

CONTRACT

CASE

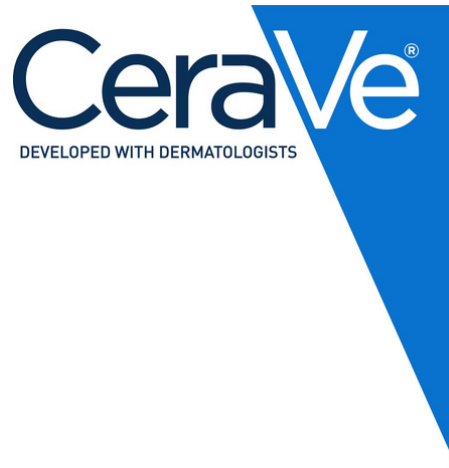
ROUND 1



2024

CONTRACT CASE

Presented by



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Client: CeraVe

Company Profile

When one thinks of skincare that is efficient, informative, and accessible, one thinks of CeraVe. Founded in 2005 and later acquired in 2017 by L’Oreal, the brand known for its easy-to-understand products and trailblazing technology shot to fame in the COVID-19 pandemic with the help of social media influencers. They are the only skincare company to use 3 essential ceramides naturally found in the skin’s barrier, coupled with a revolutionary delivery system, in a complete range of products designed to tackle numerous skin concerns.

CeraVe has climbed their way to the top of the industry with a clear goal in mind: create a new standard in skincare through educating customers on their skincare needs, without the luxury price tag. It’s no wonder customers of all skin types have found themselves incorporating CeraVe into their staple routines.

Mandate

Being a leader in the industry does not come without challenge. CeraVe wants to work with a marketing agency who understands its brand and values, while understanding the complex industry they operate in. Competition between agencies for new clients is intense, so you must show how you will be best suited to take on their mandate, no matter the ask. You will have 20 minutes to showcase your agency, brand image, and strategic analysis.

It’s your time to shine!