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**MERGING PARENTHOOD AND WORK**

**BRAND IDENTITY**

DATA-DRIVEN CREATIVITY



## BRAND IDENTITY

### **BRAND MISSION**

Empowering working mothers from diverse backgrounds to excel in their careers while thriving as parents through comprehensive support, guidance, and community-driven initiatives.

### **BRAND VISION**

To create a world where working mothers feel valued, supported, and empowered, achieving success in both their professional and personal lives without compromising their well-being or family responsibilities.

### **BRAND NARRATIVE**

Merging Parenthood And Work (MPAW) is a testament to the resilience, determination, and unwavering spirit of working mothers who navigate the intricate balance between career aspirations and the joys of parenthood. Our journey began with a deeply personal experience, as the founder faced the challenges of pregnancy-related illness, maternity leave, and returning to work amidst a lack of understanding and support in the workplace.

Inspired by this journey, MPAW emerged as a beacon of empowerment, offering a safe space where working mothers can find comprehensive resources, practical guidance, and a supportive community. Our brand narrative is woven with threads of inclusivity, authenticity, and empathy, reflecting the diverse experiences and backgrounds of the women we serve.

At MPAW, we believe that motherhood and career are not separate entities but interconnected facets of a fulfilling life. We strive to bridge the gap between work and parenthood, providing tools, insights, and opportunities that empower women to thrive professionally while nurturing their families and personal well-being.

DATA-DRIVEN CREATIVITY



## BRAND IDENTITY

### BRAND VALUES

1. **Inclusivity:** Embracing diversity and creating an inclusive environment where every working mother feels valued and supported.
2. **Authenticity:** Upholding honesty, transparency, and sincerity in our interactions, resources, and community engagement.
3. **Empowerment:** Equipping working mothers with the knowledge, tools, and confidence to pursue their career goals and personal aspirations.
4. **Support:** Providing comprehensive support, guidance, and a sense of community to navigate the challenges of balancing work and parenthood.
5. **Well-being:** Prioritizing the holistic well-being of working mothers, ensuring they thrive professionally, personally, and emotionally.

### TARGET AUDIENCE

Working mothers from diverse backgrounds, including ethnic minorities, who seek support, guidance, and empowerment in navigating the complexities of balancing career advancement with family responsibilities.

### BRAND POSITIONING

MPAW positions itself as a reputable and trusted resource for corporations seeking guidance on supporting working mothers in the workplace, as well as a supportive community and resource hub for working mothers themselves. We differentiate ourselves by focusing on the unique challenges faced by ethnic minority working mothers and offering tailored solutions to help them excel in their careers while maintaining a fulfilling family life.



## BRAND IDENTITY

### PRODUCT LIST

1. **Working Mum Planners:** Comprehensive planners designed to help working mothers organize and manage their professional and personal responsibilities effectively.
2. **Book - "Merging Parenthood and Work":** A practical guide offering insights, tips, and strategies for working mothers on managing maternity leave, returning to work, career advancement, and achieving work-life balance.
3. **Masterclass - "Balance Fest":** Interactive workshops and seminars focusing on empowering working mothers with skills, knowledge, and tools to thrive in both their professional and personal roles.
4. **Career Events for Working Mums:** Networking events, panel discussions, and career development sessions tailored to the needs and aspirations of working mothers.
5. **Podcast - "Working Mum Wisdom" or "The Thriving Mumcast":** A forthcoming podcast series featuring interviews, stories, and discussions aimed at inspiring, empowering, and supporting working mothers on their journey.
6. **Corporate Coaching** - We liaise with organisations and help them on how to support working mothers within the workplace. We also do coaching for working mothers to help on how to accelerate their career.

In essence, Merging Parenthood And Work (MPAW) is not just a brand but a movement—a catalyst for change that empowers working mothers to rewrite the narrative of motherhood and career, creating a brighter, more inclusive future for generations to come.