



PROFILE 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 propositions*

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. Company 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

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

C. One liner Company Tagline or Brand Slogan

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

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D. Social Media Accounts on Facebook and LinkedIn (for tagging purposes only)

Kindly note that if there are no accounts on these platforms, please indicate "N/A" in the template

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