

UP Virata School of Business Wins L'Oreal Brandstorm's 2019 National Finals



L-R: Anna Eldricka A. Bautista, Martin Alexander F. Cruz, Maria Margarita O. Peralta

On April 25, 2019, eight finalist teams from universities all over the Philippines competed for the title of L'Oreal Brandstorm 2019 National Champion in Whitespace Manila. L'Oreal Brandstorm is the company's annual innovation competition designed to challenge students to invent the future of L'Oreal's products. This year's prompt was to create the future of the skincare experience for health-conscious consumers. These teams bested over 4,700 other students in the Philippines, making this national-level Brandstorm the second biggest worldwide. The finalists presented their ideas in front of a panel of esteemed judges, including the General Managers of the Consumer and Professional Divisions of L'Oreal Philippines and the Country Manager of L'Oreal Philippines.

Of the eight finalists, three teams were composed of students from the college. Team Into Your Genes, composed of Annika Bautista (IV - BS Business Administration), Martin Alexander Cruz (IV - BS Business Administration & Accountancy), and Guia Peralta (IV - BS Business Administration & Accountancy), was able to bag the National Championship, marking the second straight year for the U.P. Cesar E.A. Virata School of Business to claim the title. Cruz was also announced the Best Speaker of the Final. Prof. Luis Diego D. Lee and the team will be going to Paris, France to represent the country against 58 other teams in the Global Finals on May 23.