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BRANDSTORM
2021

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Loreal Caravel

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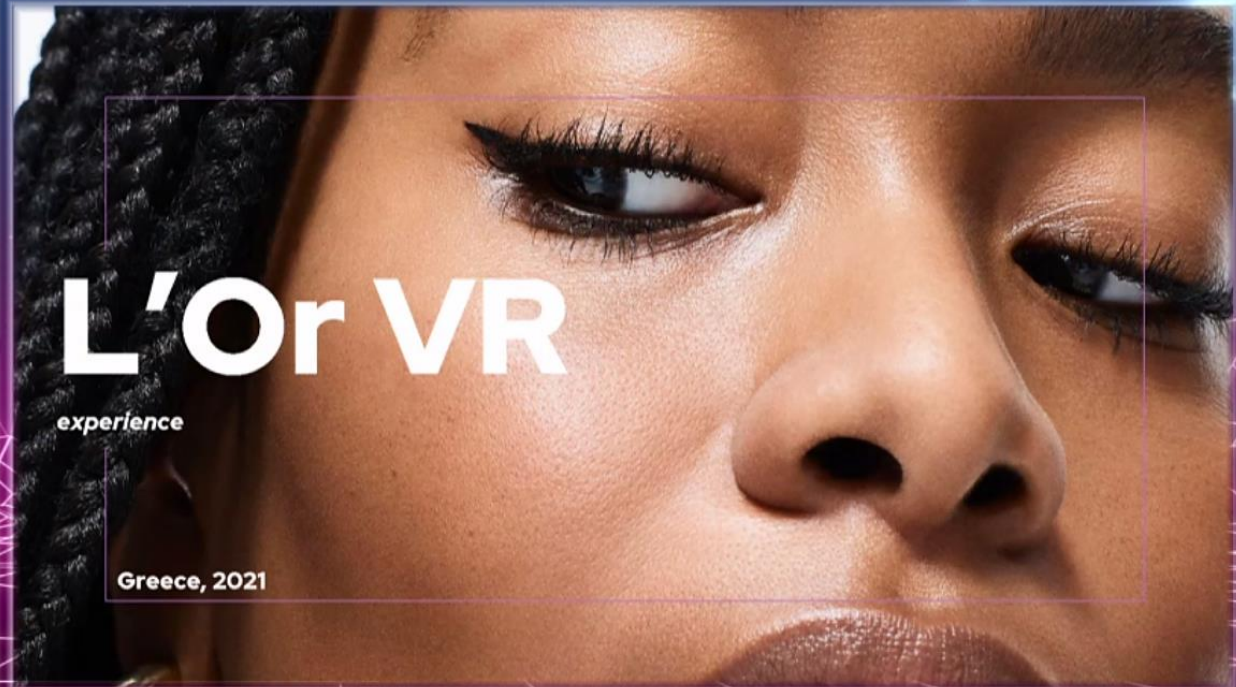
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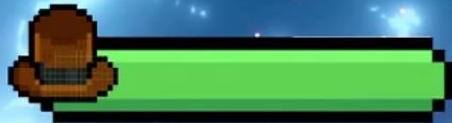
ALEX DAIVISON
COUNTRY MANAGER L' OREAL HELLAS

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3

How it all started

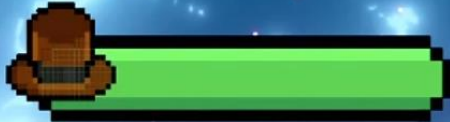


The questionnaire results are available in a backup slide.
If there is still time at the end of this presentation, we can share them with you.



MARIOS LIASKOS

Recording



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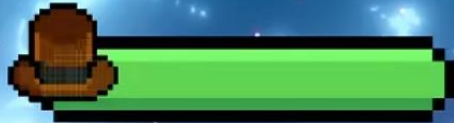
How it all started



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SOFIA
POLYCHRONIADOU



How it all started

3



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MARIETTA
KATSOGIANNI

Road to scale-up



Business Model

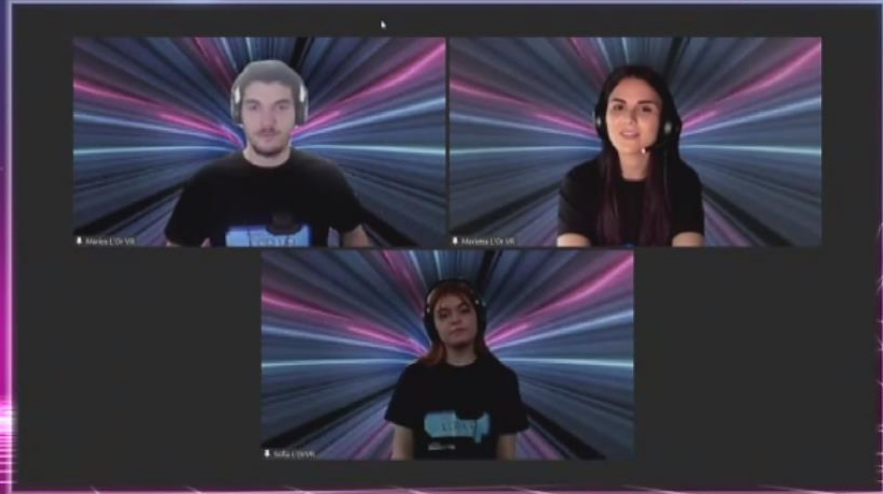


SEM3: rollout to another market, SEM5: rollout to more markets



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1:25

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