

SIGNATURE 2023 TEMPLATE

INSPIRATIONAL BRAND CATEGORY

**CORPORATE PROFILE WRITE-UP**

# A. Article (In 3rd Person Style, 700-800 words)

## Information about the Company and brand (Approximately **100 words**)

Include:

* *Company introduction (e.g., core business, markets involved)*
* *Brand story and its unique selling proposition*

Brand Elements (Approximately **200 words**)

Include:

* *Describe the brand position in the market, commercial viability and user’s experience and engagement*



Inspiring Identity (Approximately **200 words**)

Include:

* *Company’s brand story/message and how it inspires and impact your audience (brand identity, culture, visibility, popularity and etc)*
* *Challenges and lessons learned during the growth and creation of the brand*

## Achievements and Impact (Approximately **200 words**)

Include:

* *Success story of the brand (in terms of revenue generation, partnership, local and/or regional impact, brand expansion etc)*

Future Direction (Approximately **100 words**)

Include:

* *Expansion road map of the Company and the innovation marketing strategy to achieve sustainable growth*



# B Brand Milestones

*Kindly note that:*

* *The milestones should be written in point form (10 - 12 words for EACH point)*
* *Only a maximum of 6 milestones*
* *Milestones that include other awards are NOT permitted*

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| *Example: 2001 – 2013: Insert Distinctive Achievement* |
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# C. One liner Company Tagline or Brand Slogan

Include: Corporate tagline or slogan that is used for branding purpose.

# D Company Website