



Best Team Spirit Award Achievement by Lebanese University Students at L'Oréal Brandstorm 2026

L'ORÉAL
BRANDSTORM
2023



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BRANDSTORM

Go-to-Market Strategy

Délor = Fragrance + Fashion + Technology

Build a campaign around "Sense the flow", highlighting real-life moments and emotions

Leverage platforms like TikTok and Instagram for short, immersive storytelling

Collaborate with fashion, lifestyle, and tech influencers to increase daily use

Create interactive pop-up experiences for hands-on product discovery

Partner with luxury events and fashion shows to reinforce premium positioning



THAT'S A

you

day

PRADA

THE FUTURE
LUXURY PRADA

L'OREAL BRANDSTORM

Biggest Innovation
Competition Worldwide

