

如何实行与传达品牌策略 ~ 《面包物语》的经验

COMMUNICATING YOUR BRAND STRATEGY ~ THE BREADTALK WAY (IN CHINESE)

BY MR GEORGE QUEK, GROUP CEO 主讲者: 集团总裁郭明忠先生

BreadTalk, Ding Tai Feng and Food Republic burst into our local food scene and became household names within a short period of their launch. Each with its unique, distinct brand and market positioning. BreadTalk revolutionized the confectionery industry and makes eating bread exciting again. Food Republic has since carved a niche for itself in the competitive food court market. Even though they are in different sectors, they all share a common parentage ~ Mr George Quek.

Mr Quek will share his experience in formulating brand strategies and launching these products into the market, specifically the BreadTalk experience. He will share with us from conceptualization, launch, IPO and now, bringing the famous BreadTalk brand into Asia Pacific.

《面包物语》、鼎泰丰及 Food Republic 在极短的时间内冒起, 成为家喻户晓的名字。它们都拥有特出的品牌和市场定位。《面包物语》革新了面包西果业的形象, 让吃面包增添一份新鲜感。Food Republic 也在竞争激烈的食阁市场中占有一席之地。虽然经营着这些不同的业务, 但却有一个共同的领导者 - 郭明忠先生。

郭先生将在讲座中与我们分享他在部署品牌策略和将这些产品, 尤其是《面包物语》)推出市场的经验。他将从构想、概念、推展、上市至把声名远播的《面包物语》带入亚太市场等方面与我们分享他的经验。

讲座大纲

- 品牌的建立与定位 - 面包物语, 鼎泰丰, Food Republic
- 突出品牌的市场策略
- 区域性策略
- 实例 - "面包物语"

日期 : 2006年7月21日(星期五)

时间 : 下午 3.30 - 6.00 时

地点 : 本會會議廳(二楼)

收费 : \$10(会员)
\$15(非会员)

座位有限, 请尽早报名!

敬備茶点招待出席者.

Topics (in Chinese)

- Brand Creation & Positioning - BreadTalk, Ding Tai Feng & Food Republic
- Differentiated Marketing Strategies
- Regionalization Strategies
- Case Study - BreadTalk

Date : Friday, 21 July 2006

Time : 3.30 pm - 6.00 pm

Venue : SFMA Conference Room 2nd Level

Fees : \$10 (members)
\$15 (non-members)

Limited seats available, please register early!

Light refreshments will be provided for participants.

Reply Slip 回复

有意者, 請填妥下列報名表格在 **18/7/06** 之前傳真到 6223 7235 或電話聯系 : Christina 6221 2367

Kindly complete the portion below, fax to 6223 7235 (Secretariat) before **18 July 2006**.

姓名: (英文) _____ (華文) _____
Name: _____ Chinese _____

公司: _____ 人數 _____
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Address: _____

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Contact No. _____ Fax _____ HP _____

~~~~~ Thank you ~~~~~