

PROFILE TEMPLATE

INSPIR ATIONAL BRAND CATEGORY

**CORPORATE PROFILE WRITE-UP**

# 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*



# 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*

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| *Example: 2001 – 2013: Insert Distinctive Achievement (e.g., Date of establishment, major projects, M&A, IPO)* |
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# One liner Company Tagline or Brand Slogan

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

# 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.