



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

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