

BIG PICTURE 2017



L'ORÉAL



INSTITUT
FRANÇAIS
DE LA MODE

The challenge

Having just launched a new consultancy specialising in innovation, you are pitching to the CEO of the L'Oréal Group.

The client has asked you to reflect upon the future of their businesses and to present your vision by creating a 1 minute video.

If in 20 years L'Oréal is no longer making the same products, what will it be selling?

Your vision is to serve as the basis for strategic reflection and inspiration for the client's global strategic teams, and can potentially be associated with an existing brand of the group's portfolio or the creation of a new one.

In addition to your 1 minute video, your overall pitch should also include a four-minute presentation illustrated by 3 or 4 PowerPoint slides, and a written piece.