 21

Hometown University: University of Rosario (Bogotá D.C, Colombia)

Program: Master 1, Bachelor in Science of Management

In charge of: Competition analysis

1.2 The brand: L'Oréal Paris

L'Oréal Paris is the most important brand of the L'Oréal Group. A brand originally developed in the USA in the 1960s under the name of L'Oreal Perfection. But it wasn't until 32 years later that the brand arrived to France, and in 1997 it became L'Oreal Paris, the worldwide leader that is today.

The brand is specially design to reach the mass market public, which embodies the luxury and glamor accessible to all women who demand the best in beauty. It is also a pioneer brand of men's cosmetics, which offers innovative and easy to use products for those who want to take care of their face and body.¹ The brand offers cosmetics, skincare and hair care from the excellence of its research laboratories.²

In the company's own words L'Oréal Paris is:

"A brand serving all facets of beauty: skincare, cosmetics, haircolour, haircare, styling with big names such as Rich Color, Revitalift Total Repair 10, Sublime Mousse ..."

"...A brand that puts the expertise of the greatest beauty specialists, makeup artist, colorists and dermatologists at the service of people everywhere, which includes women and men, their desires and their differences, to provide tailor-made vision of beauty."

¹ Taken from

http://www.loreal.fr/_fr/_fr/index.aspx?direct1=00003&direct2=00003/00003&direct3=00003/00003/00002 09/03/2013 at 2:03pm.

² Taken from

http://www.loreal.fr/_fr/_fr/index.aspx?direct1=00003&direct2=00003/00003&direct3=00003/00003/00002 09/03/2013 at 2:15pm.

2. THE PROJECT

2.1 Our Challenge: L'Oreal Brand Storm 2013

A giant as L'Oreal cannot lose the horizon in any moment, and with the growing aggressive competition of nowadays in the beauty industry, is even more important to keep the eye on the prize. That's why the company is expanding even more its business to maintain and confirms its position as the number one cosmetic group of the world.

This year's mission is to continue the labor initiated a few years ago by the marketing executives, and seize the market opportunity that exemplifies the growing tendency in the ASEAN countries and India.

As a multicultural team, we want to leverage our different viewpoints to develop an innovative and strategic plan to launch an existing product in the region with the key aim of supporting the Brand with an approach that is not only successful but cohesive with the brand positioning and its goal of maintaining the growing rate of the company in the emerging markets.

2.2 Market Research

L'Oréal Paris in the ASEAN and Indian market

The ASEAN market is an economic and geo-political organization formed on 8 august 1967 and it's composed by the following countries:



They represent a fast-growing market for every business, and in the particular case of the beauty industry it is '*the new frontier of growth*', due to the increasing demand for beauty products driven by the progress of upper and middle class, which has a growth rate above 6%.³

On the other hand, we have India, which represents a potential market of 1.22 billion consumers, with a sex

³ Taken <http://www.industryweek.com/strategic-siting/its-eye-southeast-asias-burgeoning-middle-class-loreal-opens-huge-plant-indonesia> 05/03/2013 at 9:09 pm.

ratio of 940 females per 1.000 males. As a part of the BRIC group, India is a marketplace with a strong progress, and L'Oreal is aware of that fact also.

The world-wide positioning strategy implemented by L'Oreal is based under the statement



of *'Bringing the highest quality and innovations to mass markets at a valorized price'*, which basically means that the promise of value to the final customer is going to be maintained through time, and on the ASEAN and Indian market they have applied the same strategy with a few variations but without affecting the core strategy.

The most representative modifications for this specific marketplace were:

- Introduce L'Oreal as an exclusive but affordable brand.
- Develop a personalized brand portfolio for this region in order to meet the explicit needs and desires of the ASEAN women.
- Portray L'Oreal products as if they were think only for the women in this region, giving a feeling of ownership with the brand (CRM).

Implementing this three strategic axes, L'Oreal achieved a maintained market share of 13% on 2011, with an average growth of 0,5% per year of activity, locating itself next to strong competitors such as Pantene(Procter & Gamble Co.) and Unilever Group.

2.2.1 The Brand Portfolio

Total repair 5



Smooth-intense



Fall-repair X3



Re-nutrition



Nutri-gloss light



Color-vive



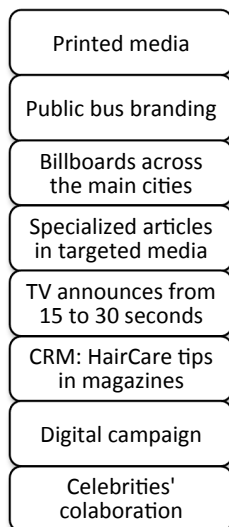
The six product lines presented above were developed one after another in a parallel way for both, the ASEAN and Indian market, trying to create a cohesive product portfolio where women in these geographical areas could feel that their needs were taken into account without having to purchase a massive range of products or even be obligated to acquire the whole hair care line.

The L'Oréal team managed to differentiate each range from the other by highlighting in an aggressive way the individual characteristics of each line; the price is not a decisive factor of the marketing mix of the brand portfolio, due to the fact that the price is almost the same for every item of consumption. This price equality is based on one strong competition statement managed by L'Oréal: *Price is not the most important, is the value added offered to the final consumer*. Therefore, the company is aware that the price is not going to leave them above their competitors, but the uniqueness of the products will.

As a general statement, the market penetration strategy for every line, had the same guidelines for their promotion and distribution strategy as follows. However, it is Important to emphasize that since Total Repair 5 is the exclusive hair care range for the ASEAN and Indian market, its positioning within the brand portfolio is significantly stronger and therefore the efforts on the promotion as well.

Promotion strategy

The promotion strategy for achieving the desired market penetration for a completely new product was essentially aggressive and structured under the main objective of creating strong brand awareness.



Distribution Strategy

Is presented as an essential part of the promotion strategy, due to the fact that for creating a solid brand awareness in the marketplace, the stock needed to be at its maximum capacity, especially on the supermarkets, hypermarkets and independent stores across de country. Those were the chosen spaces for the customers to acquire the product.

2.2.2 The Competition

Procter and Gamble co: Pantene Pro-v



P&G entered into the ASEAN market with a strategy of ‘investing on the local talent’ which eventually took the company’s activities into a fast and maintained growth. The behavior according to each country is showed as follows:

	India	Vietnam	Malaysia	Philippines	Thailand	Indonesia
Debut year	1989	1995	1987	1935	1988	1985
Main brands	Pantene, Head&Shoulders and Herbal Essences	Pantene, Head&Shoulders	Pantene	Pantene Head&Shoulders	Pantene Herbal Essences	Pantene, Head&Shoulders Herbal Essences

Their main objectives within the market

- Establish a strong foothold in the digital space by breaking through existing clutter and noise.
- Overcome the target audience’s skepticism of shampoo brands.
- Accomplish an average market share growth of 1% every year in the lucrative hair care market in ASEAN and India; which means USD40 million on turnover.

Their five key activities in globalizing products

- Product development.
- *Travel well* to other countries.
- Avoid the *not invented here syndrome*.
- Time the market.
- Development of a communication network.

Their three key issues

- Female-centric targeting in Asia.
- Low market share in Asia.
- Focus on wash frequency and in Asia there is a low wash rate.

Their brand portfolio

- Silky Smooth



- Damage Care



- Long Black



- Nourished Shine



- Fullness & Life

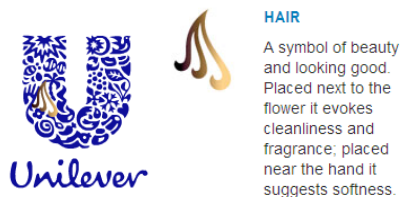


The offering of Pantene is mainly characterized of targeting a woman that is mainly looking for fast and long-lasting results. Looking beyond the obvious and expecting that the already high price is worth it.

Their current position within the market

- Pantene became the fastest-growing hair care brand in the whole Asian region.
- Its market share growth equaled the combined enlargement of the previous three years in 2011.
- Absolute regional sales value is at a 122 index in opposition to the previous year.⁴
- Doubled the sales target with incremental sales assessment of over USD100 million in 2011.

Unilever Group: Sunsilk



HAIR
A symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.

Unilever is a British-Dutch multinational corporation, whose headquarters are located in Rotterdam (Netherlands) and London (UK). The Company operates worldwide, having a

⁴ Taken from <http://kellieong.com/carrots/?p=278> 11/03/2013 at 10:34 am.

strong presence in more than 100 countries, on the five continents and is the third largest global manufacturer of mass consumption products.

In the words of the company itself:

“More than 2 billion consumers worldwide use a Unilever product on any given day. In 2012, we added nearly €5 billion of turnover, pushing through the €50 billion mark in the process”⁵

In the specific case of the hair care industry, Unilever Group has two well positioned line ranges in the ASEAN and Indian marketplace: Sunsilk and Dove.



Sunsilk believes that everyone deserves beautiful hair.

That's why we're collaborating with the world's top hair experts and applying their knowledge and secrets to our range.

Each one of our Sunsilk Co-Creators specialises in a different element of hair care – from cutting-edge catwalk styles to sleek straight looks, captivating colour, or covetable curls. With their help, Sunsilk is designed to help you get perfect results, whatever your hair type.⁶

2.3 Our Consumers

Understand the consumers' needs in the region

To understand why we have choose the gab of c as our target market, first we need to understand that is in this gap where the opportunity of having succeed in these countries is. And that is because, they are a new generation that does not need to prioritize their basic needs thus hair care, but comes with desire of try new formulas; also, having a very high potential buying capacity cause by the condition of fashion pursuer, vehement, and more impulsive consumer.

⁵ Taken from <http://www.unilever.com/aboutus/introductiontounilever/unileverataglance/> 11/03/2013 at 11: 20 am

⁶ Taken from <http://www.unilever.com/brands-in-action/detail/Sunsilk/292116/?WT.contenttype=view%20brands> 11/03/2013 at 11:05 am

So, now that we have our target market, we have to analyze their needs and desires about how they like to have their hair, so we can be able to choose the right product for them. And if we consider the graphics and information collected, we can observe that the 6 more important factor of an ideal hair in ASEAN includes long, straight, normal, soft, smooth and shiny.

And, also we have to take a look at the Top Hair Concerns of each country, where we can

Top Hair Concerns

THAILAND	INDONESIA	
Split ends	45 Hair falling off	36
hair falling off	37 Dandruff problems	35
Brittle hair(break easily)	32 Scalp itching/tingling	18
Damaged hair	32 Split ends	15
Dry/dried out hair	30 Dull, without shine	14
PHILIPPINES	INDIA	
Split ends	45 Hair loss	47
Damaged hair	43 Hair breakage	24
Dandruff problems	36 Dandruff problems	17
Dry/dried out hair	32 Split ends	16
Dull, without shine	25 Premature greying	15

see the most repeated answers are related to the fact of damage, split or loss of hair.

- Cultural Rituals

It is important to take into consideration the fact that in Indonesia the most extended religion is the Islam, so for that, first we need to consider the use of veil for the women (they need even more treatment because their hair dries faster and it gets damp and sweaty more easily), but second, the composition of the product that we are willing to lunch must not contain forbidden substances such as alcohol derivate or substances derivate from the pork, in order to, not attempted against their religion beliefs.

- Consumer Habits and Places

ASEAN + India consumers are increasingly willing to spend more on high quality hair care products: that target specific hair types (ex: dry hair, oily hair) and which offer added benefits (ex: anti-dandruff, nourishing, moisturizing...). There is also a growing demand for hair treatment products as consumers are starting to consider more important their appearance and their image.

These new habits of behavior that the consumers are having have made the opening of a lot of new salon hair care. But, despite of that, this type of sales place appeals only to a niche consumer base, particularly affluent consumers who have specific hair problems. And that is because salon hair care products are considered expensive, and many consumers visiting salons still prefer to buy hair care products in retail outlets, as they can find a wider range of variants and brands at more competitive prices.

Another important aspect that is necessary to mention is the fact that consumers are increasingly using shampoo and conditioner separately instead of 2-in-1 products. This last one is perceive as being less effective at cleansing and nourishing hair.

So, according to this analysis we can see that the path that we should choose is the launching of a shampoo or conditioner with the differentiation of the types of hair but also with very powerful added benefits, and mainly for being sold in retail outlets.

Marketing mix

- Product: The spectrum of products include in the brand L'Oreal Paris goes from: skincare, cosmetics, hair care, hair color, hair styling and men's line. All this diversity is separated in different brands where each one including the different products depending on their aim.
- Price: The price of the products of L'Oreal Paris is, in general, comparable to the competitors. But, there is a part of their products that are over the average price like the hair care range of Total Repair 5 with a prices of 4,06 euros. In other words, 0,82 euros over the average.
- Place: L'Oreal Paris uses does not have building with only the brand, instead of that; use other platforms for selling their products like drugstores retail outlets or supermarkets.

And even one part of their products are sold in the salon hair care.

- Promotion:
Promotion is the strongest strength of L'Oreal Paris, using almost all kind of channel that exists: television, newspaper, magazines, internet, billboards, sponsoring events and fashion weeks. But this goes further with the free gift of little packets of their products in the fashion magazines, or the distribution of billboards all around the stores including: walls, columns...
For all these advertisements, they use famous people for the promotion and sometimes even professional make-up artists, making people associate the status and de success of this characters with the use of L'Oreal Paris.

L'Oreal is known for its strong and aggressive control of promotion, place, price and packaging strategy, which is decided from the headquarters. For these points, only minor product adaptations are made in different countries (such as labels' languages).

Reasons to choose

Because of the target that we have chosen (between 15 and 35 years old), one of the main axes of our analysis, and after promotion, is going to be the positioning as a better brand than our competitors. And that is because of the places for buying the product, and the consequence exposition of the target to a big spectrum of options, convened with the

growing impulsive buying behavior, suppose a challenge of quality offer and marketing campaign.

So, in order to give our best, it is important to analyze the main competitors of L’Oreal. And these are Pantene, Sunsilk, Lux, Clear, Dove and H&S.

These leader companies invest heavily in product development and promotion and continuously launch new products and hire well-known brand ambassadors. They compete in terms of product innovation over the coming years and develop products that are more effective at controlling hair loss or repairing damaged hair. Manufacturers are also likely to introduce products that offer added benefits (ex: nourishing, hair loss prevention, moisturizing, hair straightening or increased volume).

For example, shampoo products such as Pantene Hair Fall Control and Sunsilk Intensive Treatment can be our potential competitors according to their properties of strengthen the hair and make it shiny as L’Oreal Multivitamins.

Despite of this, there is something that makes different L’Oreal Multivitamins, and is the fact, as the proper name says, the three vitamins included in the shampoo. The E vitamin for the natural shine of the hair; the PP vitamin for increasing the stronghold of the hair; and finally, the B5 vitamin for intensify the hair from the roots. This special characteristic makes L’Oreal Multivitamins the perfect product for the target that we have selected complementing the products that already exist with an innovative evolution on the formula, giving a better capillary finish.

2.4 The chosen product

L’Oréal Elvive Multi - Vitamins Fresh

Description

The L’Oréal Paris laboratories have developed Elsève (Elvive) Multi-Vitamins Fresh, which with its formula Fresh Citrus guarantees 48 hours of cleanliness and freshness! It’s enriched formula with derivatives of Vitamins pro-B5, PP and E, leaves dull, tired and greasy hair looking full of vitality and gives hair a burst of natural looking shine.

Benefits

L’Oréal Multivitamins Fresh cleans deeply without drying out hair. It



gives lots of shine, and just gives whole hair and overall healthy look. Specially recommended for greasier at the roots, as it cleans deeply the excess oil, without drying out the ends.

During the day normal hair tend to fatten too quickly, flatten and lose their vitality. The formula purifies and smooths the hair fiber, allowing the hair to reduce the absorption of the impurities' and fatten less quickly. This shampoo has an anti-waste, which prolongs the sensation of freshness and clean long term.

Multivitamins and PP B5 gives to hair charge of energy, restoring shine and vitality to hair.



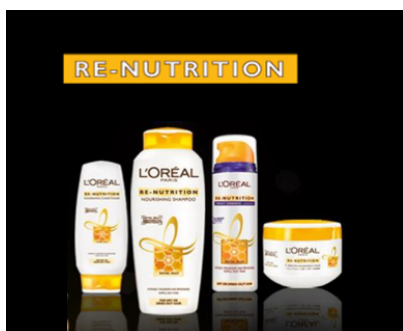
Similar product from the L'Oréal Paris BRAND

(Present in the European market: UK, France, Germany, Austria, Croatia, Denmark, Spain, Italy, Switzerland, Portugal, Turkey, Poland, Finland, Czech Republic, Romania, Sweden, Slovenia, Slovakia)

The L'Oréal Paris laboratories have developed Elvive Multi-Vitamins range for normal hair. Enriched with derivatives of Vitamins pro-B5, PP and E, the formula leaves hair looking full of vitality and gives hair a burst of natural looking shine.

Similar product from L'Oréal Paris in ASEAN and INDIA

L'Oréal Laboratories have developed a Pro-Keratine and Ceramide enriched formula that helps restore 5 visible signs of replenished hair without weighing it down. L'Oréal Paris Total Repair 5 Conditioner absorbs instantly into your hair, restoring vitality and replenishing your damaged hair. Instantly detangled, hair is soft, smooth and silky to the touch. (5 Problems and 1 Solution).



L'Oréal Paris introduces the latest solution to nourish and revive dry hair. Re-Nutrition range features our latest conditioning technology with an extract derived from nature: Royal Jelly. Give your dry hair the royal treatment every day.

To revive hair's shine, Elvive has developed Nutri-Gloss Crystal specifically targeting long, dull hair that has lost its sparkle.

While Unilever Group and Procter & Gamble Co. are present in every industry, L'Oréal is an expert on what beauty means in the world with its own local and individual approaches, which gives them the advantage of delivering value through the building of an emotional relation with the client that goes beyond of just giving functional benefits to the hair, which is classical approach of Pantene and Sunsilk.

Therefore, the whole market behavior of L'Oréal, from its packaging to its TV commercial, have an emotional and intangible element that somehow makes the customer feel related to the brand and chose it over the competition.

3. OPERATIONAL IMPLEMENTATION

3.1 Marketing Strategy

Presentation of the product

The package of the product will be the same use in Europe



Bottle of 250ml

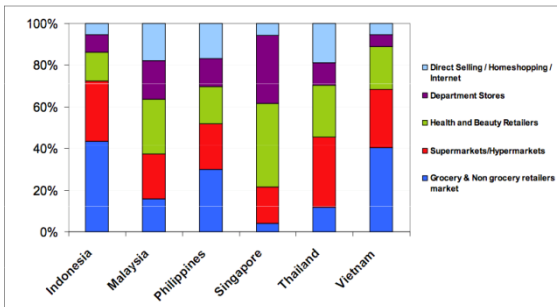
and 400ml

12 sachets = 1 unit

	SACHETS		BOTTLES	
	Val	Vol	Val	Vol
CHINA	4%	13%	96%	87%
THAILAND	5%	24%	95%	76%
INDONESIA	41%	54%	59%	46%
PHILIPPINES	72%	78%	28%	22%
INDIA	44%	70%	56%	30%

As in **India and Philippines** the distribution of shampoo in sachets is very important, we will consider to have this presentation in those two countries, but just will be present in small retailers, grocery stores and supermarkets.

Places (Distribution of the product)



ASEAN Distribution:

The channels that will be used to distribute the product of L'Oréal will be mainly the same that the brand already uses in ASEAN and INDIAN market, as a way to make the product get known easily by all the actual consumers

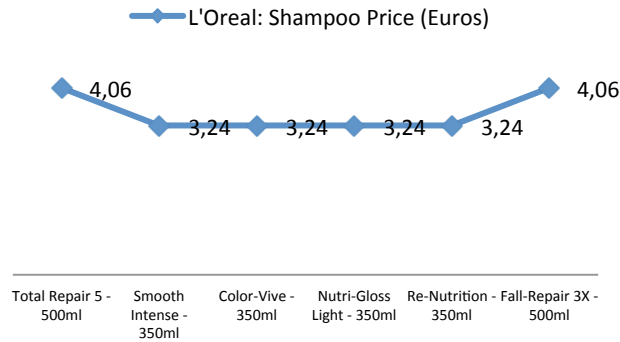
of the brand, and for new consumers to get quickly familiarize with the brand and the specific product: **L'Oréal Elvive Multi - Vitamins Fresh**

The channels will be: Supermarkets, Convenience Stores, Drug Stores, Beauty Shops, Hypermarkets and Department Stores.

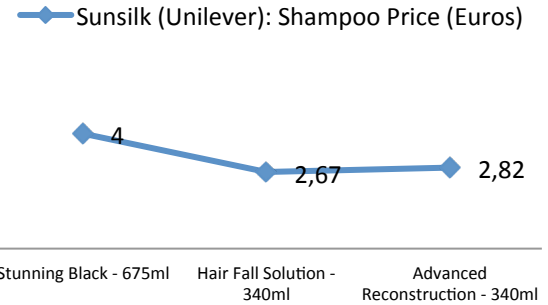
Price

The price of the product will be an average price of the brand actual products in ASEAN and INDIAN market.

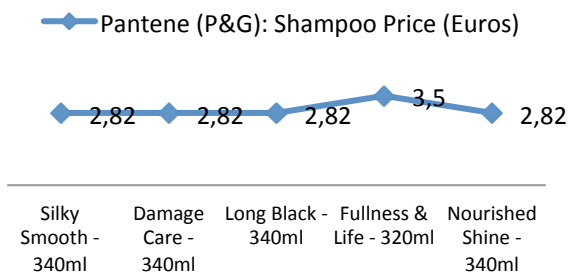
L'Oreal: Shampoo Price (Euros)



Sunsilk (Unilever): Shampoo Price (Euros)



Pantene (P&G): Shampoo Price (Euros)



The hair care marketplace in the ASEAN and Indian area is highly competitive when it comes down to the price range of the products. In the past few years, key competitors as Unilever Group with its main brand Sunsilk, and Procter & Gamble Co. with Pantene, had started a simultaneous campaign being fiercely aggressive on pricing. However, the growth of both brands is still flat and underdeveloped with an

average rate of 3.0%. On the other hand, the L'Oreal group has shown an evolution rate of 5.0% - 9.0% on each product range, and a 13% rate in the complete brand portfolio.

This behavior can be explained by the fact that the consumers on the market are willing to pay a higher price for a quality product that shows real results and delivers the added value promise to its clients.

Based on this market performance, Elsève (Elvive) Multi-Vitamins Fresh, is going to be launched in the market within the same price range of the L'Oreal Paris portfolio in the region as follows:



Size 400 ml
Price 3,7 Euros



Size 250 ml
Price 2,8 Euros

With the established prices, the forecast penetration rate is expected to be above 40%, not only for the marketing strategy that is going to be implemented, but for the already

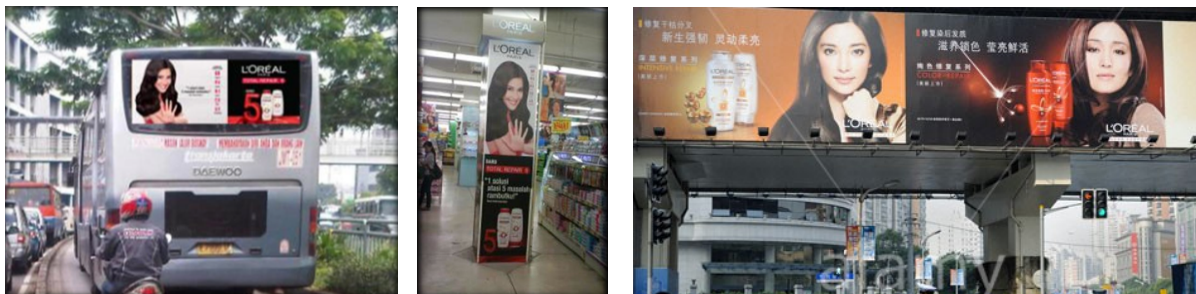
existing positioning of L'Oréal Paris in the region and the market tendencies that L'Oréal is basing its action plan on.

Moreover, the product lines that represent a direct competition for Elsève (Elvive) Multi-Vitamins Fresh have a comparative advantage in terms of packaging. For example in the Pantene line of Fullness & Life, the product size is of 320 ml, which means 20ml less and 0,5 euros more.

On the other hand, L'Oréal Paris has an advantage over Unilever Group, thanks to the way the product is developed. In other words, in order for Unilever to deliver the same benefits as L'Oréal Paris to the final consumer, the company created two product lines while L'Oréal developed just one, which is an important decision criterion for the buyer on price, quality and profit.

Promotion Campaign

Mass Media: Using public spaces to make the product be known and to allow the consumers to get use to the new line of one Existing brand in the market.



Consumer's offer: Giving samples and personal advices about the products and its benefits in each point of sale.



Social Network: Using the most important social networks, such as Youtube, Facebook, Twitter, Pinteres, to make the product be known by consumers.

Famous images as a way of advertising: In the advertising use to launch and promote the new product in ASEAN and INDIA, the image of famous models can be part of the strategy of campaign. This very traditional in the way that the brand L'Oréal use to promote and

launch their products. Also sponsoring public events, were the target of the product is very involved, can be very persuasive and attractive for the marketing of the product.



3.2 Launching Campaign

Campaign Logo and Slogan

Be healthy, stay fresh.
By L'ORÉAL
PARIS

Stages of the campaign

1. **Expectative campaign:** Before the launch of the product an *expectative campaign* is proposed in the biggest ASEAN countries and in the most populous city of India, Mumbai. The purpose of doing this pre-launching campaign is to give more force and impact to the new sub-brand of the famous brand L'Oréal Paris, which is very well positioned in each market, and have many sub-brands very well established in each of its segments. Doing a period of expectative, were the idea is to involve as much as possible the consumers, will help a lot the product to be differentiated and well-positioned in the target minds.

This expectative campaign will be done during 15 days before the official launch of the product, using mass media communication (as usually done by the brand in public places), and promotion in the point of sales of each city and hard communication in the most important social network of each country (*FACEBOOK*).



During the period of the expectative campaign, will be created simultaneously a massive event in Facebook created by the brand, in each of the countries where the launching campaign cities where chosen. These countries will be INDIA, THAILAND, PHILIPINES, INDONESIA, SINGAPORE, MALAYSIA and VIETNAM.

This event has as main purpose involve all the consumers in the process of launching and penetration of the product in each market. In this way people will be faster and more efficiently related with the new product and its benefits, having a clear idea of the difference between this sub-brand and the others from L'Oréal Paris that already exists and are very well positioned in the market.

2. Creation of the Social Network event: When the expectative campaign starts working, an EVENT in the official site of the brand L'Oréal Paris of each country will be created. This event will encourage the consumers to give their opinion and experience about << *WHAT ARE THEY WILLING TO DO OR USE IN ORDER TO HAVE THEIR IDEAL HAIR* >>. The people participating in this event during the expectative campaign can participate to win **L'OREAL EXPERIENCE PRIZES** in each of the countries.



3.Official Launching period: The expectative campaign will end with the official launch of the product in the 10 ASEAN countries and Mumbai, in INDIA. This official launch campaign will continue with the << Be Healthy, Stay Fresh >> concept, reinforce by 4 ASEAN Women that will be the image of the new product campaign. This official campaign will be

very strong in all the countries during 1 month, mainly in the point of sales and close important public places.

Official Launching Event

This event will be done in some countries during the first week of the launching of the product. The event will take place in one city per country, each day of the week, and will be done with the 4 images of the campaign.

Net Sales from
Countries

Asean MASS
2010 : B €

MASS: Hair care importance in IN, Ph & Viet Skincare importance in TH

	Total Asean	Thailand	Malaysia	Singapore	Indonesia	Philippines	Vietnam
Hair Care	1 158,4	192,4 0	94,1	34,5	330,9	379,4	127,1

The possible cities of each country can be: Mumbai (INDIA), Jakarta (INDONESIA), Manila (PHILLIPINES), Bangkok

(THAILAND), SINGAPORE, Hanoi (VIETNAM), and Kuala Lumpur (MALAYSIA).

The event can consist in the promotion the product in the most significant points of sales in each city, including distribution of samples, and some other activities that involve even more the consumers with the new line of the brand and with the whole launching campaign.

Possible images for the campaign

Aishwarya Rai Bachchan is an **Indian** film actress and model. She won the Miss India and Miss World pageants of 1994. She has become one of the most admired and revered women in India, and in the world. Mass media has described her as dignified, statuesque, beautiful and charismatic person.



Chanyasorn Sakornchan is a **Thai** beauty queen who currently holds the Miss Thailand Universe 2011.



Angel Locsin is a **Filipina** television and film actress, commercial model, film producer and fashion designer.



Atiqah Hasiholanis an **Indonesian** actress. She is best known for starring in the Academy Award submitted film Jamila dan Sang President.



4. PROJECT CONCLUSION

After a deep analysis and research of the brand L'Oréal Paris, we were able to identify a product from their global portfolio, present in the European and American market, that can be very well accepted and positioned in the ASEAN market, due to its benefits and the real needs and behavior of the consumers.

After this analysis, we were able to find a product that we considered can have a very good acceptance and positioning, taking into account the actual image of the brand and the other similar products present in the market. Considering all these factors, we chose to launch in this new market was the shampoo **Elsève (Elvive) Multi-Vitamins Fresh**, as it is a product created with a very enrich formula, that can fit perfectly in the daily use of the ASEAN consumers, compared with many other products of the brand's portfolio.

To be able to identify this, it was required to do a complete analysis of the market, detecting the main characteristics of their hair, their environment, their tendencies, their preferences, their needs and the behavior and position of the competence.

After choosing the product, taking into account the position that it can have in the market, we proceeded to create the whole marketing strategy, creating each of its aspects based on the wide culture and market behavior. We chose the image, the distribution, the price, the place and the promotion considering existing strategies that the brand has created in this market with other products, and with this product in other markets, trying too to adapt each aspect as much as possible to this market.

Taking into account these concerns, we were able to create the launching campaign, detecting the main factors that we considered were crucial to have a good impact and positioning. Aspects as the creation of a new image and slogan "*Be Healthy, Stay Fresh*", a pre-launching campaign (expectative campaign), social network events and the selection of public celebrities were developed, making sure that our whole strategy was coherent with the decision we took, in the launch of the product.

In the general ranking of France, we were able to accomplish the 6th place in the whole country out of 23 national teams with a total of 215 votes, which can be translated into a good general reception of our business idea and our marketing strategy of our own work.

5. AUTOEVALUATION

Maria Camila Betancourt

This Challenge Project was a very good opportunity to put in practice all the knowledge acquired in Marketing and Advertising during my professional studies, in Colombia and in France. Working for the brand L'Oréal Paris was also a very enriching experience, taking into account that it is the world's largest cosmetics and Beauty Company, and its market is very big and significant. Having to analyze the whole portfolio of the brand, allowed us to understand the importance of a good strategy, taking into account the real needs and behavior not just of the customers, but also of the competence, which now a days is getting bigger and stronger in many sectors.

As group, I consider that we understand the main idea of the challenge, taking into account the main aspects of the competence. We understood the impact that L'Oréal Paris have with its products in many market, and we used that to analyze how one of its portfolios can be extended and launched in a very important market, as the ASEAN market. We tried to understand very deeply not just consumers, but the whole behavior of this market in order to adapt of the brands product in a very effective and successful way. Also we analyzed the brand's impact and position in each market, so that the product we chose can result well accepted in the new market, taking into account its benefits and the real need of ASEAN costumers.

Elisa Corralo Llorente

When I discover that I was going to come in Erasmus program to Sup de Co, I did not know that I was going to have this amazing opportunity of participating in a worldwide Challenge Project, and participating with the company L'Oreal in such as interesting project.

It was a great opportunity for practicing the knowledge acquired in my home university in Spain, but also for working in a more professional way, with people from other countries and in a non-mother language.

Talking about the project, it was a really good chance of covering almost all the parts of the market research including the different consumers and their needs and threats, also the tendencies and the current situation of the brand in Asia and the possibilities of growing in this part of the world.

María Camila Santamaría

The L'Oréal Brandstorm Challenge represented not only an amazing opportunity to prove myself, my skills and knowledge, but also a growing experience as a professional and as an integral person. Feeling that I was part of the giant of the beauty industry for several weeks, made me realize that I am going in the right direction and that I am exactly where I am meant to be: In the world of the International Business Administration.

The project not only helped me to understand better what does it mean to be part of the globalized world of business, but helped me to appreciate the teamwork and the effort of each team member, keeping in mind that *we are as strong as our weakest link*.

6. BIBLIOGRAPHY AND REFERENCES

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