

# Template: Project presentation for »Excellence in Brand Strategy and Creation«

Please use the company's own corporate design for your presentation. This document serves only as a structural template for content orientation.

**Formats:** You can design your submission as a presentation and/or as a movie in one of the following formats: PDF, MPEG4.

**Size:** PDF files should not exceed the maximum number of 15 pages. The maximum movie length is 180 seconds. The maximum size of the files is 50 MB.

Please note: All files must be clearly marked with the project ID.

# Cover page

Use the first slide for a cover page that makes it clear which brand/project it is and for which category the submission is.

The composition of this slide is up to you. The black areas are just placeholders for your content on this slide.

Name of your brand & project

Category for which this submission is intended

These black areas are to be understood as placeholders for the respective content. The positioning on the slide itself, is entirely up to you

Page  
number

Project ID

Your logo

# Your company / your organization

- Use this slide to introduce your company / organization in general + briefly and concisely, e.g.:
  - Company History
  - Industry & Products/Services
  - Business Model
- Recommendation: max. 1 slide

If you submit a customer case as a service provider, please introduce the customer's organization here

Your logo

# Your challenge(s)

- On this slide, show what challenges your brand has explicitly faced, e.g.:
  - Inadequate brand strategy (because of new customer needs, competitors, etc.)
  - Outdated corporate design
  - Brand image has been eroding for years
  - Website needs UX update and more brand typicity
- If possible: substantiate and visualize your challenge with KPIs, quotes and/or images
- Recommendation: max. 1 slide

# Your current brand strategy/positioning

- Use this slide(s) to present to the jury on which brand basis you have initiated the current project, e.g.:
  - Positioning(model) with values / attributes / identity.
  - Unique selling propositions / profiling fields
  - If applicable, supplemented by corporate strategy, mission & vision, purpose, why/how/what
- Recommendation: max. 2 slides

# Implementation & Brand Experience

- Show on this slide(s) which solution approach you have chosen derived from the brand.
- Justify why your project is special, even unique (e.g. in comparison to competitors, before/after comparison).
- Where possible, visualize the implementation and / or the concept. You can also link / include (case) videos.
- Recommendation: max. 4 slide

# Your success figures

- On this slide, show what concrete successes your project has been able to achieve. Use for this purpose e.g.:
  - Brand KPIs (brand awareness, image dimensions, etc.).
  - Other KPIs (website traffic, social media interaction, sales, etc.)
  - Customer & employee quotes
  - Reference projects
  - Provide an outlook on how the project will progress
- Recommendation: max. 1 slide

# Conclusion

- Use this slide to really showcase your project and brand work again and make a final overall impression on the jury

Key data of the contact person &  
the company / organization