

BRANDING PROJECT

Course syllabus

Course code:	23063
Credits:	4 etcs
Period:	3
Level:	Intermediate (Bachelor's) level
Prerequisites:	<p><i>Either 8 etcs and at the same time participation in the Swedish course "Image management" (taking place in the same period)</i></p> <p><i>or</i></p> <p>a minimum of 16 etcs in marketing or communications.</p> <p>The course cannot be taken by anyone who has earlier taken part in the competition L'Oréal Brandstorm</p>
Registration:	Sign up before Monday, January 29 th
Examinator:	Åke Finne Gustav Medberg
Key in Moodle:	loreal

L'Oréal might launch the new rules and formats for the assignment at some point in January. After that these instructions might be updated.

The guest lecture by L'Oréal (Thursday 25.01) and the first coaching session (Monday 29.01) will clarify these details (check Moodle for updates).

Course description

The course turns theory of marketing communication and branding into practice emphasizing on consumer insight. In terms of theory, we will build on the Swedish course "Image management". Furthermore (or actually the main point with the course), we will participate in an international marketing competition, L'Oréal Brandstorm.

Learning goal

In this course, you will step into the shoes of a marketing manager. Following this course, you will have a strong grasp of market knowledge, consumer data,

analytical skills, and how to present your ideas convincingly both orally and in writing.

After completing the course, you will be able to

- analyze the branding and communication aspects of a company.
- identify consumer needs based on market data and consumer insights.
- integrate your ideas within a sales pitch and present them to a board of company representatives.

Course structure

The course will be comprised of guest lectures, supervised sessions, and ending up with your team's pitch at the Hanken Final (presentations of reports) and a video based on that pitch. Class sessions are compulsory, with a maximum of two absences allowed (the reason for an absence must be e-mailed to the examiner beforehand).

Time schedule

We strongly recommend that you take the Swedish course "Image management" simultaneously.

Date	Time	Aud	Theme
Th 25.01	10.15-11.45	309	Guest lecture (Teams-link to Copenhagen): L'Oreal Brandstorm – Official launch of the competition, Anne Svaneborg & Ruben Gronevik, L'Oréal Nordic
Mo 29.01	10.15-11.45	309	Coaching session: Introduction to the assignment Brandstorm: What it takes to win the competition, Gustav Medberg & Åke Finne
(Mo. 29.1 DL for register in Moodle.)			
Th 01.02	10.15-11.45	309	Guest lecture: The advertising campaign is dead – what instead? Fredrik Heinonen , vvd, Milton
Mo 05.02	10.15-11.45	309	Guest lecture: Brand Experience – case Suunto, Martin Österberg, Global Head of Communications, Suunto
Mo 19.02	14.15-15.45	411	Coaching session: Supervision: final footsteps to victory – first step Hanken Campus Final, second step the Nordic Final and the last step the International Final in Paris, Gustav Medberg & Åke Finne

Th 22.02 10.15-11.45 309 **Guest lecture: Brand experience – Case Dermosil, Henry Backlund, founder**

(Th. 29.02 kl 12 (lunch time) DL Branding Project)

To. 07.03 08:30-16:45 309 Hanken Campus Final in L'Oréal Brandstorm (exact time slots for the team pitch will be presented later)

Red: Together with the course Image management

Blue: This course (Branding Project) only

Assignment – will be specified in detail later (check Moodle)

This course will take part in L'Oréal's international marketing competition for students, L'Oréal Brandstorm. In the course, participants will complete a case (see L'Oréal's official case description on Moodle or the official Brandstorm site), which they will then present at the Campus Kick-off at Hanken in January.

The assignment usually consists of three parts (check updates from L'Oréal):

- a PowerPoint-report (3 official slides + max 25 supporting slides),
- a video of the pitch (NB! 1 minutes only, based on the two bullet points above),
- and a presentation of the video (NB! 5 minutes only, based on the 3 official slides).

One team member will submit the assignment on Moodle. The deadline for submission of the PowerPoint-report and the video is Thursday 29th February at 12:00 am (lunchtime).

The Assessment on the course (grading) is done by Hanken, but, however, L'Oréal picks the winner.

The winning team at Hanken will advance to the Nordic Final in Copenhagen, and then perhaps even on to the International Final in Paris/London. The winner will be chosen based on the video by L'Oréal (see "Assessment"). The official course ends by sending the final video to L'Oréal, but the competition continues for the best team(s) on the course.

Only one team from Hanken will take part in the Nordic final for the chance to go on to Paris. A new briefing day for the winning team (and perhaps other teams from other business schools in Finland) will announced later including dates for the Nordic final in Copenhagen and the international final in Paris or London. Additional credits (4 ects extra) will be given to the winning team(s) after the presentation in Copenhagen.

For details, please see the official case study description from L'Oréal. Please see also the document "analytical tool", which is a tool that will contribute to your consumer insight (we call it Hanken's secret weapon). Furthermore, after signing up

in L'Oréal's official website, L'Oréal will offer you a Resource Pack that includes data on the market. There will be useful material on Moodle, as well.

Groups and teams – can be specified later (check Moodle)

You can choose between 2 groups. Each group will consist of about 5 teams, with 3 persons per team. Sign up to a specific team in Moodle (NB! It is not enough to sign up merely for the course in Sisu or register in Moodle. You find the link on the Moodle course page under the heading "Assignments, material" (will be opened soon). You also must sign up with a team). Be prepared to present your ideas on Thursday 7th of March either in the morning or in the afternoon. If the morning is good for you, choose a team from Morning group. If the afternoon is better, choose the afternoon group.

The Hanken deadline for signing up to a team is the **29th of January**. After you have formed your team, you must also register your team on the official Brandstorm web page, BRANDSTORM.LOREAL.COM. Try to come up with a catchy name for your team. Note that L'Oréal has a different deadline than we have on the course at Hanken.

NB!

You have to register both for the course and with a team on Moodle, not to forget Sisu.

**Additionally, you must register the team on the official competition site.
3 SIGN-UPS TOTAL!!**

Literature

We recommend the literature from the course "Image management".

Assessment – will be specified later (check Moodle)

According to the rules, the format for the report is a PowerPoint (NB! – not a written report or term paper). Format details including the length will be specified on the first Coaching session. The team presentation, i.e. the pitch, is recorded by the team. On Hanken Campus Final the video and PowerPoint are presented (more details on the Coaching sessions). After this part the course is over, but the team can improve the video and the PowerPoint before sending it to Loreal Copenhagen.

This course places a strong emphasis on presentations skills, so pay attention to your pitch. The requirements for the winning teams are much higher than for other presentation assignments at Hanken. You have to understand the market, including its products and customers, develop convincing ideas and strategies, and effectively sell your ideas to a jury. The winning team must be very well prepared in

each of these regards. The scheduled coaching sessions are there for your team, in order to support you towards an outstanding presentation.

In 2017 L'Oréal used a scoring grid that you can find on Moodle (se official rules too). Please, check it out! We use a similar one. The proportion between the written report and the presentation will be 60 (written)/40 (oral).