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PRESS RELEASE

***ESCP Business School launches its Big Picture challenge, in partnership with L'Oréal.
A exceptional 2020 edition in this period of lockdown.***

In the context of the Professorship L'Oréal in Creativity Marketing and as every year, ESCP Business school launches its annual challenge "Big Picture", from April 20th to 24th.

The Big Picture challenge is a powerful learning tool for ESCP students. It is a unique experience that allows them to develop new skills, essential for tomorrow's managers.

The 55 participating students, of more than 20 different nationalities and divided into 9 teams, are projected at the heart of a creative process: designing and producing a strategic recommendation in video format as well as a presentation within 5 days, responding to a brief proposed this year by L'Oréal's CDO, **Lubomira Rochet** : « your vision for what will be the online experience in 2025 with a particular focus on the role of services within L'Oreal's ecommerce ecosystem ».

Throughout the week, team coaching will be provided by ESCP professors and L'Oréal Top Executives including ESCP Alumni. Each team will present their work online on Friday, April 24th and 3 winning teams will be selected by a jury of leading professionals including many top managers at L'Oréal.



This year, because of the isolation, the project had to be redesigned and the constraint of lockdown had been transformed into an opportunity. This edition is perfectly in line with the current acceleration of the digital transformation that L'Oréal has been carrying out for the past 10 years and the challenges that this brings. Creating even more added value for the School, the students and L'Oréal... this is what ESCP and L'Oréal have been working on over the last few weeks.

Big Picture 2020" challenge encourages students to develop new skills

With a new format, 100% digital, pedagogical innovation is placed at the heart of the project to offer students a new multidimensional learning experience: different programs, different cultures and different time zones...

"Thanks to this edition, students will experience teamwork at a distance, in a very short time. Digital skills will be over-stressed and agility will be a key skill to be activated throughout the week. I salute the agility that the

students have already demonstrated since the online switch by ESCP of 100% of the teaching since the beginning of the lockdown. But if taking up the challenge of following online courses is one thing, leading a project from A to Z, in a team and at a distance, is another! "explains **Professor Marie Taillard** who leads the Professorship Creativity Marketing and who adds: "How does a team work online? How do you collaborate online when team members are located in India, China, Canada and Europe? What the students will experience there is exceptional and I look forward to witnessing it first hand."

In addition, for the first time, this 2020 edition underlines the complementarity of two ESCP programs: the integration of students from the MSc Digital Transformation Management & Leadership with those from the MSc Marketing and Creativity will allow students from both programs to discover new perspectives and enrich their recommendations thanks to an approach combining data and creativity.

Placed under the aegis of the ESCP Business School Foundation, the L'Oréal Professorship in Creativity Marketing reinforces in a complementary way the scientific expertise of a Business School and the know-how of a leading company, on a crucial commercial issue and on topical subjects such as big data and the use of behavioural sciences in innovation and marketing creativity.

Check out the website of the "Behind the scene" challenge and follow the students' logbooks on a daily basis: <http://bigpicture2020escploreal.mystrikingly.com/>

Replay the programme of the [edition 2019](#)

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ABOUT ESCP BUSINESS SCHOOL

ESCP Business School was founded in 1819. The school has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Our campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management. Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way. This conviction and our values: excellence, singularity, creativity, and plurality, daily guide our mission and build up our pedagogical vision. Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialized: Bachelor, Master, MBA, Executive MBA, PhD and executive education, all of which include a multi-campus experience.

It all starts here

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