



PROFILE TEMPLATE 资料撰稿范本  
INSPIRATIONAL BRAND CATEGORY 优异励志品牌奖

CORPORATE PROFILE WRITE-UP 企业资料撰写

*\*All profile contents must be written in English*

*\*所有的内容必须以英文编写*

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

文章（以第三人称的写作方式来描述，篇幅大概 700-800 字左右）

Information about the Company and brand (Approximately **100 words**) 企业背景资料（约100字）

Include 包括:

- Company introduction (e.g., core business, markets involved) 公司简介（例如：核心业务，涉及的市场）
- Brand story and its unique selling propositions 品牌故事和其独特卖点

Brand Elements (Approximately **200 words**) 品牌要素（约200字）

Include 包括:

- Describe the brand position in the market, commercial viability and user's experience and engagement  
描述将品牌在市场上定位的过程、商业可行性、用户体验和参与度



Inspiring Identity (Approximately **200 words**) 激发品牌定位 (约200字)

Include 包括:

- Company's brand story/message and how it inspires and impact your audience (brand identity, culture, visibility, popularity and etc)  
公司品牌故事/传达的信息如何激发并影响受众 (包括品牌定位、企业文化、显见度、知名度等)
- Challenges and lessons learned during the growth and creation of the brand  
品牌激发或创造过程中所面临的挑战和累积的经验教训

Achievements and Impact (Approximately **200 words**) 成就与影响 (约200字)

Include 包括:

- Success story of the brand (in terms of revenue generation, partnership, local and/or regional impact, brand expansion etc)  
分享品牌的故事 (营收、合作伙伴关系、本地和/或区域影响、品牌扩展等)

Future Direction (Approximately **100 words**) 未来方向 (约100字)

Include 包括:

- Expansion road map of the Company and the innovation marketing strategy to achieve sustainable growth  
简要描述公司的扩张计划以及实现可持续增长的创新营销策略



## B. Company Milestones 公司里程碑

Kindly note that 请注意:

- The milestones should be written in point form (10 - 12 words for EACH point) 以简明要点形式描述
- Only a maximum of 6 milestones 最多6项要点
- Milestones that include other awards are NOT permitted 内容不可包括其他奖项

Example: 2001 – 2013: Insert Distinctive Achievement (e.g., Date of establishment, major projects, M&A, IPO)

例如: 2001-2013: 公司创立日、公司耀眼成就、公司上市


## C. One liner Company Tagline or Brand Slogan 公司口号或品牌口号

Include: Corporate tagline or slogan that is used for branding purposes. 用于品牌营销的公司口号或品牌口号

--

## D. Company Website 公司网址

--

\*Do note that other award achievements shall not be included.

\*其他奖项成就不可包含在撰写的内容里。