

## UPCBA Team Wins L'Oreal Brandstorm National Competition Will Represent the Philippines in the Global Competition in Paris



**L-R:** Dr. Ma. Gloria V. Talavera, Dean Ben Paul B. Gutierrez, Mr. Nicardo M. Falcis II, Samuel Gilbert P. Santos, Joan Tiffany C. Hwang, Maria Jacinta B. Mañago and Prof. Mark Alejo S. Bernal.

The UPCBA team composed of Joan Tiffany C. Hwang, Maria Jacinta B. Mañago and Samuel Gilbert P. Santos won the L'Oreal Brandstorm's 5th National Finals held at the L'Oreal Academic last 21 March 2013. The team will represent the Philippines in the 21st L'Oreal Brandstorm Global Finals in Paris, France in June 2013. The winning UPCBA team also won the Best Marketing Communication Plan and the People's Choice Award for obtaining the most number of "like" votes in the official Facebook site of the competition. Nicardo M. Falcis II, UPCBA lecturer, mentored the winning team.

There were six teams represented in the national finals. Ateneo de Manila University placed 2nd while De La Salle University copped third. Erika Trinidad, from the other UPCBA team, was adjudged as the Best Speaker in the competition.

This year's challenge is to create a breakthrough innovation for the hair care category of L'Oreal Paris to be launched in Southeast Asia and India.