***Cosmetics Case Competition***

**Intent**

Creatively solve business challenges through a partnership with local universities to disrupt current paradigms at P&G Cosmetics in a way that enhances our speed, agility, and out of the box thinking.

**Problem Statement**

"I can't tell the difference between mascaras. They all look the same and they do the same thing (more volume, more volume, more volume)."

The challenge for the team is to provide new ideas and approaches to coming up with a mascara that will seem new and exciting to consumers.

**Key Objectives**

To ensure the Cosmetics organization:

* Builds strong relationships with local schools and increase awareness of COVERGIRL business in Baltimore
* Obtains viable options to address our problem statement and beyond
* Invests in future potential P&G candidates

**Case Competition Approach**

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|  | **P&G Resources** | **School Resources** |
| Who? | P&G leaders and experts  Functions involved:  • Marketing - Digital  • PS - Supply Chain  • DSN – Packaging  • CMK – Consumer  • F&A-as needed | * Multi-functional team of undergrad students from local universities. * 5 students per team   Selection Process:   * Faculty nominates and selects students |
| What? | * Case competition culminates in a presentation from each school judged by a Panel of P&G representatives (Shark Tank style) | Deliverables:  Each team must present a holistic marketing plan in the form of a final PowerPoint presentation.  They must provide 3 viable options – 1 no cost, 1 low cost, 1 higher cost  Plans must include:  • Research  • Data  • Packaging  • How to speak to the consumer  • Prototypes  • Digital approach  • Consumer services |
| How? | * Students will be provided with case study brief * Provide $50 stipend per team * Coaches from COVERGIRL to help answer questions along the way bi-weekly or as needed | * Students attend orientation (half day) – late January   • Kick-off meeting  ○ Introductions  ○ Grounding on case competition brief  ○ Assign team coaches  ○ Provide product (gift bags)  • Plant Tour  • Visit ‘The Wall’   * Teams are expected to meet a minimum of once/week; meet with COVERGIRL coach bi-weekly or as needed(P&G provided conf #s) |
| Timing? | Presentation: April 2015 | |

**Timeline**:

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| **Student Selection Period** | **Onsite Briefing w/ Teams** | **Midpoint Check-In** | **Final Presentations** |
| December/January | Late January | Early March | Early April |

Tawana Bhagwat

Associate Director, Global Cosmetics