

## UP Virata School of Business Wins L'Oreal Brandstorm's 10<sup>th</sup> National Finals



Photo caption: (L-R) L'Oréal Philippines Human Resources Director Tina Ampil, Colleen Anne Chua, Caitlin Yu, Clarice Kimberly Tee, and L'Oréal Philippines Managing Director Thibault de Saint Victor

UP Virata School of Business (VSB) has once again won the championship in the 10<sup>th</sup> Philippine National Finals of L'Oréal Brandstorm held at Marco Polo Ortigas on 12 April 2018. The winning team was led by VSB student Colleen Anne Chua (II - BSBA), who was also awarded Best Speaker by the panel of judges. Together with Chua are Clarice Kimberly Tee and Caitlin Yu from the School of Economics. The team was also awarded the Technology Innovation Award, given to the team with the most outstanding product recommendation for this year's brand, L'Oréal Professionnel, the global beauty company's line of salon products and services.

A second VSB team composed of Andrea Isleta, Regina Silva, and Jeremy Matthew Tan, all III-BSBA, was also awarded Best Corporate Social Responsibility Award. Two other VSB teams were national finalists. UP Visayas and De La Salle University came 2<sup>nd</sup> and 3<sup>rd</sup> in the competition.

UP Diliman has now won in the competition six times, and will once again represent the Philippines in the International Finals in Paris in May. In 2012, UP tied for the global championship of the competition. This year's challenge asked student teams to develop a new salon experience for L'Oréal Professionnel, effectively championing and growing a digital customer program for L'Oréal's business with partner salons and end consumers.

The winning team and its mentor, Assistant Professor Luis Diego D. Lee, will fly to Paris, France on May 16 to present their ideas against 64 other country representatives. Aside from the all-expense paid trip, the team also won PHP 50,000 and L'Oréal Professionnel products.