

# Template: Brand Portrait for »Excellent Brands«

Please use the company's own corporate design for your submission. 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 slide

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

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

Name of your brand

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
  - Business model
- Recommendation: max. 1 slide

# Your proposal

- Use this slide to succinctly showcase your products/services & solutions that make you the right candidate for the GBA.
- Use high resolution images for this if possible. The linking of videos is also possible
- Recommendation: max. 1 slide

# Brand status in the competitive environment

- On this slide(s), show what your brand stands for and how it differentiates you in your industry
  - Positioning (model) with values/attributes/identity
  - Unique selling propositions / profiling areas
  - If necessary, supplemented by corporate strategy, mission & vision, purpose, why/how/what
- Recommendation: max. 2 slides

# Challenge(s) of brand management

- On this slide, show what branding challenges your company is facing / has faced, e.g.:
  - New / many market players
  - Change in customer needs
  - New technologies / business models (up to disruption)
  - Internationalization of the brand
- Recommendation: max. 1 slide

# Your brand work

- Use this slide to show all the things they are doing, or have done, to address the challenges described through good branding work
- Visualize your activities wherever possible (e.g., campaign creatives, trade show images, screenshots from apps)
- Recommendation: max. 3 slide

# Your success figures

- On this slide, show what successes your brand work 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
- Recommendation: max. 2 slide



# Perspectives

- Use this section to show what goals & plans you are aiming for or have for your brand in the future so that you can continue to be competitive
- Recommendation: max. 1 slide

# Conclusion

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

Key data of the contact person &  
the company / organization