

TaiwanPlus North America Digital Marketing

Campaign Promise Review

June 1, 2022

Prepared for:  **TAIWAN
PLUS**

campaign structure



Brand Tagline: Taiwan to the world

Creative Direction: True Reflections

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- Campaign Promise:**
- Encapsulates what TaiwanPlus stands for & the consumer takeaway
 - Establish it as an “integrated” campaign tagline across campaign touchpoints, reinforcing the TaiwanPlus message at all points

the intention of the campaign promise

Today's insights
into Taiwan's progress enable
tomorrow's possibilities

campaign promise

option 2

TaiwanPlus

Get closer to Asia, go further than you imagine.

Inviting, aspirational proposition that creates a sense of intrigue on how TaiwanPlus can point users to new possibilities.

our recommendation

TaiwanPlus

Get closer to Asia,
Go further than you imagine.

- ✓ builds emotional resonance with target audience
- ✓ premise of 'go further' offers an engaging consumer promise
- ✓ inspired by the new chairman's vision



SEA Markets Campaign

Campaign Promise Review

Aug 19, 2022

Prepared for:  **T W TAIWAN
PLUS**

campaign objective

TaiwanPlus wants to extend its flagship digital campaign from North America into new markets in Asia.

Our goal is: to drive visits and followers on TaiwanPlus platforms.

Basis our last alignment, we will be taking a city driven approach across Asia instead of country driven.

campaign promise

Asia Campaign

TaiwanPlus

Get ahead with fresh perspectives

Conveys a positive forward-facing outlook tied to what TaiwanPlus offers our audience.
Something new to learn or a different way to see the world around us.