

# Evolution of Marketing

## 數位時代的行銷演變

November 19, 2009

# 一個傳統廣告人的告白





# Rising Media Cost vs 1970

60

倍

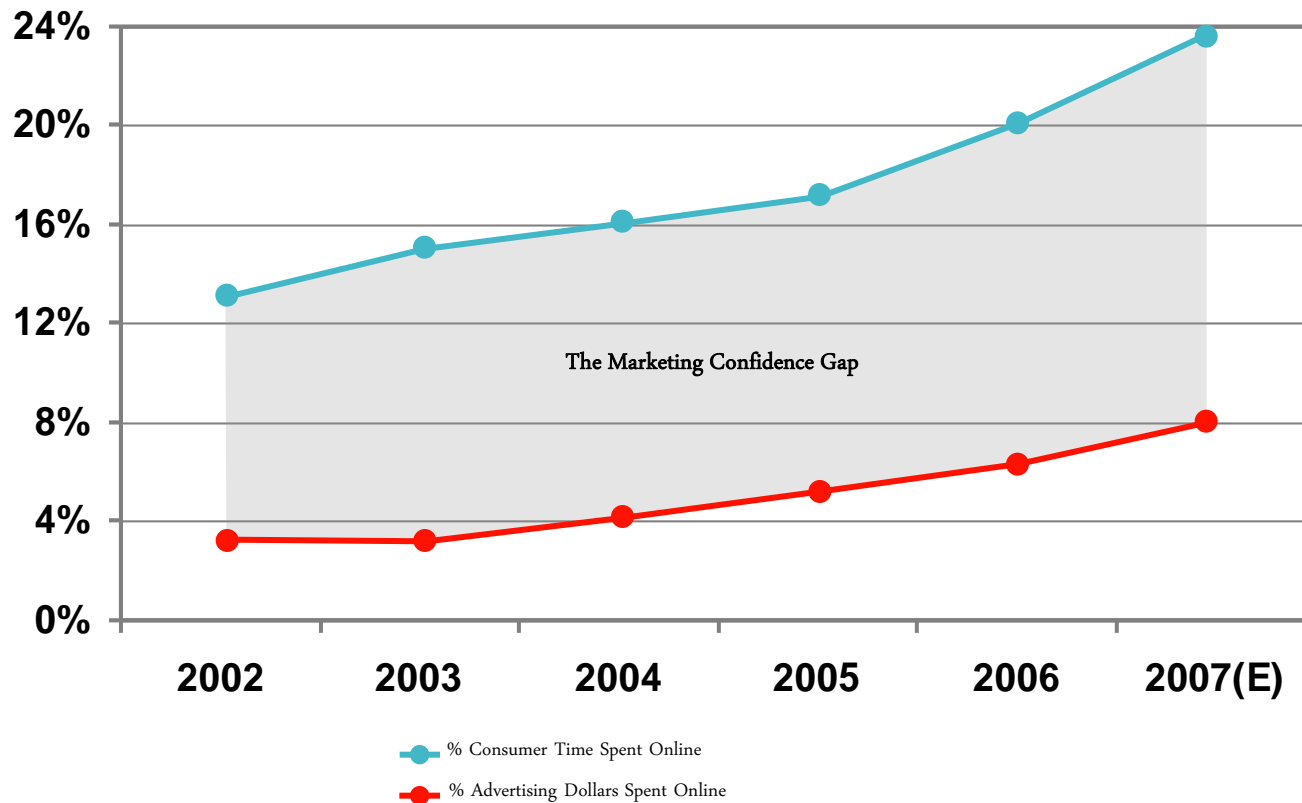
消費者更難接觸

傳統的大眾消失了

消費者更聰明 更懂如何閃開廣告

傳統廣告得威力大減 接觸成本提高

# Consumers Are Ahead of Marketers



Source: eMarketer, "Ad Spending Trends" October 2005, Arbitron/Edison Media Research January 2001-2004, Neo@Ogilvy Media Analytics



Marketing

平均**CMO**在職壽命

23 月

From the 4P's  
to the 4E's

From ...

To ...

**Product**

**Experience**

**Place**

**Everyplace**

**Price**

**Exchange**

**Promotion**

**Evangelism**

From **PRODUCT**  
to **EXPERIENCE**

# From PRODUCT to EXPERIENCE



# 戶外廣告？



變成具體體驗的旗艦店吧!



# 思考1

我的品牌帶給人們怎樣的產品體驗？

From PLACE  
to EVERYPLACE



# Mission Impossible 置入性行銷

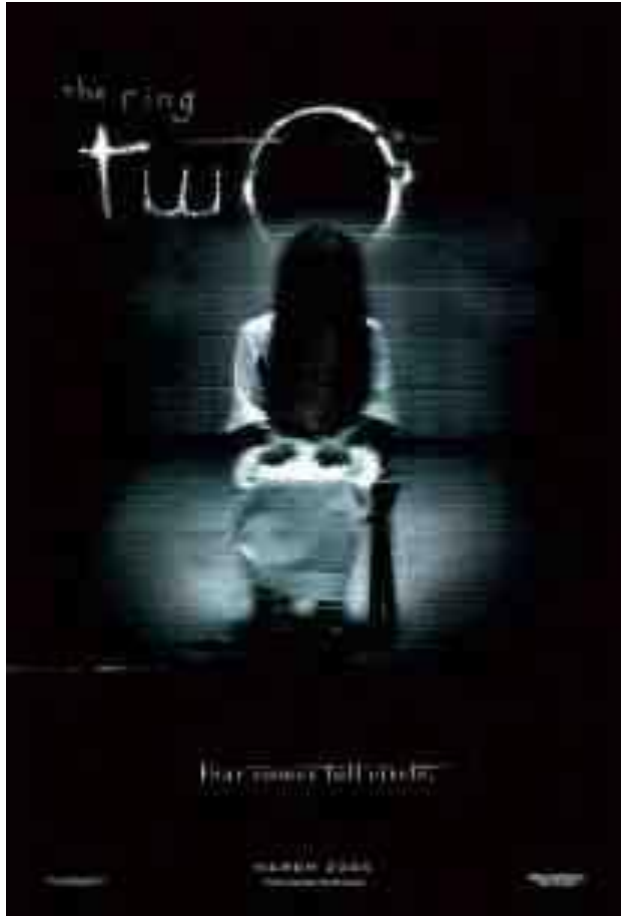


# 如影隨行的Mobile Marketing

1. Location based
2. Text identical
3. Competitor's users targeted



# EDM 後鬼會打電話給你



## 思考2

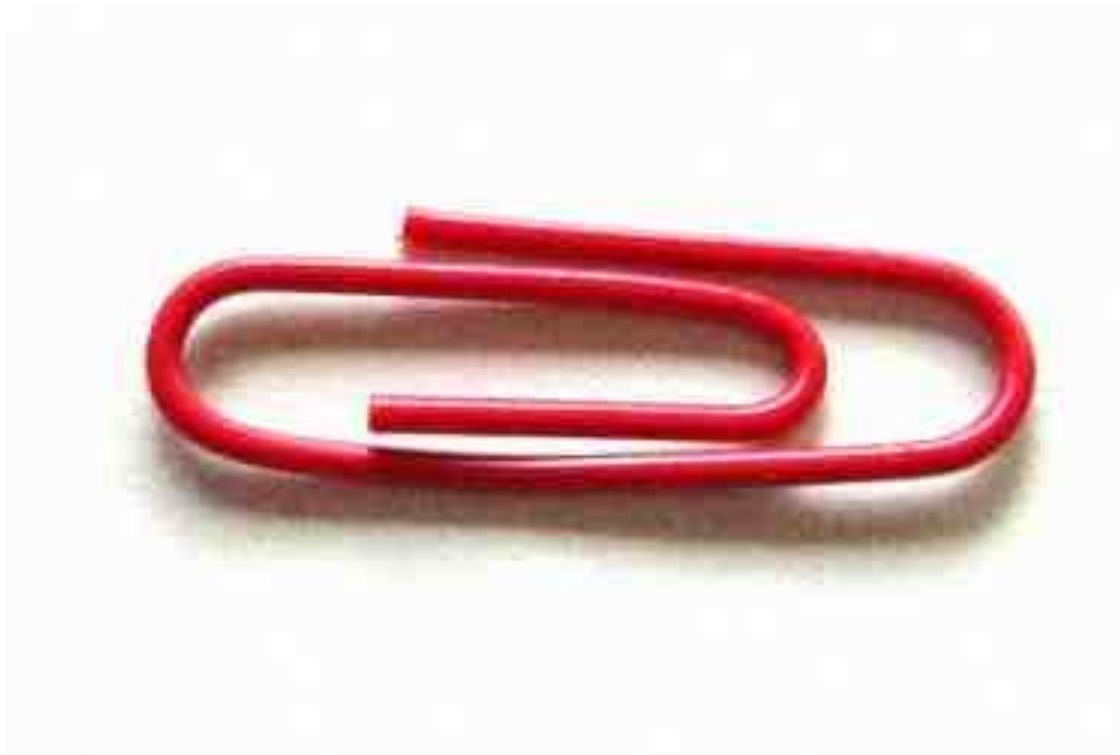
我的品牌還有哪些未曾想過的消費者接觸點？

如何善用數位科技，強化接觸點的互動？

# From PRICE to EXCHANGE

從價格到價值交換系統

# 一根迴紋針換到一棟房子



# 金莎用價值來定價



\$ for  
snack



\$ for  
“My heart”



\$ for  
“My love”

# 用NT\$66換得運氣 – 全家好神公仔



# Before



# After



# LEGO: Customers Help Create Products



**+200% better sales**

# 思考3

如何從消費者的價值系統來構思定價與促廣

# From PROMOTION to EVANGELISM

從促廣到品牌福音傳頌

隨著資訊的公開化透明化, 消費者正形成一股強大民粹運動

品牌必須提升格局與視野, 擁有並宣揚品牌大理想, 才能贏得消費者青睞, 得以擠身主流舞台

Brand \_\_\_\_\_ believes  
the world would be a  
better place if \_\_\_\_\_”

“Dove believes the world would be a better place if women were allowed to feel good about themselves”



- oversized?
- outstanding?

Does true beauty only  
squeeze into a size 0?



[舞唱水] 沒事 沒事

[舞唱水]

我們有一個機會

可以引領年輕人改變自己

讓世界變的更美好

**WATERMAN!**

- 做好事的神秘人物
- 無厘頭的熱血精神
- 因為只要有心，人人都能變成他

# WATERMAN的部落格 (活動網站)



# 如何讓品牌理想更深化年輕人



# Louis Vuitton

*LV 認為, 如果每個人的人生都能*

*活出不凡的旅程 世界將更美好*





IS THERE ANY GREATER JOURNEY THAN LOVE?

## 思考4

我的品牌是否擁有大理想

世界如何因它變的更好？

# 重新審視4P

- 1. Experience** – do your Customer Journey
- 2. Everyplace** – create an idea that doesn't start with TV or print
- 3. Exchange** – calculate the value of your Customer
- 4. Evangelism** – bring passion to your brand

# 不景氣年代我們需要改變思維的 行銷Hero

# Maybe it's you!



**Thank YOU!**