



## **Case Centre Awards 2021: EDHEC wins the prize for the best case**

*Press release*

Paris, 1 March 2021 - **EDHEC Business School was singled out for a prize in the Case Centre Awards 2021. The “Dollar Shave Club, disrupting the shaving industry” case, co-written by Karin Kollenz-Quéard, Professor of Strategy at EDHEC, was designated the Overall Winner and obtained the highest award among entries from the more-than 500 competing schools and universities.**

This annual competition, created by the Case Centre<sup>1</sup> in 1991, distinguishes the most outstanding cases in the academic and educational spheres. It rewards the practical case most widely-used by educational organisations around the world in the year under consideration.

### **Recognition for a teaching model focused on practical experience and innovation**

The prize illustrates EDHEC’s aim of anchoring its teaching in the realities of a business world undergoing extensive transformation.

Studying innovative start-ups like Dollar Shave Club not only raises students’ awareness of the crucial role played by innovation in the economy, but also lets them discover the fundamentals of entrepreneurship, another of the School’s fundamental missions.

*“The Dollar Shave Club case decrypts the keys to the success of a start-up founded on digital and customised customer experience. The practical case deciphers the direct-to-consumer approach that is so hard for traditional companies to reproduce, notably those operating in the mass consumer-product industry like Procter & Gamble with its Gillette brand. By studying the most appropriate way to react for Gillette, students discover and understand the different strategic responses to disruptive business models like Dollar Shave Club’s”, asserts Karin Kollenz-Quéard.*

The link between theoretical concepts and practical approaches has been a major focus of EDHEC’s teaching for many years. Through the study of innovative business models and

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<sup>1</sup> The Case Centre is a not-for-profit independent international organisation that seeks to promote the use of cases in teaching methods within universities and prestigious higher-education schools.

disruptive strategies, EDHEC enables its future graduates to better understand ongoing transformations and thus prepares them for the challenges of tomorrow's world, whether economic, social or climate- or health-related.

The excellence and originality of this learning model has been hailed by the educational community and businesses alike for many years. In 2020 and for the fourth consecutive year, EDHEC won the prize for the Best Marketing Case awarded by AFM-CCMP<sup>2</sup>.

### **Contacts presse**

Béatrice Malasset - [beatrice.malasset@edhec.edu](mailto:beatrice.malasset@edhec.edu) - 01 53 32 76 55 / 07 62 52 37 47

Angèle Pellicier - [angele.pellicier@edhec.edu](mailto:angele.pellicier@edhec.edu) - 01 53 32 87 67 / 06 68 11 39 04

### **A propos d'EDHEC BUSINESS SCHOOL**

Implantée à Lille, Nice, Paris, Londres, Singapour, forte de 100 nationalités sur ses campus et de partenariats avec 280 universités parmi les meilleures au monde, l'EDHEC est une école résolument internationale et connectée au monde des affaires. Avec plus de 40 000 diplômés dans 120 pays, elle constitue une communauté de leaders engagés. Leur objectif : agir concrètement pour faire face aux grands défis économiques, sociaux, technologiques et environnementaux du monde.

L'école a développé un modèle unique, fondé sur une recherche utile à la société, aux entreprises et aux étudiants. L'EDHEC est ainsi aujourd'hui tout à la fois un lieu d'excellence, d'innovation, d'expérience et de diversité, propre à impacter les générations futures dans un monde en profond bouleversement. Avoir un impact positif sur le monde est notre raison d'être.

#### **L'EDHEC en chiffres :**

- 8600 étudiants en formation initiale, 184 professeurs et chercheurs, 11 centres d'expertise
- 5 campus et une plateforme dédiée à des programmes certifiants et diplômants 100% Online : EDHEC Online
- Un portefeuille complet de 23 programmes destinés aux décideurs de demain : des Bachelors (BBA et BSc), le programme Grande Ecole, un Master in Management, des Masters of Science (MSc), des MBA (Full time et Executive MBA), un PhD en Finance
- Une offre EDHEC Executive Education qui propose un portefeuille riche de programmes certifiants et diplômants pour managers, dirigeants et entrepreneurs

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<sup>2</sup> Association Française du Marketing – Centrale des Cas des Médias Pédagogiques: this organisation awards a prize for the most innovative marketing case each year