



Exploring Global Trends in the Adoption of the Case Method

21 March 2016

Antoinette Mills, Media and Systems Development Manager

The Case Centre

e antoinette@thecasecentre.org tw @cases_annie

w www.thecasecentre.org

The Case Centre



The Case Centre is dedicated to advancing the case method worldwide, sharing knowledge, wisdom and experience to inspire and transform business education across the globe. We are an independent not-for-profit organisation and registered charity.

www.thecasecentre.org

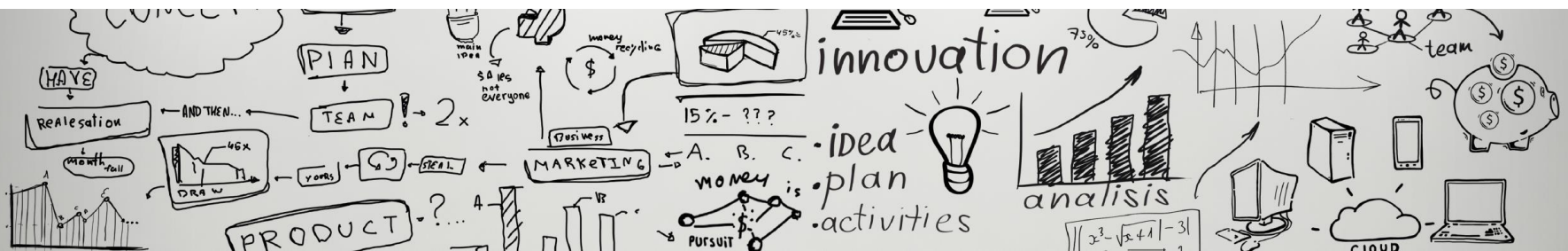




What is the case method?

Within the context of real-life decision-making, students can:

- Learn business and management theory
- Develop vital skills such as negotiation, analysis, teamwork, and decision-making
- Both harness and challenge the wisdom of the collective

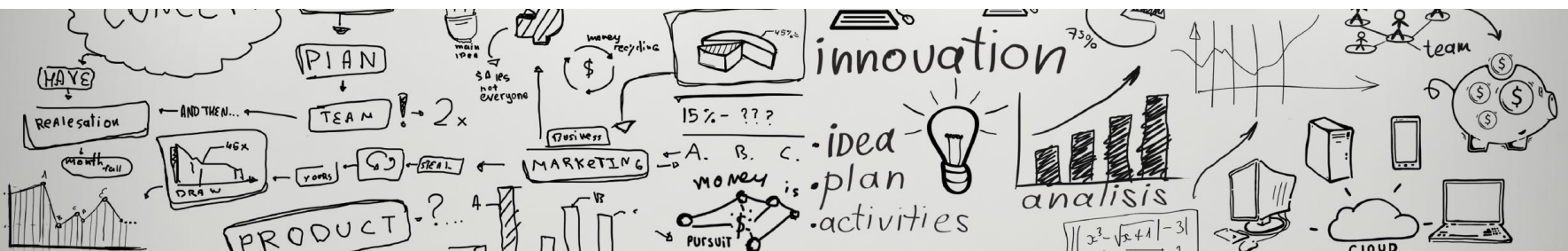




Ask the experts: why use cases?



The case method: make your classroom come alive



World's largest collection



The world's largest and most diverse collection of management materials

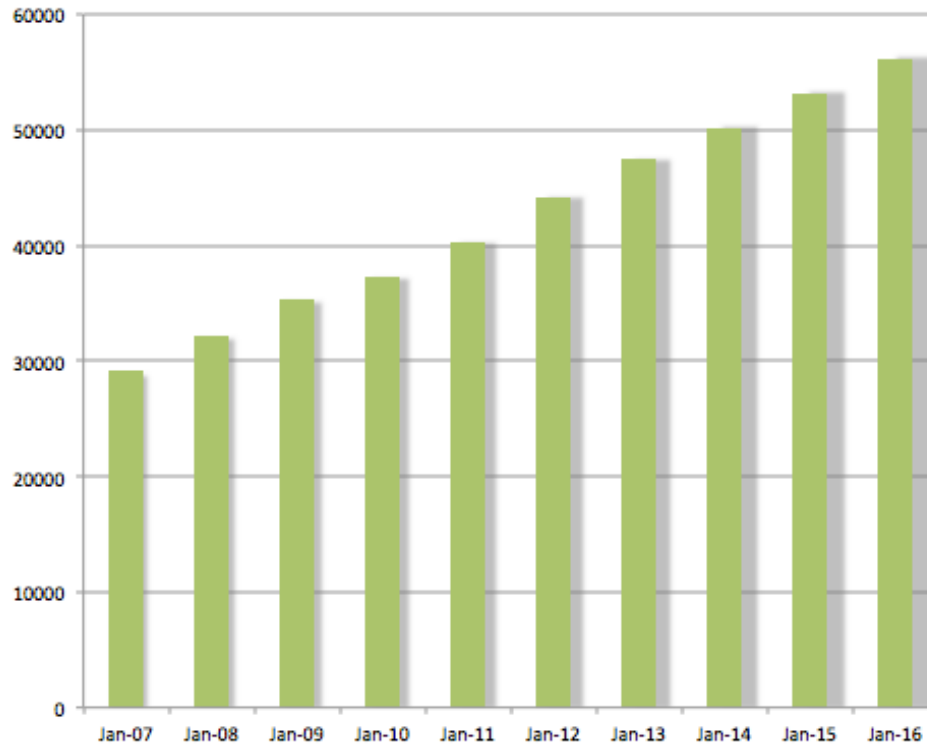
- 56,000+ cases by individual authors as well as leading business school collections
- 10,500+ management articles
- 4,400+ individual chapters from management education books
- 25,200+ teaching notes & instructor materials
- 140+ multimedia items
- 600+ videos to accompany cases
- www.thecasecentre.org/collection





The case collection: growth

29,100
cases in 2007



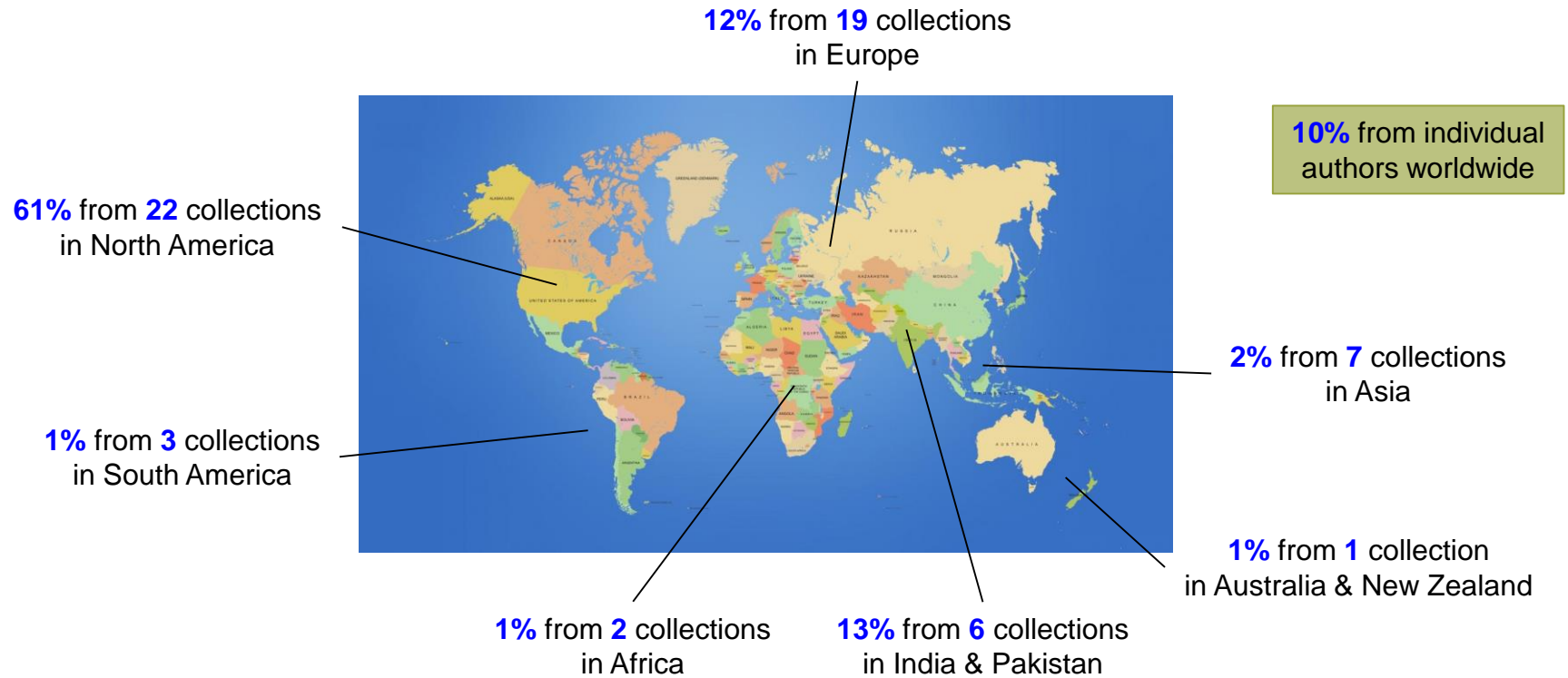
56,100
cases in 2016

93% growth over
last 10 years

2015 averaged
250 new cases
each month

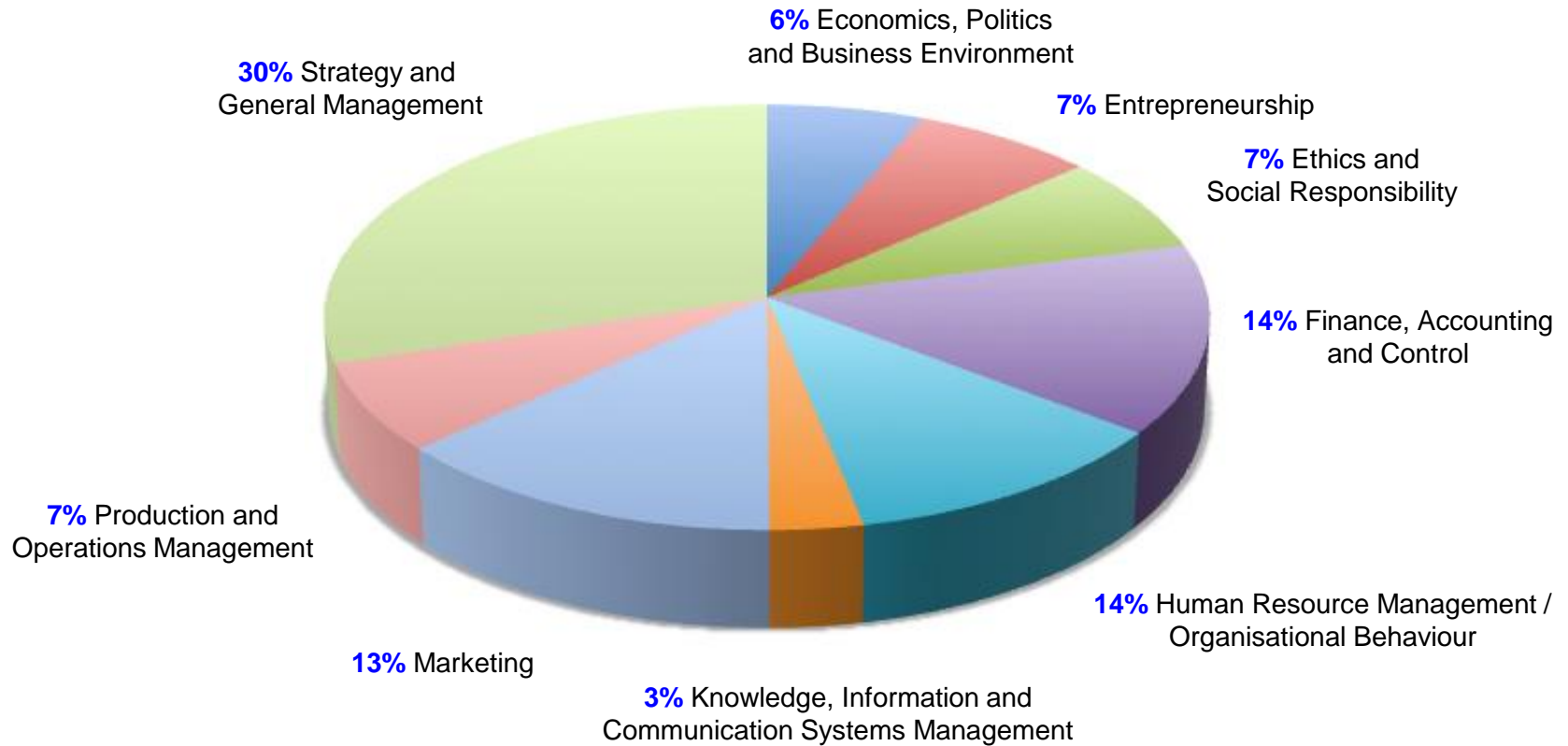


The case collection: geography



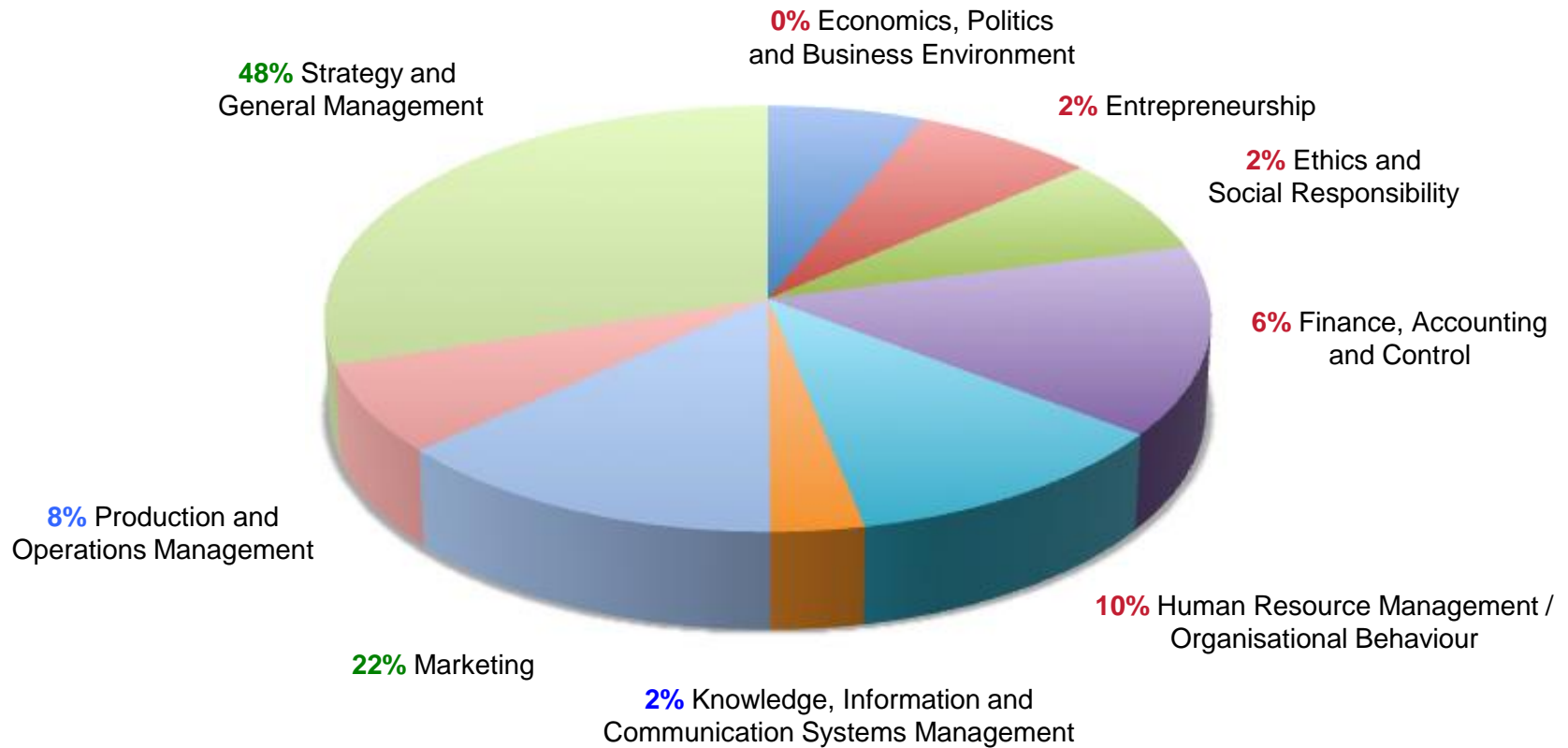


The case collection: subjects





The case collection: 2015 top 50 bestsellers





Searching for cases

www.thecasecentre.org/search

Start searching
We hope you find our advanced search a useful tool to find products that suit your teaching needs.

Search for keyword(s): in

and in

and in

Exact matches only: Yes No

Exclude records with: in

Product type:

Product year:

Length:

Data source:

Language:

Prize winner:

Filter results:

- Show only items with an inspection copy available on-line
- Show only items with related instructor material
- Exclude instructor materials from displayed results



Search results

You searched using the following criteria:
All fields : yue sai
[Refine your search](#)
[Search for exact matches only](#)
[Share these search results](#)

Displaying items 1 to 10 of 1707 products that meet your search criteria

Sort by:

1 L'OREAL IN CHINA: MARKETING STRATEGIES FOR TURNING AROUND CHINESE LUXURY COSMETIC BRAND YUE SAI
★ Prize winner ★
CASE - Reference no. 513-038-1
Authors: Chandon, P.; Yang, H.
Published by: INSEAD (2013)
Version: 02.2016
Length: 27 pages
Data source: Field research
Abstract: Yue Sai is L'Oreal's troubled Chinese luxury brand. Alexis Perakis-Val...
[Show full details and related products](#)
[No reviews](#) | [Write a review](#) | [View usage](#)

2 L'OREAL IN CHINA: MARKETING STRATEGIES FOR TURNING AROUND CHINESE LUXURY COSMETIC BRAND YUE SAI
Simplified Chinese language
CASE - Reference no. C513-038-1
Authors: Chandon, P.; Yang, H.
Published by: INSEAD (2013)
Version: 05.2014
Length: 27 pages
Data source: Field research
Abstract: This is a Simplified Chinese version. Yue Sai is L'Oreal's troubled Ch...
[Show full details and related products](#)
[No reviews](#) | [Write a review](#) | [View usage](#)

3 L'OREAL IN CHINA: MARKETING STRATEGIES FOR TURNING AROUND CHINESE LUXURY COSMETIC BRAND YUE SAI
French language
CASE - Reference no. F513-038-1
Authors: Chandon, P.; Yang, H.
Published by: INSEAD (2015)

Need help searching?
If you have any questions please contact our friendly Customer Services Team:
UK office **US office**
t +44 (0)234 750903 t +1 781 239 5884
e info@thecasecentre.org e info.usa@thecasecentre.org

[SHARE](#) [ADD TO BASKET](#)

[View our pricing guide or login to see prices.](#)

[SHARE](#) [ADD TO BASKET](#)

[View our pricing guide or login to see prices.](#)

[SHARE](#) [ADD TO BASKET](#)

[View our pricing guide or login to see prices.](#)





Searching for cases: product details

Metadata including:

- Title
- Authors
- Length
- Data source
- Abstract
- Learning objectives
- Topics
- Settings
- Prizes won

1 L'OREAL IN CHINA: MARKETING STRATEGIES FOR TURNING AROUND CHINESE LUXURY COSMETIC BRAND YUE SAI
 ★ Prize winner ★
 CASE - Reference no. 513-038-1
Authors: Chandon, P.; Yang, H.
Published by: INSEAD (2013)
Version: 02.2016
Length: 27 pages
Data source: Field research
[Show full details and related products >](#)

INSEAD
The Business School for the World®

♥ SHARE

View our pricing guide or login to see prices.
ADD TO BASKET

Abstract: **Yue Sai** is L'Oreal's troubled Chinese luxury brand. Alexis Perakis-Valat, the new CEO of L'Oreal China, has made it a point of honor to turn the brand around. He has asked Stephane Wilmet, the brand's new general manager, to come up with a turnaround plan that will restore L'Oreal's reputation in China as the world's best cosmetic marketer. Stephane Wilmet and Ronnie Liang, **Yue Sai's** marketing director, must reconsider everything from **Yue Sai's** value proposition down to its media, price, product, and distribution strategies. Please visit the [dedicated case website](#) to watch commercials and video interviews. This case has been featured on our website, [click to view the article](#).

Learning objectives: 1. The case shows the challenges that even very successful multinational firms experience when doing business in China. Specific topics discussed include: Functional vs emotional branding. Can all brands become 'passion' brands? Should they? 2. Specific topics discussed include: Effects of country of origin, national pride, traditions and cultural beliefs in today's China. 3. Specific topics discussed include: Marketing 'masstige' (affordable luxury) brands. How to leverage brand heritage while staying current and relevant in a fast-moving market.

Topics: Marketing; China; Branding; Advertising; Cosmetics; Luxury; Beauty
Settings: Cosmetics, 2011
Prizes won: 2016 - The Case Centre Awards - Overall winner
 2013 - The Case Centre best selling case

Related:
■ **L'OREAL IN CHINA: MARKETING STRATEGIES FOR TURNING AROUND CHINESE LUXURY COSMETIC BRAND YUE SAI**
 Simplified Chinese language
 CASE - Reference no. C513-038-1
■ **L'OREAL IN CHINA: MARKETING STRATEGIES FOR TURNING AROUND CHINESE LUXURY COSMETIC BRAND YUE SAI**
 French language
 CASE - Reference no. F513-038-1
■ **L'OREAL IN CHINA: MARKETING STRATEGIES FOR TURNING AROUND CHINESE LUXURY COSMETIC BRAND YUE SAI**
 TEACHING NOTE - Reference no. 513-038-8

No reviews | [Write a review](#) [View usage](#)

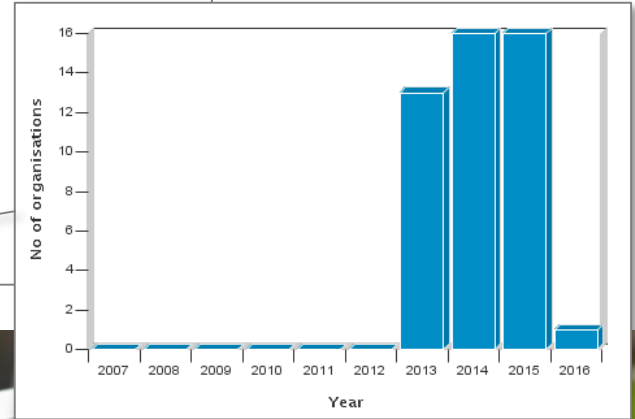
♥ SHARE

Price from £2.90
[View our pricing guide](#)

ADD TO BASKET

Related products

View/write reviews & view usage



What is a successful case?



- Bestsellers
- Prizewinners
- Rich learning experience
- Invaluable links with the business world
- Bringing research into the classroom



A few ground rules



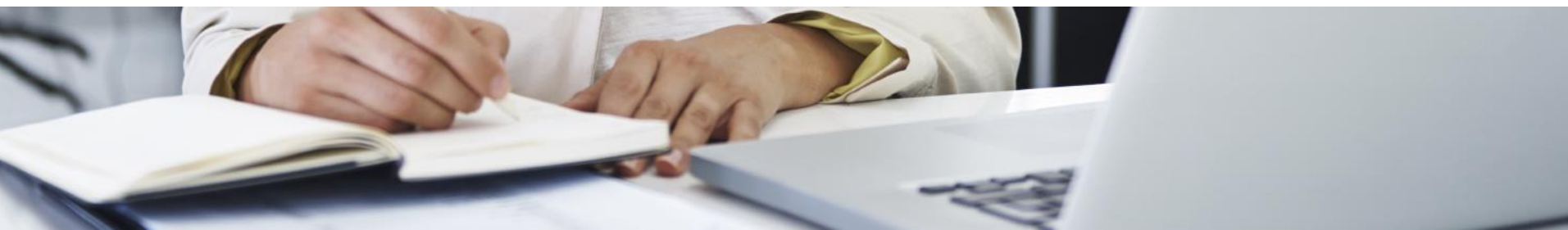
- One or two main issues
- Include a protagonist
- Tell a story
- Include a cliffhanger
- Tell a 'turnaround' story
- Choose companies and brands students are already invested in



What the research says



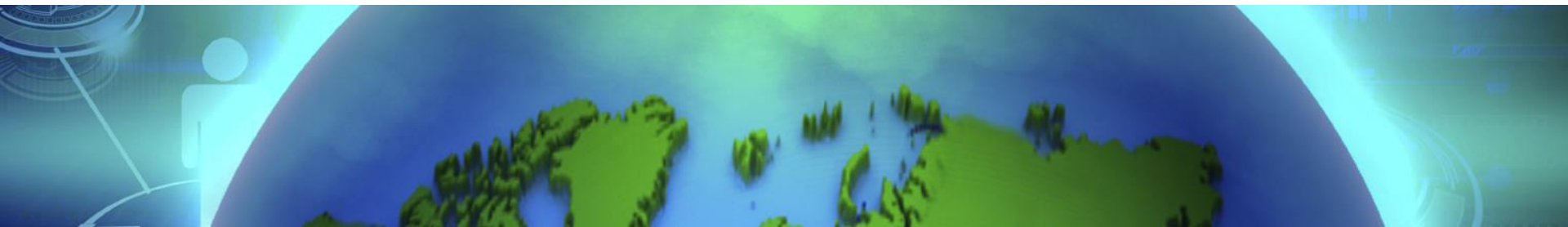
- Cases with teaching notes far more popular with faculty
92% of the top 50 bestselling cases in 2015 had a teaching note
- Dramatic increase in sales if video included
18% of the top 50 bestselling cases in 2015 had supporting video
- Find out more: www.thecasecentre.org/stuartread



Field-based versus published sources



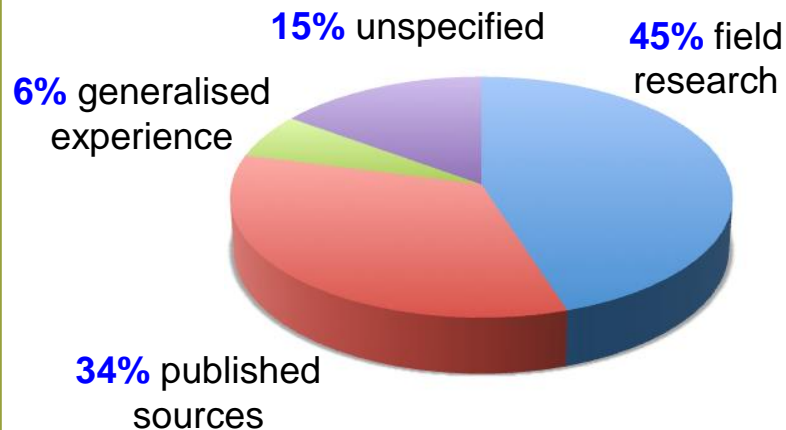
- Field-based, published sources or general experience?
- All types are valid and can be highly successful
- None is an 'easy option' – each type presents its own challenges



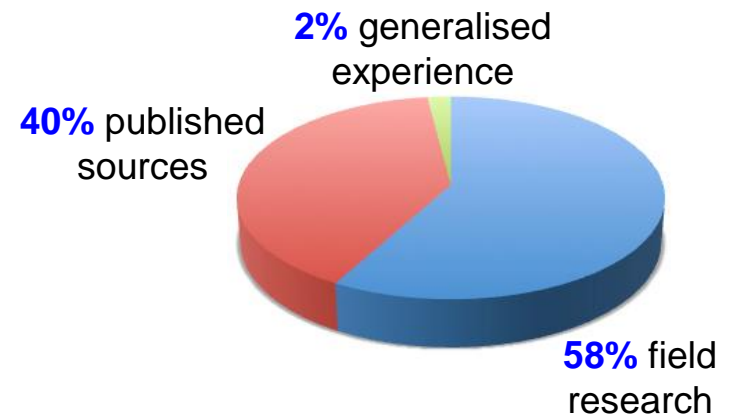


The case collection: data source

All cases in collection



Top 50 bestselling cases in 2015



Field-based cases



- The art of persuasion: what's in it for them?
- Plan ahead: use your protagonist's time wisely
- Be upfront about case release
- Find out more: www.thecasecentre.org/casecontact



Published sources and generalised experience



- Be judicious in the selection of materials
- Tell a story
- A protagonist who grabs the imagination
- *CSR and the Tobacco Industry: A Contradiction in Terms?*

Find out more: www.thecasecentre.org/csr



Include a teaching note

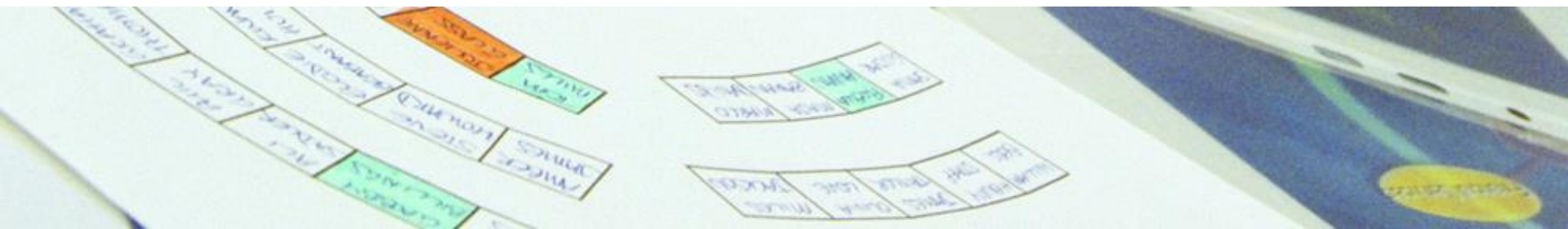


- Faculty prefer cases with teaching notes
- Include a summary, learning objectives and lesson plan
- Download *The Case Teaching Note* by John Heath

www.thecasecentre.org/teachingnoteclips

www.thecasecentre.org/teachingnoteguide

www.thecasecentre.org/johnheathpdf



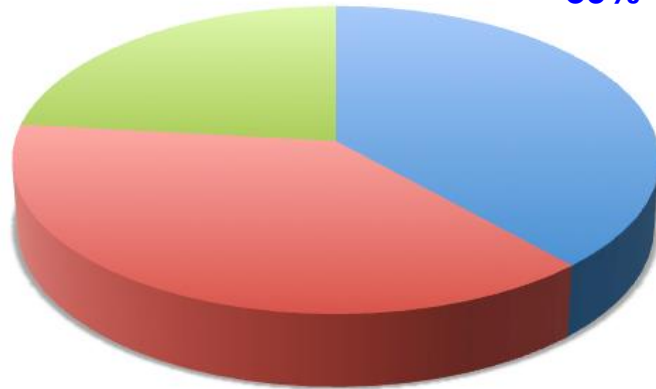


Length of a case

The average length of a case is **14 pages**

23% 21+ pages

39% 1-10 pages



38% 11-20 pages

Keep it short!

Compact can be complex
www.thecasecentre.org/compact



Multimedia cases



"Multimedia cases present a wonderful opportunity. They mirror the real world, where so much data can be included and students can engage in a more exploratory way to come up with endless new solutions."

Gregory B Fairchild, Assistant Professor of Business Administration
Darden Business School

- 100+ multimedia cases
- Challenges: development, distribution, teaching



Worldwide case publishing and distribution service



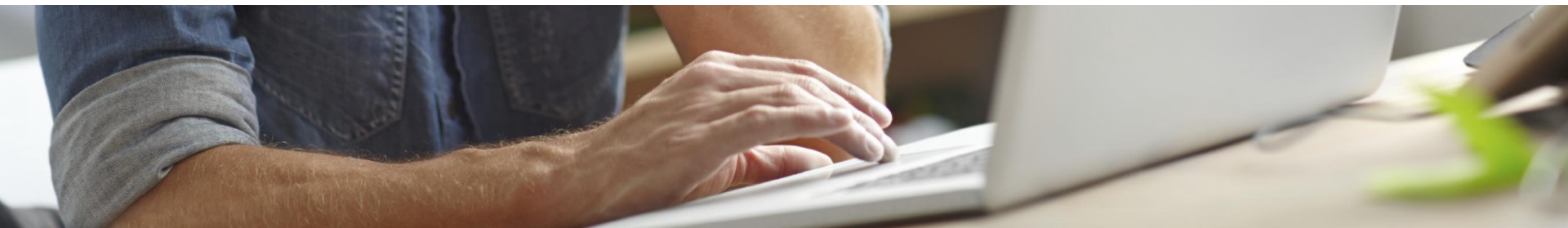
- Committed to supporting case authors
- Available to both institutions and independent authors
- Global audience – faculty, trainers, researchers, businesses
- Include a teaching note!
- Free and straightforward process
- www.thecasecentre.org/submit



Make your case easy to find on our site



- Include a clear and descriptive abstract
- State the topic your case is about
- Describe the setting of your case
- List the key learning objectives
- Use relevant and familiar keywords
- Check references/citations are complete and correct



Case Writing Scholarships



- A fantastic way to publish your first case
- Available to previously unpublished case writers
- Includes financial support and free workshop place

www.thecasecentre.org/scholarships



Case method training



Case writing and teaching workshops across the globe

- Held at venues worldwide
- Practical and hands-on
- World-class tutors
- Affordable and great value for money
- www.thecasecentre.org/workshops



Case awards and competitions



The case community's annual 'Oscars'

- Recognising outstanding case writers and teachers worldwide
- Celebrating excellence in case writing and teaching
- Awards for most popular cases in nine subject categories
- Four worldwide case method competitions
- Compete against the best in the world!
- www.thecasecentre.org/starquality



Case Writing & Teaching Exchange



- Join our hundreds of members worldwide
- www.thecasecentre.org/exchange



The Case Centre



The Case Centre is dedicated to advancing the case method worldwide, sharing knowledge, wisdom and experience to inspire and transform business education across the globe. We are an independent not-for-profit organisation and registered charity.

