



Team Magnifique (from left) Britney Cheong, Jessica Ong and Ng Yi Han.

## SCENT SUCCESS

# 24 hours in a bottle

**Two-in-one, liquid and solid perfume earned Nanyang Business School team top prize in marketing contest**

**SHERMAINE WONG**

*shermainewong@mediacorp.com.sg*

THEY lived up to their name – Magnifique or “magnificent” in French – and convinced the judges that theirs was indeed a splendid concept.

Britney Cheong, Ng Yi Han and Jessica Ong, 22-year-olds from the Nanyang Business School (NBS) at Nanyang Technological University (NTU) trounced seven other tertiary teams in the national leg of L’Oréal Brandstorm 2009 last Wednesday.

The team will represent Singapore in Paris next month to compete against 40 other top teams in the international leg of the competition. The champion will win a trip to a destination of their choice worth \$20,000.

The annual marketing competition, which is into its 17th year, is a platform for L’Oréal to recruit business undergraduates from around the world who show traits, skills and competencies that fit the company’s business culture.

Speaking on behalf of Magnifique, an elated Britney said: “Our hard work has paid off! We are excited about meeting the other teams from around the world and going to the L’Oréal head office in Paris.”

This year, the contestants were tasked to develop a new product for Maybelline New York – the brand’s first perfume.

Team Magnifique’s winning perfume concept featured a creative two-in-one approach – conventional liquid perfume and a solid perfume combined in one bottle. Customers have the option of using either form of the fragrance to suit their moods

and preferences. The solid perfume is also highly portable, so it can be used anytime and anywhere.

The team also had a marketing concept that contributed to their win. To launch the product, they came up with “Queue Buzz”, where people will be hired to queue in front of a mysterious door. Behind it is a gigantic 3D model of the perfume and a group of girls distributing samples of the scent. To advertise the perfume, the team came up with a tagline, “Double the choice, twice the confidence”.

According to Mr Nicolas Pauthier, human resource director, L’Oréal Asean, and one of the five judges at the national final, Team Magnifique stood out from its competitors with its in-depth understanding of Maybelline New York’s brand values. The team also presented a “globally viable concept”.

He added: “The team’s product is very typically Maybelline New York, which is about 24-hour make-up. With Team Magnifique’s product, we can imagine it being a 24-hour perfume as well. The girls also displayed great team spirit and camaraderie during the presentation and their energy really caught on with the judges.”

Praising first runner-up Team Exuparantia, also from NTU, and second runner-up, Team éclect!que from the National University of Singapore, Mr Pauthier said: “This year’s quality and standard has been consistent with that of the previous years. We had strong, well-prepared teams with a lot of innovative ideas and strong analytical and communication skills.”

Does Team Magnifique stand a chance at winning the grand prize in Paris? Mr Pauthier gives a hint: “The Singapore teams never cease to delight and impress me. Singapore is sweeping awards year after year at the international finals because their standards are very high.”