



# L'ORÉAL BRANDSTORM 2017

## COUNTRIES' MILESTONES

It's time to **INNOVATE!**

- 1) **Build** the team of 3, and get access to the brief for the Award you have applied for (BRAND or/and TECH) and the Resource pack
- 2) **Brainstorm** with your team and come up with the best idea
- 3) **Describe** your innovation in a 3-slide presentation (PPT(X) - if your team has applied for both Awards, you will have to come up with two 3-slide presentations
- 4) **Upload** the presentation until the submission deadline in your country - before this date you can make any changes to your presentation

The construction of your team can be changed until the registration deadline in your country

Local selection steps and events will be communicated by country Brandstorm Managers

**#StayAheadOfTheGame #Brandstorm2017 #InnovatorsOnly**

Region	Country	Registration deadline	Submission deadline
Asia Pacific Zone	India	January 15th	February 15th
Asia Pacific Zone	Indonesia	February 19th	March 5th
Asia Pacific Zone	Malaysia	February 23rd	March 9th
Asia Pacific Zone	Philippines	February 6th	February 24th
Asia Pacific Zone	Singapore	January 16th	January 31st
Asia Pacific Zone	Thailand	January 13th	January 31st
Asia Pacific Zone	Hong Kong	January 29th	February 17th
Asia Pacific Zone	Australia	March 15th	March 29th
Asia Pacific Zone	China	January 15th	March 6th
Asia Pacific Zone	Japan	February 17th	March 3rd
Asia Pacific Zone	South Korea	January 22nd	February 5th
Asia Pacific Zone	Taiwan	February 5th	February 20th
Americas Zone	Brazil	March 15th	March 29th
Americas Zone	Chile	March 15th	March 29th
Americas Zone	Colombia	February 26th	March 31st
Americas Zone	Mexico	February 26th	March 24th
Americas Zone	Argentina	March 15th	March 29th
Americas Zone	Panama	March 15th	March 30th

<b>Americas Zone</b>	<b>Guatemala</b>	<b>March 15 th</b>	<b>March 30th</b>
<b>Americas Zone</b>	<b>Canada</b>	<b>January 12th</b>	<b>January 24th</b>
<b>Americas Zone</b>	<b>USA</b>	<b>January 30th</b>	<b>March 6th</b>
<b>Africa Middle East Zone</b>	<b>South Africa</b>	<b>February 23rd</b>	<b>March 9th</b>
<b>Africa Middle East Zone</b>	<b>Lebanon</b>	<b>February 26th</b>	<b>March 15th</b>
<b>Africa Middle East Zone</b>	<b>Pakistan</b>	<b>February 19th</b>	<b>March 6th</b>
<b>Africa Middle East Zone</b>	<b>UAE</b>	<b>March 1st</b>	<b>March 17th</b>
<b>Africa Middle East Zone</b>	<b>Saudi Arabia</b>	<b>March 1st</b>	<b>March 17th</b>
<b>Africa Middle East Zone</b>	<b>Kuwait</b>	<b>March 1st</b>	<b>March 17th</b>
<b>Africa Middle East Zone</b>	<b>Qatar</b>	<b>March 1st</b>	<b>March 17th</b>
<b>Africa Middle East Zone</b>	<b>Oman</b>	<b>March 1st</b>	<b>March 17th</b>
<b>Africa Middle East Zone</b>	<b>Ghana / Nigeria</b>	<b>February 23rd</b>	<b>March 9th</b>
<b>Africa Middle East Zone</b>	<b>Senegal / Mauritius island / Ivory Coast</b>	<b>February 23rd</b>	<b>March 9th</b>
<b>Africa Middle East Zone</b>	<b>Kenya</b>	<b>February 23rd</b>	<b>March 9th</b>
<b>Africa Middle East Zone</b>	<b>Egypt</b>	<b>February 15th</b>	<b>March 1st</b>
<b>Eastern Europe Zone</b>	<b>Croatia</b>	<b>February 20th</b>	<b>March 7th</b>
<b>Eastern Europe Zone</b>	<b>Serbia</b>	<b>February 20th</b>	<b>March 7th</b>
<b>Eastern Europe Zone</b>	<b>Czech Republic</b>	<b>March 10th</b>	<b>March 24th</b>
<b>Eastern Europe Zone</b>	<b>Slovakia</b>	<b>March 10th</b>	<b>March 24th</b>
<b>Eastern Europe Zone</b>	<b>Hungary</b>	<b>March 10th</b>	<b>March 24th</b>
<b>Eastern Europe Zone</b>	<b>Israel</b>	<b>February 15th</b>	<b>March 25th</b>
<b>Eastern Europe Zone</b>	<b>Poland</b>	<b>February 10th</b>	<b>February 24th</b>
<b>Eastern Europe Zone</b>	<b>Romania</b>	<b>February 10th</b>	<b>March 10th</b>
<b>Eastern Europe Zone</b>	<b>Russian Fed.</b>	<b>January 31st</b>	<b>February 26th</b>
<b>Eastern Europe Zone</b>	<b>Kazakhstan</b>	<b>February 11th</b>	<b>March 5th</b>
<b>Western Europe Zone</b>	<b>Austria</b>	<b>January 29th</b>	<b>March 1st</b>
<b>Western Europe Zone</b>	<b>Belgium</b>	<b>February 26th</b>	<b>April 3rd</b>
<b>Western Europe Zone</b>	<b>Denmark</b>	<b>February 26th</b>	<b>March 23rd</b>
<b>Western Europe Zone</b>	<b>Finland</b>	<b>February 26th</b>	<b>March 23rd</b>
<b>Western Europe Zone</b>	<b>Norway</b>	<b>February 26th</b>	<b>March 23rd</b>
<b>Western Europe Zone</b>	<b>Sweden</b>	<b>February 26th</b>	<b>March 23rd</b>
<b>Western Europe Zone</b>	<b>Germany</b>	<b>February 26th</b>	<b>March 30th</b>
<b>Western Europe Zone</b>	<b>Italy</b>	<b>February 26th</b>	<b>March 29th</b>
<b>Western Europe Zone</b>	<b>Netherlands</b>	<b>March 1st</b>	<b>March 15th</b>
<b>Western Europe Zone</b>	<b>Portugal</b>	<b>February 26th</b>	<b>March 17th</b>
<b>Western Europe Zone</b>	<b>Spain</b>	<b>February 24th</b>	<b>March 10th</b>
<b>Western Europe Zone</b>	<b>Switzerland</b>	<b>March 15th</b>	<b>March 30th</b>
<b>Western Europe Zone</b>	<b>United Kingdom</b>	<b>February 26th</b>	<b>March 14th</b>
<b>Western Europe Zone</b>	<b>France</b>	<b>March 6th</b>	<b>March 20th</b>