

SAS-ansatte går forrest med spareplaner

Bin Laden fik den krig han gik efter

BERLINGSKE TIDENDE 18. JUNI 2008

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**Berlingske Tidende**  
ord der fører til noget

**Betalingsring: Vanvid eller smd fornuft?**

◀ Igen er betalingsring en af de populære løsninger til at betale for varer og tjenester. Men er det en smart løsning, eller er det bare en måde at skjule sine økonomiske problemer på? Det er spørgsmålet, som vi tager fat på i denne artikel.

**VOKS I AFSPOR**  
SINDESKA OGA KONFUSJE

**BERLINGSKE TIDENDE**  
18. JUNI 2008

**INDKØB I 10-11**

**Indvandringen slår alle rekorder**

**SØFT:** Indvandringen til Danmark er nu den største nogensinde. Ved det sidste års indvandring til Danmark har omkring 100.000 mennesker søgt asyl i Danmark. Det er en rekord, som har slået alle tidligere rekorder. Indvandringen er især kommet fra Afrika og Asien.

**AF DEN TALLE STELT OG**  
MANGEL PÅ UDDANNELSE

Et stort antal af de indvandrede kommer fra lande, hvor de ikke har fået den samme uddannelse som i Danmark. Dette betyder, at mange af dem er nødt til at tage på uddannelse i Danmark. Det kan være en udfordring for dem, da de ofte ikke har de nødvendige sprogfærdigheder.

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**Vijsomhederne er opfindsomme, når de skal tiltrække fremmede medarbejdere. Hvis du er en af dem, der er på uddannelse i Danmark, kan du måske være interesseret i at arbejde for et af de mange danske virksomheder, der søger talenter fra udlandet.**

**Årets vigtigste lederdag: 2. september 2008**

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Furthermore, there is a shorter version of the article on [www.business.dk](http://www.business.dk) (business website of the newspaper).

Frontpage:

## **Recruitment the Parisian way**

The companies are creative when it comes to attracting young talents. For the cosmetics giant L'Oréal one of the tools is a world wide competition for students. We followed the finals with Danish participation in Paris.

Pages 2-3:

## **Beauty contest for young talents**

**Tendency:** They become fewer. The young talents. Therefore the companies make a great effort to attract their attention. At Copenhagen Business School (CBS) each student receives about 3 offers a week from the large companies. One of them is the cosmetics giant L'Oréal.

By Charlotte Pries Jensen

The order of the teams to present is found by lot. L'Oréal Brandstorm 2008 has started in Paris: Austria goes first and Denmark finishes. In the audience you find 3 Italian guest students from CBS. Since January, they have worked hard on an extensive case study, and today they will present the result for the 5 jury members at the table on the left. The exercise is to present the marketing of the sun care brand Capital Soleil from the Vichy signature, owned by L'Oréal. Therefore, the 3 Italians: Laura Lampugnani, Valentina Salice, and Giorgia Vago are very nervous. They were chosen to represent Denmark, and in the competition have participated 4,614 marketing students from all over the world, working on strategy and product development in the business game L'Oréal Brandstorm held for the 16<sup>th</sup> time. This is the largest number of participants competing ever, including students from 469 different universities in 38 countries worldwide.

## **Belief in the future**

For Georgia Vago aged 23 this is not the first time she works on a project for a company. Like the rest of her fellow students present here she is studying marketing, and she is used to being contacted by the companies. In Italy she participated in a project for McDonald, and an Italian bank for which she did a strategy on bank accounts for women with children. She has, however, never before as a student worked on such an extensive project as L'Oréal Brandstorm.

"Participating has been extremely exciting, because this is a unique opportunity to attract the attention of the companies to your self. Who knows, one fine day I may work for L'Oréal", she says and opens wide her black painted eyes for a moment.

"They have a professional marketing department in L'Oréal, but I am also considering becoming a consultant, so I'm very excited to see what happens in 6 months. I hope that a consulting company offers me an internship, but my dream is also to work for L'Oréal in Paris," she says.

She radiates calmness and self-confidence. There is no doubt that she looks brightly on her future, and she also adds that she can hardly wait to finish her studies.

## **Springboard to a student's job**

The 3 Austrian girls start with the slogan "The time is now" and a video showing carefree young people living the good life at the beach, in posh cars or at cocktail parties. But a close up shows

wrinkles and pigment spots on their faces. This is the inconvenience of the sun, and the moral is that the young must to use sun protection.

You also find Jacob Winther, Jacob Pedersen, and Jakob Stigler among the audience, also students from the CBS. They became second in the Danish competition, and lost to the Italian team. The 2 teams were so close that L'Oréal invited both teams to the finals.

"I was fascinated by L'Oréal's competition, because I had the opportunity to work specifically with marketing. We were given the chance of working with an advertising agency," says Jakob Stigler, who managed to enter an advertising agency in Copenhagen after the competition.

### **Golf and canal sightseeing tours**

During the break, the floor is swarmed with young people eating canapés with salmon and cheese, and drinking wine and Perrier. At the same time Jakob Pedersen tells that every week at CBS there are initiatives taken by large companies such as Deloitte, Danske Bank, and Carlsberg.

"Students are very often invited to events like wine tasting, golf, and canal sightseeing tours. There are many offers, but the difference between these offers and the one from L'Oréal is that we have to perform. We are the ones who must tell L'Oréal how you make young people use sun protection," he says.

The L'Oréal business game is also among the most prestigious business games for marketing students. Denmark has only participated twice, but the competition started in 1993 in France. From 2004 to 2005 the number of participants doubled to 4080 students, and today no less than 31,617 students from more than 469 educational institutions have participated.

### **Teamwork gives good marks**

The point of the competition is to challenge the students to play the role as a marketing manager working with an internationally renowned advertising agency in order to develop a long term marketing strategy on sun creams. The students are judged on creativity, market analyses, compliance with the brand's values, and the way in which the marketing is communicated to the judges. And of course how the three students in the team work together.

This year, the winning team came from Brigham Young University in the USA, not least because they had fine slogans such as "Avoid the UV hangover", and "Have safe sun". The aim was to advertise on Myspace and Facebook, and for this purpose their style was humoristic and very young.

At a meeting later Mr. Geoff Skingsley, who has been working for L'Oréal for 20 years out of which the past 3 years as Executive Vice-President for HR worldwide, informs that the aim of Brandstorm is to find talents from all over the world. Talents who could become managers in marketing in the future.

"At L'Oréal, the marketing departments are responsible for the challenging task to convert science and aesthetics to exciting products, combining unique concepts with the best of technology, quality, and design, he says at the press meeting held at the top floor of the L'Oréal headquarters, where also the Brandstorm competition takes place.

Beauty is a growing – and dynamic market. L'Oréal is the world's leading cosmetics group with 25 brands – and soon 26 after the acquisition of YSL. More than 60,000 employees work in more than 130 different countries, and according to Geoff Skingsley L'Oréal needs about 2,000 future leaders worldwide – every year.

### **Unique possibility**

The problem is that the young people are not very loyal and they often change jobs. Jakob Pedersen confirms this statement while eating. "The problem is that we are a spoiled generation focusing very much on what the companies can offer us," he says. Today, L'Oréal has a turnover of the personnel of 12%, but according to Geoff Skingsley, the aim is to reduce this percentage to 10% over a period of 3 years.

"In order to make the young talents stay, they need to have responsibility," he says.

It is not important whether a person is 33 years old or 53. The crucial factor is the energy and ability to lead a team, and as Geoff Skingsley explains, L'Oréal often takes the chance and employs a 33-year-old as a manager at a high level.

His mission is to make L'Oréal Brandstorm work as a recruitment tool giving students the opportunity to find out what it takes to become a Product Manager at L'Oréal.

"They are given a unique possibility to work with an international advertising agency. At the same time we get to meet the most creative talents among students worldwide," he says.

The proof is that L'Oréal Danmark A/S has recently employed a participant from last year's first participating Danish team as Product Manager. Worldwide, L'Oréal has taken in 134 managers through Brandstorm.

"I don't know the figures of the spin-off effect, but it is certain that the competition does provide us with positive publicity as the students go back and tell their fellow students about the competition," explains the Executive Vice-President for HR.

Later on, the Recruitment Manager of L'Oréal Danmark A/S, Mrs. Caroline Hahn-Thomsen, explains that the Brandstorm competition offers the possibility to visit the different schools.

"I have been in touch with the students since January. You have to attract the young talents as the companies are queuing up to recruit the best students. The competition is aimed at recruitment," she says.

No doubt she is right. A quick calculation shows that Denmark has spent HR time on reducing 40 applications to 3. This has taken 6 months, and now we are only talking about Denmark. The advertising agency, which had to guide the participants, has been paid, and so has the travel arrangements all included for 6 people going to Paris for several days.

"It's a lot of money for L'Oréal, but it gives value for money teaching the young about our (company and our) products, and we can use the competition from an international point of view. This is a good tool for employer branding," explains Caroline Hahn-Thomsen.

**LEARN MORE:** [www.loreal.dk](http://www.loreal.dk)

## **Fact-boxes:**

### **The game**

In order to find the future young leader talents Geoff Skingsley, L'Oréal Executive Vice-President and his teams have been developing 4 business games. Besides Brandstorm (which addresses itself to marketing students) L'Oréal also has a business game addressed to students at The Technical University of Denmark. It is called Ingenius and takes place in 11 different countries. The 3<sup>rd</sup> business game is called e-Strat Challenge and addresses itself to students studying business. So far 221,000 students worldwide have participated. A new business game will soon be started up – L'Oréal Innovation Lab. for researchers. Brandstorm and e-Strat have Danish participation.

The L'Oréal brands for the professional hairdressers are: L'Oréal Professionnel, Redken, Matrix, and Kérastase

The L'Oréal brands for the large distribution are: L'Oréal Paris, Garnier, and Maybelline

The L'Oréal brands for the selective distribution are Lancôme, Helena Rubenstein, and Biotherm, and perfumes like Ralph Lauren, Giorgio Armani, Cacharel, and Viktor & Rolf.

The L'Oréal brands for pharmacies are Vichy and La Roche-Posay.

And finally L'Oréal owns the Body Shop.

More than 60,000 employees work for L'Oréal in more than 130 different countries. In Denmark the 334 employees work either at the warehouse in Greve or at the main office in Glostrup.

Approximately 30 teams joined the Brandstorm competition in Denmark this year. For the Scandinavian competition held in April, 9 teams from Norway, Sweden, and Denmark competed about who should represent the 3 countries.

**The L'Oréal history:**

The son of a baker from Alsace, Mr. Eugène Schueller, founded L'Oréal in 1909. He was a chemical engineer and the only sold product at the time was hair coloration. When drafted as a soldier during World War 1 his wife continued the business. In the beginning of the century hair wash took place in the streets in big tubs, and the story goes that Mr. Schueller taught the French to wash their hair in shampoo. His daughter is still living, and she owns 26% of the shares. Forbes Magazine has ranked her as the richest woman in Europe.

Pictures:

Team L'O-réalité:

Laura Lampugnani, Valentina Salice and Giorgia Vago represented Denmark in the finals of L'Oréal's world wide brand competition in Paris where they competed against finalists from 38 countries.

Team 3J:

Jacob Winter, Jakob Stigler and Jacob Pedersen, students at Copenhagen Business School, were number two in the Danish competition.

Team USA:

The American winner team won with the slogan 'Have safe sun'. The prize for the best marketing strategy was 10.000 euros.