



PRESS RELEASE

Students of VŠE Won the L'Óreal “Brandstorm” Czech/Slovak Competition

Five teams in total, three from the Czech Republic and two from Slovakia, participated in the final of the Brandstorm marketing game on 11 May 2012. All Czech teams represented the University of Economics, Prague. Three VŠE students were on the winning team, and they will participate in the world final in Paris in June.

Prague, 13 May 2012

The L'Óreal company, partner of VŠE and the CEMS university alliance, has organized the Brandstorm marketing competition annually since 1993. The goal of this year's competition was to prepare a marketing strategy for The Body Shop brand. Twenty five student teams, each having three members, applied for the competition; according to the rules, they had to analyze the market, work out the concept of a new marketing strategy and prepare a communications campaign.

The competition was won by a team of students enrolled in the Faculty of International Relations' Commercial Communications minor specialization; their team was called Zapara. The team was comprised of Adam Sovák, Nikola Poláchová, and Romana Žabková. They had an original idea of introducing a wholly new foot-care product line. The Comenius University students won the second prize, and the third position again belonged to students of University of Economics, Prague.

The students presented their projects on the premises of the L'Óreal company in front of representatives of the firm's top management. The jury was headed by the director general for the Czech Republic, Slovakia and Hungary, Mr. Laurent Boukobza. Members of the jury were: Déborah Etienne, the human resources director, Isabel Kutter-Neudeck, the Garnier marketing director, Frédéric Espinosa, professional products division director, Markéta Dvořáčková, the PR and communications director, Jaromír Zika, supply chain manager, and Jan Binar, McCann Erickson agency's CEO. The event was hosted by Ms. Lucie Loukotová, VŠE's graduate, who is responsible for acquisitions of new personnel at L'Óreal and is the main coordinator of university cooperation. From the academic sphere, the event was joined by VŠE's representatives including Vice-President Prof. Hana Machková and Ing. Milan Postler as well as by the Vice-Dean of the Faculty of Management of the Comenius University in Bratislava Mr. Peter Štrachoň.

Since the first participation of student teams from the minor specialization in Commercial Communications in the Brandstorm competition in 2008, every year – already five times in row – one of its student teams made it into the world final.



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The University of Economics, Prague (Vysoká škola ekonomická v Praze) is the leading university in the field of management and economics in the Czech Republic. The University of Economics, Prague is composed of more than 20,000 students and has six faculties – five in Prague and one in Jindřichův Hradec in South Bohemia. These include: the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Statistics and Informatics and the Faculty of Economics and Public Administration. The faculty based in Jindřichův Hradec is specialized in management. Graduates of the University of Economics, Prague occupy responsible positions in the private as well as in the public sector. Most of them are employed in the sectors of industry and services, trade, marketing, banking, public administration, accounting, audit, tourism and the field of information technology. Many significant Czech and foreign economists have obtained the University's honoris causa title; for example, the Nobel Prize winner Prof. Robert A. Mundell, Prof. Milton Friedman and Prof. Gary S. Becker. More information at <http://www.vse.cz/index-en.php>.

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