

About Brand Endorsement Program

A brand is not just an organizational trademark albeit encompasses everything related to a company's vision, mission, business strategy, strategic outreach goals and communication programs. Branding is a vehicle for organizations to build a long-term strategy for a better Return on Investments (ROIs) via its deliverable.

World Economic Magazine Inc. delivers relevant, timely and credible information to our members. The news, events, analysis, opinions, trending topics, etc., displayed in this magazine is based on the latest developments in the global financial landscape highlighting the innovations and sustainability patterns of various key players.

If your company deals with instruments in the banking, finance, technology, innovation, investor relations, oil & gas, petrochemicals (or other commodities), telecommunications, engineering & machinery utilities, and others, then you can partner with us to utilize our branding endorsements opportunities and distribution mechanism.

World Economic Magazine Inc. offers its partners with a unique and customized itinerary to help meet their branding and advertising benchmarks using the right metrics (that includes the brand value, equity, and various other crucial instruments) to create an impact in the global landscape.

What does the Brand Endorsement Program for B2B, B2C, as well as C2B prospects by World Economic Magazine Inc. look like?

World Economic Magazine Brand Endorsement Program – Milestone Achievers' Ceremony A New Horizon in Recognition

Overview:

WEM takes pride in redefining the recognition experience for our esteemed clients with a new initiative. Our innovative approach, the WEM BEP – Milestone Achievers Ceremony, is designed to bring the celebration directly to your doorstep.

How It Works:

1. Subscribe to WEM BEP – Milestone Achievers Ceremony:

- Opt for an exclusive experience where we personally deliver the trophy and certificate to your Head Office.

2. Tailored Presentation:

Choose how you want the recognition event to unfold:

- Host a small event at your premises.
- Opt for a simple photo shoot capturing the memorable moment.

3. Capture the Moment:

- Capture the essence of the occasion through photos or videos.
- Share the media with WEM for personalized promotions.

4. Promotions & Marketing:

WEM takes care of promoting your achievement:

- Inclusion in press releases.
- Feature on our website.
- Showcase on our social media channels.

Benefits:

- **Personalized Recognition:**
 - Experience a unique and personalized trophy handover at your corporate headquarters.
- **Tailored Events:**



- Choose the presentation style that suits your preference, whether it's a formal event or a simple photo shoot.
- Enhanced Visibility:
 - Leverage the media coverage and social media exposure for enhanced brand visibility.
- Memorable Experience:
 - Create lasting memories with a personalized award presentation.

We initiated the event with one of the prestigious banks in Vietnam and it was a successful event. Here's a link of the PR- <https://www.vietnam.vn/en/nam-a-bank-nhan-cu-dup-giai-thuong-quoc-te/>

Subscribe Now:

Make your recognition journey memorable with WEM BEP – Milestone Achievers Ceremony. Subscribe now to elevate your award ceremony experience.

Other BEP Services: Digital and print advertising

A. <u>Print Endorsement Specifications</u>	B. <u>Digital Endorsement Specifications</u>
<ul style="list-style-type: none"> - One full page A4 size print ad - One full double-spread ad space in the magazine - Inside Front Cover endorsement - Inside Back Cover endorsement - Front Cover Ad space - Back Cover Ad space 	<ul style="list-style-type: none"> - Banner Ad Space - Exclusive Press Release - Online Articles and Videos - Logo sharing (part of our Integrated Marketing Communication [IMC] strategy)

PRINT AND DIGITAL MAGAZINES



Print specifications will be shared with you upon subscription.

Submitting Print Materials:

File Types: We only accept PDF and high-res JPG. PDFs should be at least PDF/X-1A. **Resolution:** Image files need to be at least 300 dpi at 100% print size. **COLOR:** File should be submitted as **CMYK**. Color matching has a 5% margin error without a suitable hard copy proof submitted.

Front of the Magazine Creatives -

Highlights businesspeople who have displayed excellence in their respective fields of expertise in innovative ways.

Back of the Magazine

- A. (Unwind- ways to decompress after a long day or week/ Fitness- New ways to keep the body healthy and the mind agile)
- B. New and Noteworthy - A review of a new product, startup or business that's worth giving a whirl.
- C. OFF THE CLOCK - Focusing on a businessperson's passion or after-hour pastime.

Interviews

- Virtual Interview (On Skype or ZOOM)
- Audio Interview (Recorded on ZOOM or any other latest interview recording platforms)
- Face-to-Face (F2F) Interview (to be conducted at partner/client location).
- Email Interview

IMP. Any of the above interviews will be updated only after the approval from both the parties (or partners).

Note: In a nutshell, IMC involves bringing together a variety of different communication tools to deliver a common message and make a desired impact on customers' perceptions and behavior. As an experienced consumer in the English-speaking world, you have almost certainly been the target of IMC activities. (Practically every time you "like" a TV show, article, or a meme on Facebook, you are participating in an IMC effort!)

Align with our exclusive media team for your brand management and recognition campaigns for-

* **Accolades and Award Graphics** - For high-res version of our classified awards logo and an authorized access to use it for all of client's marketing and promotional requirements. The honoree also wins the coveted Trophy with the distinct award title and a certificate shipped to the client's registered office address through a private courier.



DIGITAL LOGO



CERTIFICATE (FRAMED)



PHYSICAL TROPHY

***Exclusive Press Release** - This encompasses a detailed comment by the winning company representative. The press release will be distributed across various prominent media rooms both locally (client location) and globally. The PR links will be shared with the awardee upon initiation.

***Banner Ad Space** - This includes a 300*300-pixel side banner and 250*600 pixel top (horizontal) banner advertisement with back-links to partner's website available on a rotational basis for a period of 12 months.

***Articles and Videos Online** - This includes 15 or 20 online articles plus videos to be published on our website. Article size: up to 1200 words for each article. Topics that can be covered: A detailed description of the various products, services, success mantras, as well as the future plans for organizational growth and expansion initiatives, etc. the client deems fit.