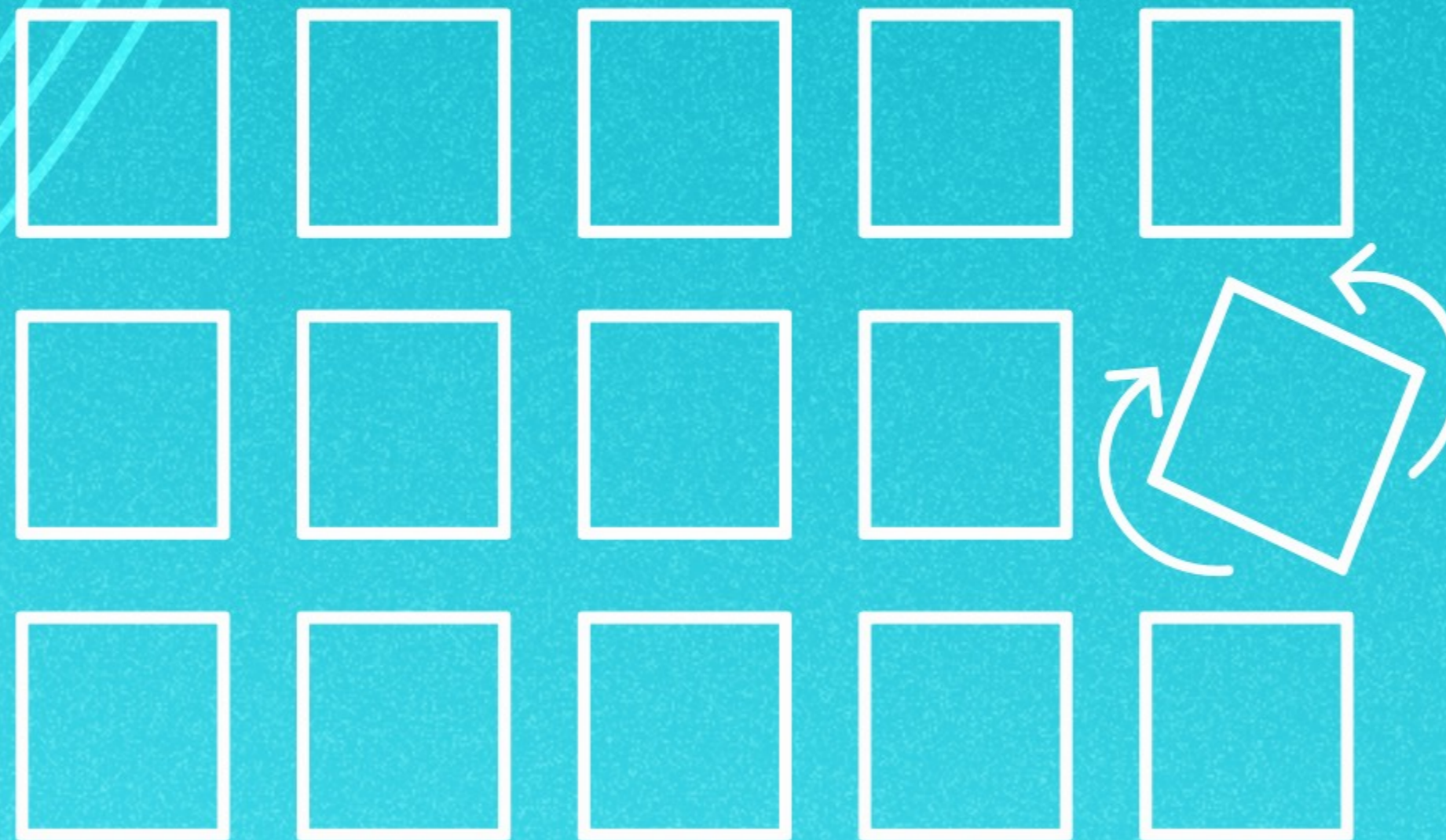


WELLPAL CREATIVE SOLUTIONS

BRAND EVOLUTION

TRANSFORM AND THRIVE

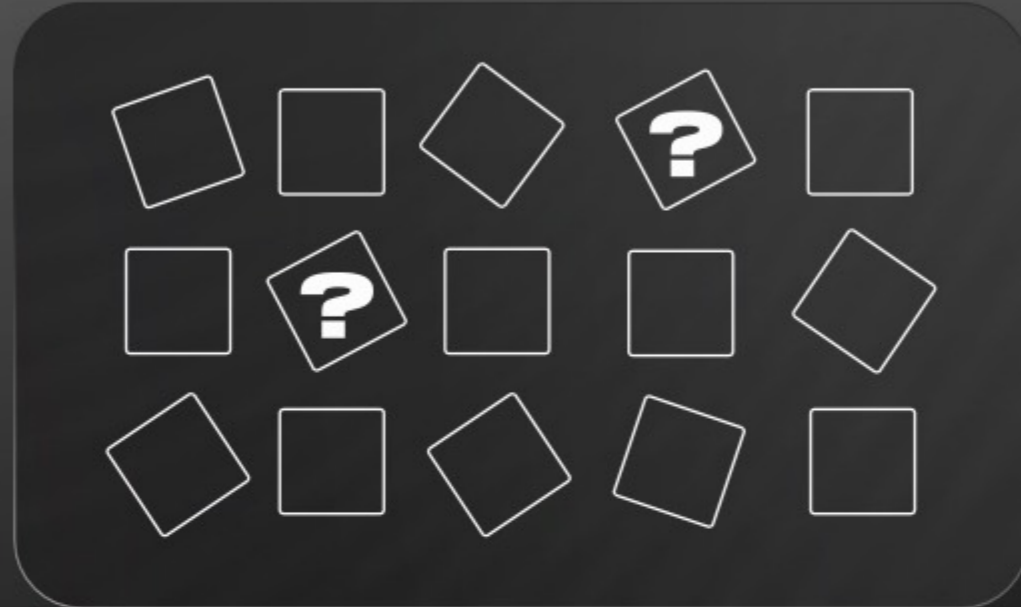




THE WPC SOLUTION SUITE™

MY PRACTICAL APPROACH TO YOUR DESIGN AND STRATEGY NEEDS.
IT'S A CAREFULLY CURATED SEPARATION OF THE 4 KEY SOLUTIONS I PROVIDE.

WELLPALCREATIVE.COM

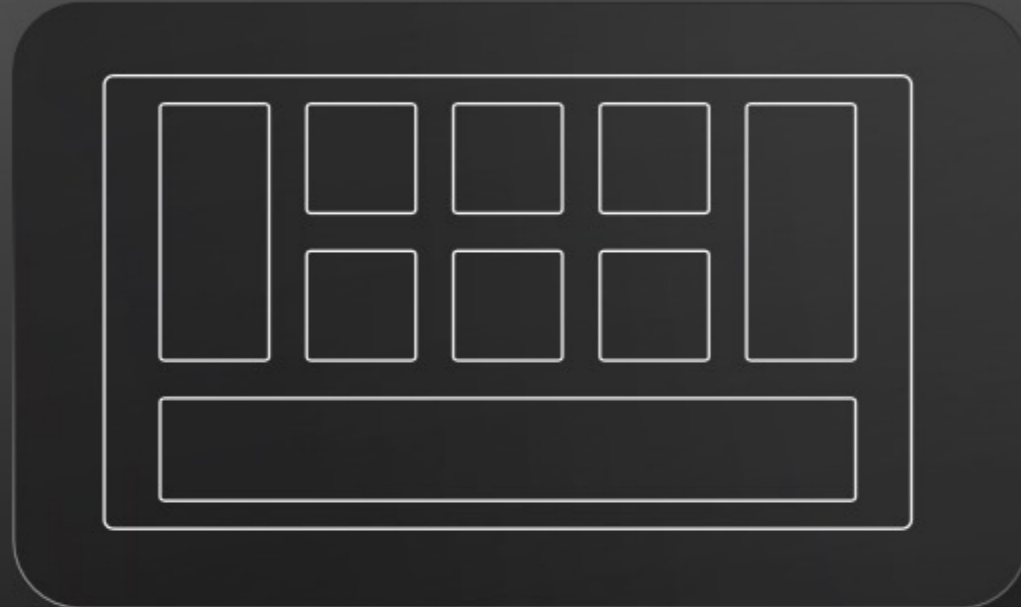


WELLPAL IDEATION & PROTOTYPING (WIP)™

- Start-ups & Entrepreneurs
- Small to Medium Enterprises (SME)
- Creative Agencies & Freelancers
- Business Consultants & Brand Managers
- Educational Institutions

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WELLPAL BRAND NAVIGATOR™

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- Established businesses
- Growth oriented companies
- Innovative leaders
- Looking to bring clarity in the clutter

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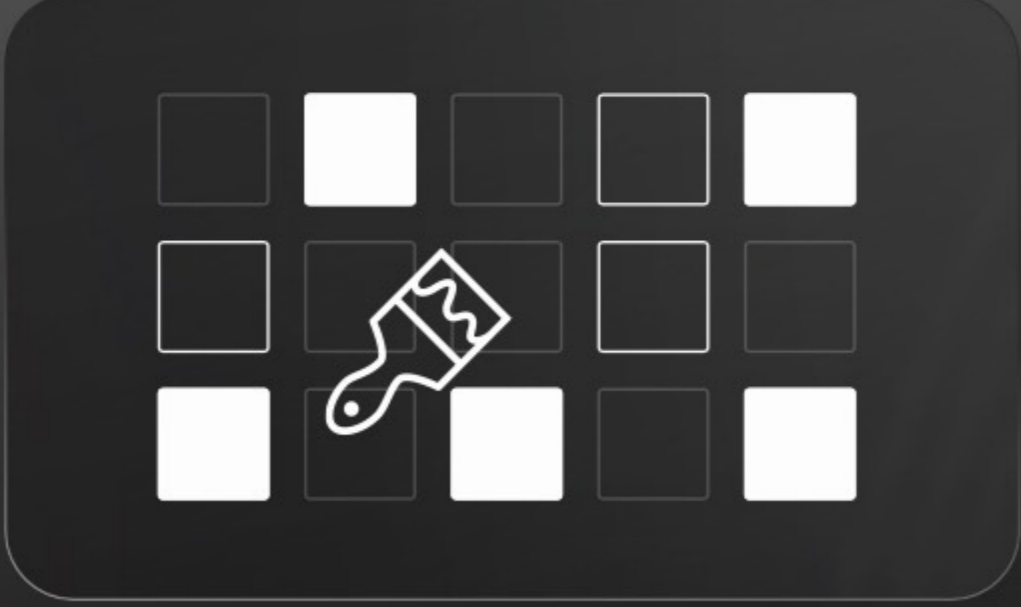


WELLPAL BRAND EVOLUTION SUITE™

- Outdated Brand Identity
- Stagnant Businesses
- Experiencing a lack of differentiation
- Ineffective marketing focused companies
- Those looking to pivot (Market Shifts)

“ TRANSFORM AND THRIVE ”

In a world that never stops changing, standing still isn't a strategy. Welcome to the WellPal Brand Evolution Suite™, where we explore the potential of your brand's evolution together. This suite is designed for brands at a crossroads, contemplating a fresh direction. It's not about change for its own sake, but about thoughtful evolution.



WELLPAL SIGNATURE VISUALS & DESIGN

- Cohesive visual brand identity design
- Packaging Design
- UI Design & Development (Web + App)
- GFX Design
- Concept Design

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“TRANSFORM AND THRIVE”

SUITABLE FOR ESTABLISHED BRANDS SEEKING TO REINVENT THEMSELVES. OBJECTIVE: FLIP THE GOAL. THIS OPENS UP VARIOUS ISSUES AND TOOLS, ALLOWING FOR DYNAMIC ADJUSTMENT OF FORCE AND SKILL TO ADDRESS CHALLENGES.

TS of WELLPAL HE
CLIENT



THE WPC PHILOSOPHY

AT WELLPAL CREATIVE, WE DWELL AT THE UNIQUE CONFLUENCE OF BRANDING AND BUSINESS STRATEGY, UNDERSTANDING THE PIVOTAL ROLE EACH PLAYS IN TODAY'S DYNAMIC BUSINESS ENVIRONMENT.

MY PHILOSOPHY CENTERS ON THE BELIEF THAT WHILE ADVERTISING FUELS CUSTOMER ACQUISITION, THE HEART OF SUSTAINED GROWTH LIES IN FOSTERING CUSTOMER RETENTION AND ADVOCACY THROUGH A COMPELLING BRAND NARRATIVE THAT CONSISTENTLY DELIVERS UNMATCHED VALUE.

GUIDED BY BEING A TRUE GENERALIST, I TURNED MY INTEREST IN DIFFERENT ASPECTS OF BRAND, TECHNOLOGY, POP CULTURE, AND BUSINESS INTO MY PERSONAL BUSINESS STRATEGY.

BY DESIGN I FOCUS ON DIVERSIFICATION, WORKING ACROSS CATEGORIES, VERTICALS, INDUSTRIES, AND TRADES.

WITH THIS WELLPAL CREATIVE AIMS TO TRANSCEND TRADITIONAL BRANDING BOUNDARIES AT ALL TIMES. THIS MULTIFACETED APPROACH ENSURES THE BRANDS WE CRAFT ARE NOT ONLY VISUALLY STUNNING BUT ARE STRATEGIC ASSETS, FULLY ALIGNED WITH YOUR BUSINESS OBJECTIVES AND MARKET DEMANDS.

I SHIFT MY ATTENTION NOT JUST TO BRANDING, BUT TO LEADERSHIP AND CULTURE IN ORDER TO IDENTIFY A CONNECTION BETWEEN THE DECISION-MAKERS OF A COMPANY, THE TEAM, AND THE BRAND EXPERIENCE THAT COMPANY CREATED FOR ITS CUSTOMERS.

I FIND THERE IS A LOT OF ADDED VALUE IN THIS APPROACH AS IT HELPS MY CLIENTS BETTER RECOGNIZE A POTENTIAL PIVOT AND/OR DIFFERENTIATE WITHIN THEIR CATEGORY BY UNDERSTANDING OTHER CATEGORIES.

Sai



WELLPAL BRAND EVOLUTION SUITE™

SOLUTION EXPLAINED

ARE YOU CONTEMPLATING WHAT YOUR BRAND COULD STAND FOR? BUT THE CONSUMER JUST DOESN'T SEEM TO BE RESPONDING?

THAT'S WHERE WE STEP IN. IN A WORLD THAT NEVER STOPS CHANGING, STANDING STILL ISN'T A STRATEGY. WELCOME TO THE WELLPAL BRAND EVOLUTION SUITE™, WHERE WE EXPLORE THE POTENTIAL OF YOUR BRAND'S EVOLUTION TOGETHER.

THIS SUITE IS DESIGNED FOR BRANDS AT A CROSSROADS, CONTEMPLATING A FRESH DIRECTION.

IT'S NOT ABOUT CHANGE FOR ITS OWN SAKE, BUT ABOUT THOUGHTFUL EVOLUTION, AIMING TO KEEP YOUR BRAND RELEVANT, RESONANT, AND RESPONSIVE.

WITH WELLPAL CREATIVE, YOU EMBARK ON A JOURNEY OF DISCOVERY AND CREATIVITY, WHERE OUR ROLE IS TO HELP YOU DISTILL YOUR BRAND'S CORE ESSENCE AND ENVISION ITS FUTURE.

P.S. BE PREPARED FOR CONSTRUCTIVE CRITICISM. I'M HERE TO PUSH THE ENVELOPE AND QUESTION THE STATUS QUO, ALL WITH THE INTENTION OF TOGETHER BUILDING A BRAND THAT GENUINELY DISTINGUISHES ITSELF.

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WHO WE'RE FOR & WHAT WE OFFER →



ITS OF WELLPAL HELPING CLIENTS



WELLPAL BRAND EVOLUTION SUITE™

WHO ARE WE FOR?

WELLPAL BRAND EVOLUTION SUITE™ IS DESIGNED FOR BRANDS AT A CROSSROADS, CONTEMPLATING A FRESH DIRECTION.

WHETHER YOU'RE A BRAND WHO NEEDS AN IDENTITY REFRESH, OR AN ESTABLISHED COMPANY EXPLORING NEW HORIZONS, OR SIMPLY LOOKING FOR STRATEGIC CLARITY IN THE CLUTTER, I'M HERE TO HELP BRING YOUR VISION TO LIFE.

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WELLPAL HELPING CLIENTS

SEE IF THIS SOLUTION IS FOR YOU →



Competitor Audit

- Expanding packaging life.
- Placement & marketing Material.
- Use of QR-AR can be updated at the backend to keep things Entertainment/fresh.
- packaging → VIBRANT → WOW → Gramable
- Sustainable → 8-9/10
- Why important → International → Reduce



WELLPAL BRAND EVOLUTION SUITE™

SOME OF THE GENERAL CLIENT CATEGORIES WHO CAN BENEFIT FROM THIS SOLUTION

REFRESH

OUTDATED BRAND IDENTITY

THE CURRENT BRAND MAY NO LONGER REFLECT THE COMPANY'S VALUES, TARGET AUDIENCE, OR PRODUCT OFFERINGS. THIS CAN LEAD TO CONFUSION AND A LACK OF CONNECTION WITH THEIR AUDIENCE.

REBRAND

COMPANIES UNDERGOING REBRANDING OR PIVOT

THESE BUSINESSES ARE LOOKING TO REINVENT THEMSELVES DUE TO CHANGES IN BUSINESS STRATEGY, MARKET CONDITIONS, OR CUSTOMER DEMOGRAPHICS. YOU NEED HELP IDEATING AND PROTOTYPING A NEW BRAND IMAGE AND MESSAGING. ADDITIONALLY, WE WILL USE THE JTBD FRAMEWORK TO UNDERSTAND THE NEW NEEDS OF YOUR TARGET CUSTOMERS AND DESIGN A VALUE PROPOSITION THAT ALIGNS WITH THE NEW BUSINESS STRATEGY.

INNOVATION

INNOVATION TEAMS (WITHIN LARGER ORGANIZATIONS)

THESE TEAMS ARE TASKED WITH DRIVING INNOVATION AND DESIGNING NEW PRODUCTS OR SERVICES. YOU NEED HELP DEVELOPING AND PROTOTYPING THESE CONCEPTS BEFORE THEY CAN BE PRESENTED TO THE WIDER ORGANIZATION OR THE MARKET. YOU ARE LOOKING TO GAIN A DEEP UNDERSTANDING OF THE CUSTOMER'S NEEDS AND ENSURE THE PRODUCT OR SERVICE YOU ARE DEVELOPING FIT THOSE NEEDS PERFECTLY.

EXPANSION

COMPANIES EXPANDING (INTO NEW MARKETS OR PRODUCT LINES)

THESE BUSINESSES ARE LOOKING TO EXPAND THEIR OFFERINGS OR ENTER NEW MARKETS. YOU NEED HELP IDEATING AND PROTOTYPING NEW PRODUCTS, SERVICES, OR BRAND STRATEGIES TO ENSURE THEY ARE ALIGNED WITH THE NEW MARKET OR SEGMENT. YOU ARE ALSO LOOKING TO UNDERSTAND THE JOBS THE NEW CUSTOMERS ARE TRYING TO GET DONE AND DESIGN OFFERINGS THAT MEET THESE NEEDS.

DIFFERENTIATE

BUSINESSES IN HIGHLY COMPETITIVE MARKETS

THESE ARE COMPANIES IN INDUSTRIES WHERE COMPETITION IS FIERCE, AND DIFFERENTIATION IS KEY TO SURVIVAL. YOU UNDERSTAND THAT UNIQUE, INNOVATIVE PRODUCTS OR SERVICES CAN SET YOU APART FROM THE COMPETITORS. YOU SEEK ASSISTANCE IN IDEATION AND PROTOTYPING TO HELP CREATE DISTINCTIVE OFFERINGS. YOU ARE ALSO LOOKING TO UNDERSTAND THE SPECIFIC NEEDS AND MOTIVATIONS OF THE CUSTOMERS, ENABLING YOU TO DESIGN SOLUTIONS THAT NOT ONLY MEET BUT EXCEED THESE NEEDS, GIVING YOU A COMPETITIVE EDGE.

WHAT THIS IS NOT GOING TO BE →



WELLPAL BRAND EVOLUTION SUITE™

CLEARING THE AIR: WHAT THIS SOLUTION IS NOT

WELLPALCREATIVE.COM

WHILE THE WELLPAL BRAND EVOLUTION SUITE™ IS COMMITTED TO UNLEASHING YOUR BRAND POTENTIAL, AND EMBRACING CHANGE, IT'S IMPORTANT TO UNDERSTAND THE BOUNDARIES OF OUR EXPERTISE AND SERVICES.

MY AIM IS TO FOSTER A TRANSPARENT RELATIONSHIP RIGHT FROM THE START.

ITS OF WELLPAL HELPING CLIENTS

WHAT THIS IS NOT GOING TO BE



MAGIC WAND

WIP™ HELPS TO TRANSFORM IDEAS INTO TANGIBLE REALITIES, BUT I'M NOT A MAGICIAN. THE PROCESS OF IDEATION AND PROTOTYPING REQUIRES TIME, COLLABORATION, AND ITERATION. I AM HERE TO GUIDE YOU THROUGH EACH STEP, BUT I CAN'T PROMISE INSTANT RESULTS - BRAND BUILDING TAKES TIME.



MARKETING PLAN

WIP™ ISN'T A READY-MADE MARKETING STRATEGY TO SIMPLY APPLY. WHILE I'M NOT HERE TO DICTATE YOUR MARKETING MOVES, THE PROCESS WILL UNDOUBTEDLY INFLUENCE YOUR MARKETING APPROACH. WE'RE HERE TO COMPLEMENT YOUR MARKETING PLAN, NOT TO REPLACE IT.



ONE-SIZE-FITS-ALL

WIP™ APPROACH IS THAT EVERY PROJECT IS UNIQUE, WITH ITS OWN SET OF CHALLENGES AND REQUIREMENTS. THAT'S WHY I DON'T OFFER COOKIE-CUTTER SOLUTIONS. INSTEAD, EACH APPROACH IS CUSTOM, USING THE JTBD FRAMEWORK AND DESIGN A SOLUTION THAT FITS YOU PERFECTLY.



REPLACE YOUR TEAM

WIP™ AIMS TO AUGMENT YOUR CAPABILITIES, NOT TO REPLACE YOUR TEAM. WORK ALONGSIDE YOU, OFFERING MY EXPERTISE AND GUIDANCE WHILE RESPECTING YOUR KNOWLEDGE AND INSIGHTS. I'M HERE TO ENHANCE YOUR TEAM'S SKILLS AND CAPACITY, NOT TO TAKE OVER YOUR BUSINESS.



ONLY FOR TECH GIANTS

WIP™ APPROACH TO INNOVATION ISN'T JUST FOR THE BIG PLAYERS. THE SERVICES ARE DESIGNED TO CATER TO A WIDE RANGE OF ORGANIZATIONS, FROM STARTUPS AND SMES TO CREATIVES AND EDUCATIONAL BODIES. I'M HERE TO MAKE INNOVATION THINKING ACCESSIBLE TO ALL.

SELF-REFLECTION TIME ...



ASK YOURSELF THE FOLLOWING ...


REFLECT ON YOU AND YOUR TEAMS ANSWER AND HONESTLY ASSESS IF YOU ARE ALL ALIGNED

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THE "THINK ABOUT IT" SLIDE

How might a lack of understanding of the different needs/motivations of "buyers" and "job performers" lead to missed opportunities in your business?


BRAINSTORM IT IN THE WORKBOOK



THE "THINK ABOUT IT" SLIDE

Would it be important to you and your business to have a common language around "needs" of the customer? Why?

BRAINSTORM IT IN THE WORKBOOK



THE "THINK ABOUT IT" SLIDE

How does your team define a "need" and a "unmet need" regarding your market?


BRAINSTORM IT IN THE WORKBOOK



THE "THINK ABOUT IT" SLIDE

How do you define a "need" and a "unmet need" regarding your market?

BRAINSTORM IT IN THE WORKBOOK



WELLPAL HELPING CLIENTS



HOW WE WILL BRING YOUR IDEAS TO LIFE TOGETHER

BELOW IS A GENERAL INDICATION OF THE PROCESS INVOLVED FOR THIS SOLUTION.

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PHASE

1

EMPATHY & UNDERSTANDING

WE BEGIN BY UNDERSTANDING YOUR BRAND'S CURRENT STATE, CHALLENGES, AND THE VISION FOR ITS EVOLUTION. THIS SETS THE STAGE FOR A THOUGHTFUL, HUMAN-CENTERED APPROACH TO BRAND EVOLUTION.

PHASE

2

DEFINE & STRATEGIZE

WE DEFINE YOUR BRAND'S NEW DIRECTION AND STRATEGIZE ITS EVOLUTION. THIS INVOLVES UNDERSTANDING MARKET DYNAMICS, COMPETITOR LANDSCAPES, AND CUSTOMER NEEDS.

PHASE

3

DESIGN & PROTOTYPE

WE DESIGN THE ELEMENTS OF YOUR EVOLVED BRAND, PROTOTYPING THEM FOR FEEDBACK. THIS INCLUDES VISUAL IDENTITY, BRAND MESSAGING, CUSTOMER EXPERIENCE, AND MORE.

PHASE

4

IMPLEMENT & VALIDATE

TOGETHER WE BRING YOUR EVOLVED BRAND TO LIFE, IMPLEMENTING IT ACROSS ALL TOUCHPOINTS. OVER TIME WE VALIDATE ITS EFFECTIVENESS AND RESONANCE WITH YOUR AUDIENCE.

PHASE

5

EVALUATE & ITERATE

A BRAND IS NOT A STATIC SYSTEM, ITS EVER EVOLVING. THIS IS WHY WE HAVE TO EVALUATE THE PERFORMANCE OF YOUR EVOLVED BRAND, GATHERING FEEDBACK FOR CONTINUOUS IMPROVEMENT. THIS ENSURES YOUR BRAND REMAINS RELEVANT AND RESONANT.

PHASE

6

SUPPORT & GUIDANCE

WE OFFER ONGOING SUPPORT AND GUIDANCE (WITHIN REASON AND SCOPE), HELPING YOUR BRAND NAVIGATE FUTURE CHALLENGES AND OPPORTUNITIES. OUR PARTNERSHIP EXTENDS BEYOND THE EVOLUTION PROCESS.

A ROUGH INVESTMENT ESTIMATE 



ROUGH PROJECT INVESTMENT ESTIMATE

BELOW IS A ROUGH ESTIMATE OF THE COST FOR THIS PROJECT.

Please keep in mind that this is a preliminary estimate and that more precise cost will be provided once the scope and timeline have been confirmed.

The estimate also takes into consideration that we have to design the identity as a system for this project (the mother brand and it's subbrands). It also takes into account the packaging design needed to fit the new identity.

This estimate is **valid for 7 days** from the document sending date.

PROJECT DELIVERABLES

Standard Brand Audit
(Current Brand-Business model evaluation)

Design Sprint (workshop) -
This is a 2-day remote workshop. Standard additional travel charges apply if client prefers on-site.

WellPal Brand Evolution™
Report *(all workshop findings and opportunities strategically outlined)*

Brand identity design

Logos and marks design
for the entire system

Brand Styleguide

2x Packaging Design

2x Social Media Templates

Updated company profile
deck

Estimated

PROJECT INVESTMENT

RMB

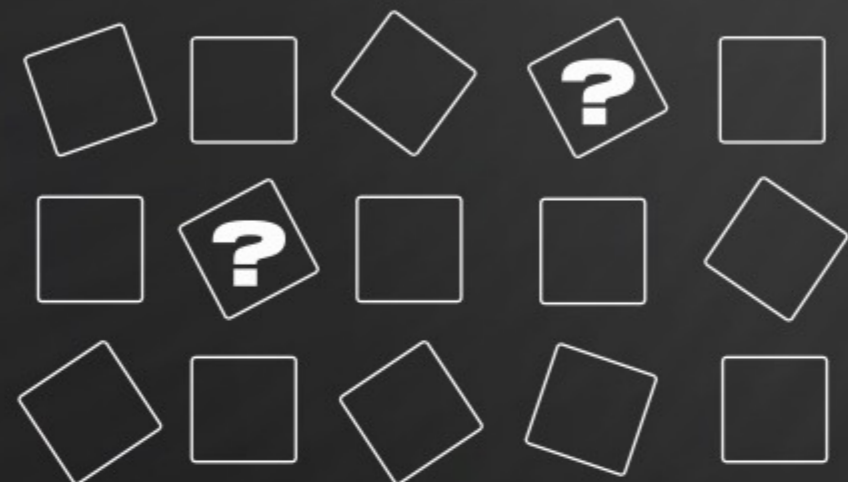
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BEYOND PROTOTYPING: CRAFTING YOUR BRAND'S FUTURE

PROTOTYPING IS JUST THE BEGINNING. THAT'S WHY WE OFFER A COMPREHENSIVE SUITE OF SERVICES DESIGNED TO TAKE YOUR BRAND TO THE NEXT LEVEL.

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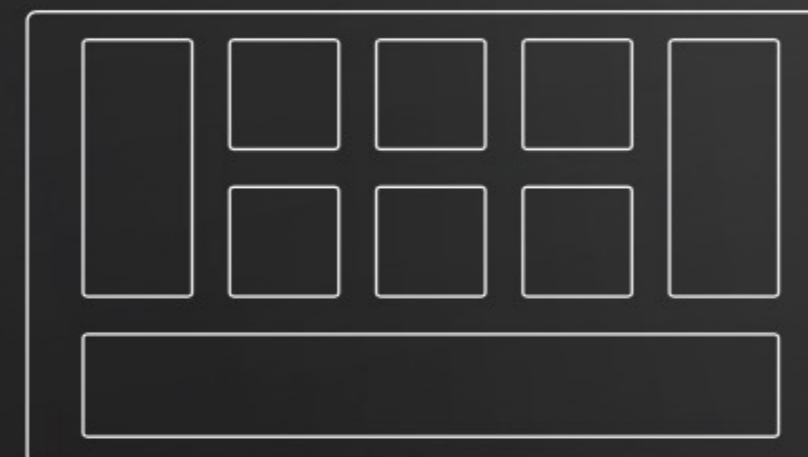


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THE OTHER 3 SOLUTIONS IN THE WPC SOLUTION SUITE



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WELLPAL HELPING CLIENTS



FREQUENTLY ASKED QUESTIONS

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1.

What % is the downpayment

There is a standard 50% downpayment that has to be settled before any work starts.

2.

Do you provide a fapiao

Yes, a official tax fapiao can be provided for this project.

3.

Do you have any special discounts

I have a standard additional 5% discount for clients who settle more than 70% in the first payment.

5.

My project is confidential, can we sign an NDA?

Yes, this is no problem and I respect that. Majority of my clients come in through agencies so I am used to this process. All my strategy clients are under NDA as well, so this is very common.

6.

Can you provide the guides and manuals in Chinese?

Yes this is possible, but will have additional cost. Majority of my clients take care of this in-house to save some cost. This is why its also not reflected in my price because most my clients don't request it.

7.

What are some similar projects you have done?

I focus on diversification, working across categories, verticals, industries, and trades. I worked from big government clients in the China, Japan, Thailand, and Vietnam agriculture sector to founders for skincare, nutrition and petfood. This approach helps me serve my clients better and to recognize a potential pivot and/or differentiate within their category.

HELPING CLIENTS