

# L'ORÉAL

## Singapore Wins The 2003 L'Oreal Marketing Award

### SINGAPORE WINS THE 2003 L'OREAL MARKETING AWARD

**In the presence of Maurice Levy, C.E.O of Publicis and member of the Jury**

Paris, 28 May 2003 – Three students from Singapore Nanyang Technological University demonstrated their potential as future creative brand managers when they were named winners of the L'Oréal Marketing Award international final. The team came up with an innovative customized line of hair-care called 'Garnier -Younique'. The innovation resides in the fact that every consumer can add specific essential oil capsules to his/her 'Younique' shampoo, thus, allying cosmetics to well-being virtues, suited to his / her needs. The team was also given the best communication prize awarded by Publicis.

Launched in 1993, the L'Oréal Marketing Award is celebrating this year its 10th anniversary. Since its creation, the competition has brought together close to 12 000 students worldwide. For the first time this year, a country from Asia won the international competition.

The winning team from Singapore, as well as Switzerland (second winner), Spain and Germany (third winners) presented their brands and their communication and business strategies to an executive judging panel which included some of L'Oréal's most senior management: Patrick Rabain, Senior Vice-President in charge of the Consumer Products Division, François Vachey, Senior Vice-President in charge of Human Resources, Jacques Challes, International Director of Garnier, as well as Maurice Levy, C.E.O of Publicis.

The L'Oréal Marketing Award provides students with the opportunity to be a creative cosmetic brand manager; taking up the challenge in teams of three. This year, 18 countries were represented at the final. Their challenge was to come-up with a new hair-care brand for Garnier, a very appealing brand for young consumers.

Further information on Marketing Award available at: [www.loreal-marketing-award.com](http://www.loreal-marketing-award.com)

Further information on L'Oreal available at: [www.loreal.com](http://www.loreal.com)

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## About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. [www.loreal.com](http://www.loreal.com)

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