

# Creativity Insite Out

## 玩轉數位行銷的創意秘訣

在媒體破碎化的時代，你想要成為怎樣的行銷人？



你想要成為怎麼樣的行銷人？





## 5個問題

5 Questions

- 01 我是誰?
- 02 行銷是什麼?
- 03 好廣告的特徵
- 04 你適合(想)做什麼?
- 05 歡迎發問

<https://tinyurl.com/dorothycahelp>



**No.1**

1 of 5

我是誰?

相信「用文字影響人的行為是投資報酬率最高的一件事」，  
相信世上多一個好廣告就少一個爛廣告，  
相信好人有好報，更相信創意。

--- 王彤 台灣奧美文案



Yen-Chang Chang

Digital Marketing Supervisor of BMW Marketing Communication (Taiwan)

Taiwan · 316 connections · [Contact info](#)



Pan German Motors Ltd.,  
BMW Importer



King's College London



### Experience



#### Digital Marketing Supervisor/BMW Marketing Communication

Pan German Motors Ltd., BMW Importer · Permanent  
Dec 2019 – Present · 1 yr 1 mo  
Taipei, Taiwan



#### SEO Localization Consultant

Freelance Digital Marketing  
Oct 2018 – Oct 2019 · 1 yr 1 mo  
London, United Kingdom

Provide the search engine optimisation strategy and localised keywords suggestion to international companies, helping clients to reach potential customers with local insight.



#### Omnicom Media Group

1 yr 11 mos



#### Assistant Manager of Marketing Communication & Research

Aug 2017 – May 2018 · 10 mos  
Taiwan



#### Account Executive

Bates CHI&David, Ogilvy & Mather Taiwan  
Jul 2013 – Jun 2016 · 3 yrs  
Taiwan

# 廣告公司

業務/策略規劃

# 媒體集團

創意/策略內部教育  
集團內部外部公關

# 數位行銷

SEO關鍵字顧問

# 品牌端

BMW



**No.2**

2 of 5

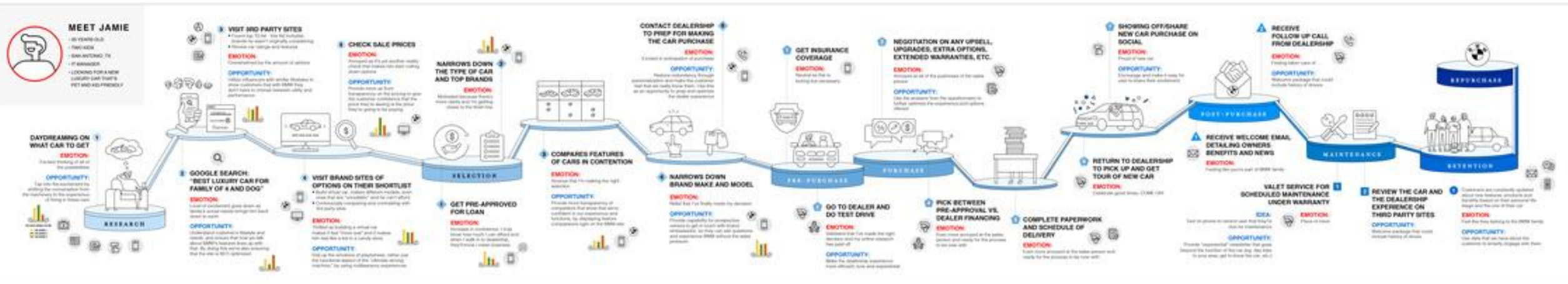
行銷是什麼？



行銷 是 創造  
溝通價值給顧客，  
傳遞

以及 經營顧客關係  
以便讓組織受益的一種功能/程序。

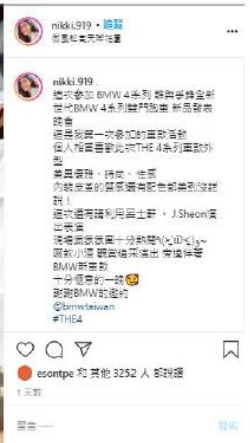
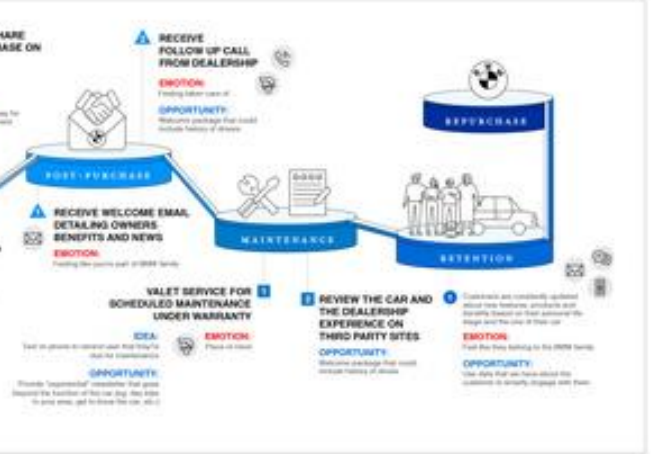
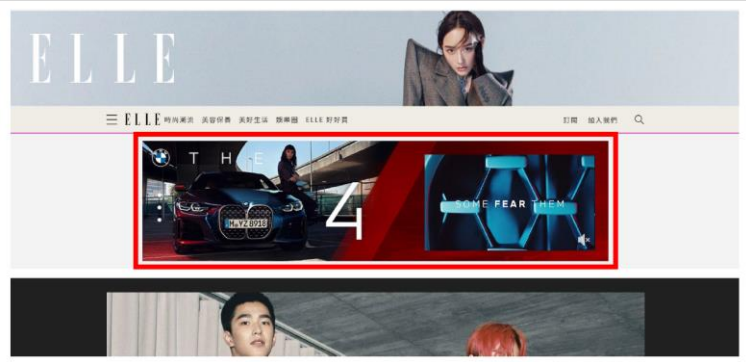
# 從消費者的角度



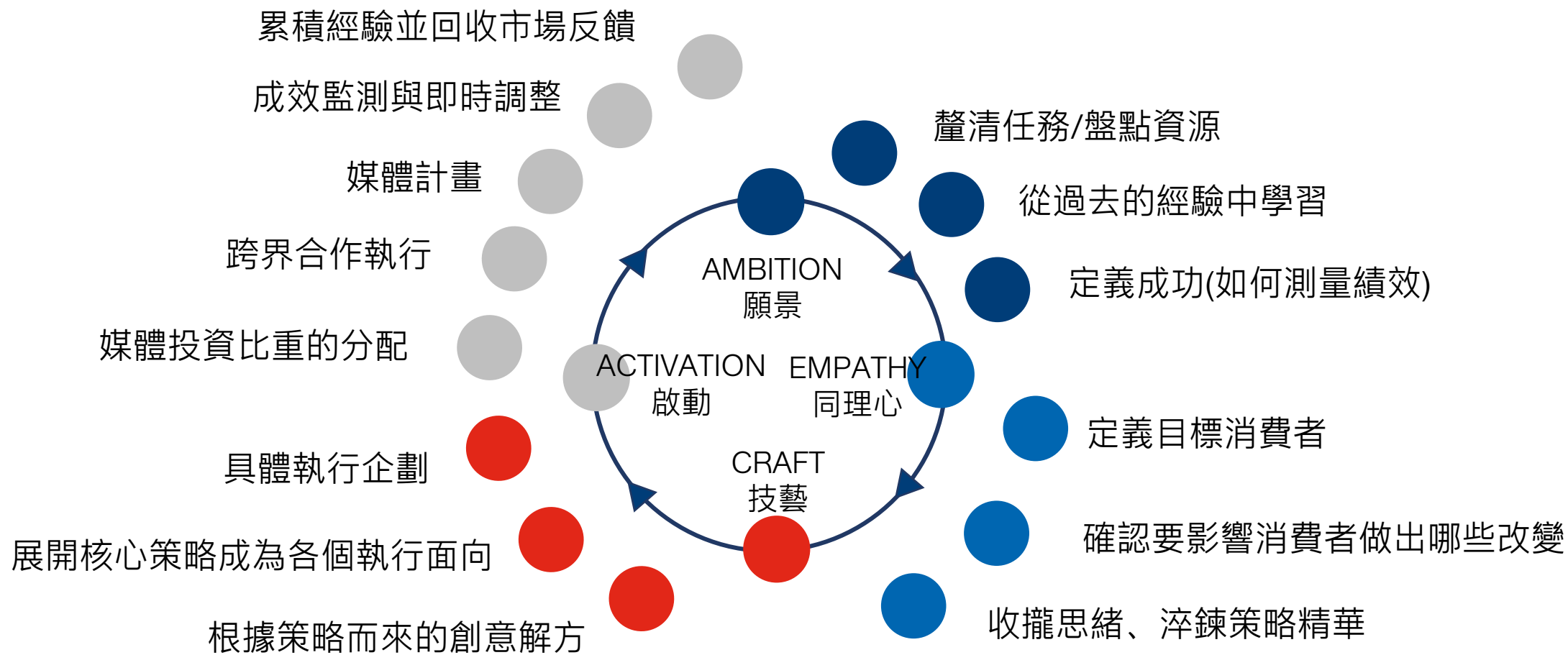
autos.yahoo.com.tw / news / 千呼萬喚始出來-全新bm...

千呼萬喚始出來! 全新BMW 4系列外型、動力絕對讓你驚豔...

2020年6月3日 — 全新BMW 4系列在外觀上採用了不少Concept 4的概念，從車頭的巨型水箱護罩開始不僅是象徵與30年代的經典3系列致敬，實質上更有著將空氣...



# 一個行銷專案的執行過程



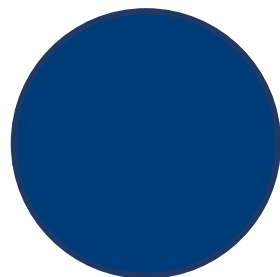


**No.2.5**

2 of 5

什麼是好的行銷？

# 核心的目標

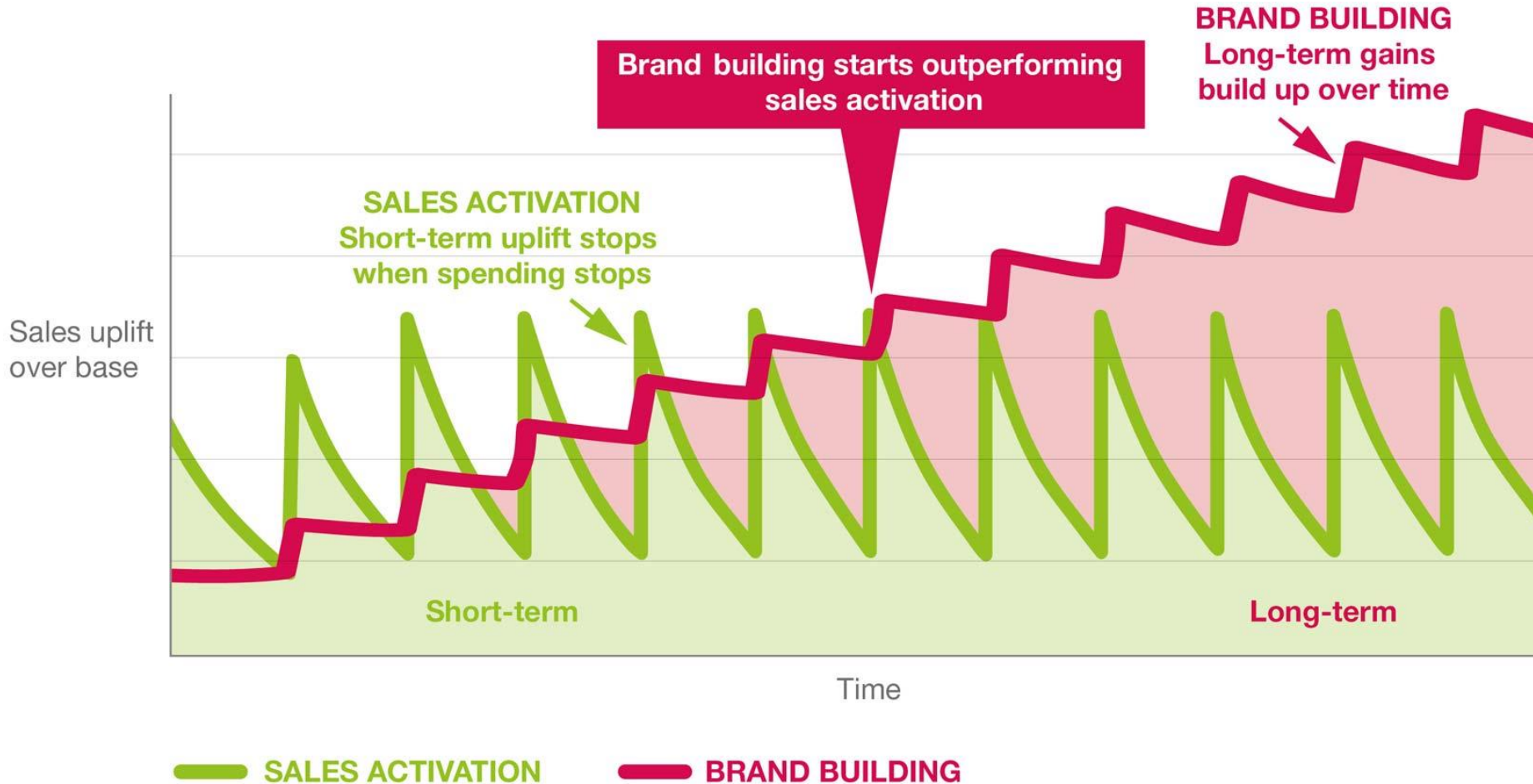


讓 組 織 受 益



短暫獲利的陷阱

許多促銷活動能快速的增加業績  
但長遠來看品牌形象的建立才能幫助企業永續成長







EthicSport



**PADOVA**  
**MARATHON**



42,195

2 122 1

5253

21,097

Polaroid

UniCredit

ASSINDUSTRIA  
La Voce  
Provincia di Padova  
Comune di Padova

Polaroid

UniCredit

UNNING + NIKE RUNNING

POLIZIA

# Creative Effectiveness Ladder



A hierarchy of the main types of effects that creative marketing produces, from least to most commercially impactful\*

\*hierarchical in the sense of commercial impact, not sequential

用創意 讓更多人願意與你的品牌對話

# BMW GIVING WAY

THE FIRST STICKER TO GIVE OUR COMPETITORS' DRIVERS  
THE BMW ULTIMATE SENSE OF EXCLUSIVITY.



FREE OF CHARGE TOLL BOOTH FOR BMW CARS

To celebrate its 100 years anniversary BMW was treating its customers with the first free of charge toll booth on the highway to the main city airport. This simple idea resulted into an unprecedented guerrilla opportunity.

## The opportunity.

On Social Media our competitors' drivers expressed the desire to get the same benefits as BMW drivers. We couldn't miss such a great opportunity to talk straight to our potential customers.





*Lead*  
#LIKEAGIRL



*Throw*  
#LIKEAGIRL



*Swing*  
#LIKEAGIRL

*Rewrite the Rules*  
**always**

# The Dream Crazy campaign.



## BACKGROUND

For the 30th anniversary of "Just Do It," Nike wanted to inspire a new generation of young athletes and youth overall to realize their potential through sport. Nike wanted to bring to life its iconic idea and line "Just Do It" in a fresh way, relevant to youth athletes as well as culture at large.

## IDEA

The "Dream Crazy" campaign celebrates athletes who have pushed their sports forward, from household names like Serena Williams and LeBron James to a girl who dreams of playing linebacker on a high-school football team. The campaign was led by Colin Kaepernick, the controversial NFL quarterback who sacrificed his dream for an even bigger one when he knelt during the national anthem to protest police brutality.

## RESULTS

The campaign saw Nike's stock price rise to an all-time high and created \$6 billion in brand value, making it the most successful campaign in the brand's history.

+\$6B in brand value  
+31% sales increase  
\$163MM in earned media

Believe in something, even if it means sacrificing everything.

 Just do it.

"NIKE STOCK REACHES ALL-TIME HIGH AFTER BACKLASH"



"NIKE JUST DID IT"  
Los Angeles Times

"NIKE'S COLIN KAEPERNICK AD IS ON THE RIGHT SIDE OF HISTORY"  
FAST@MPANY

"NIKE'S BIG BET ON KAEPERNICK CAMPAIGN CONTINUES TO PAY OFF"  
FORTUNE

"THE MOST SUCCESSFUL CAMPAIGN IN THE HISTORY OF THE BRAND"



"WHAT WAS NIKE THINKING?"  
PRESIDENT DONALD J. TRUMP



## THE TWEET

The campaign began with a single social media post from Kaepernick that immediately began to spread online and throughout the media.



## THE FILM

On the opening night of the NFL season, Nike launched the full 90-second film, Dream Crazy, voiced by Colin.



## THE MULTICITY OUTDOOR

Billboards and posters blanketed major cities around the country, celebrating the athletes and their crazy dreams.



## THE REACTION

The campaign immediately ignited debate, not only across the country but around the world.



## THE OUTCOME

When detractors launched a boycott against Nike and burned shoes, millions came to the brand's defense and praised the campaign for being on "the right side of history."



**No.3**

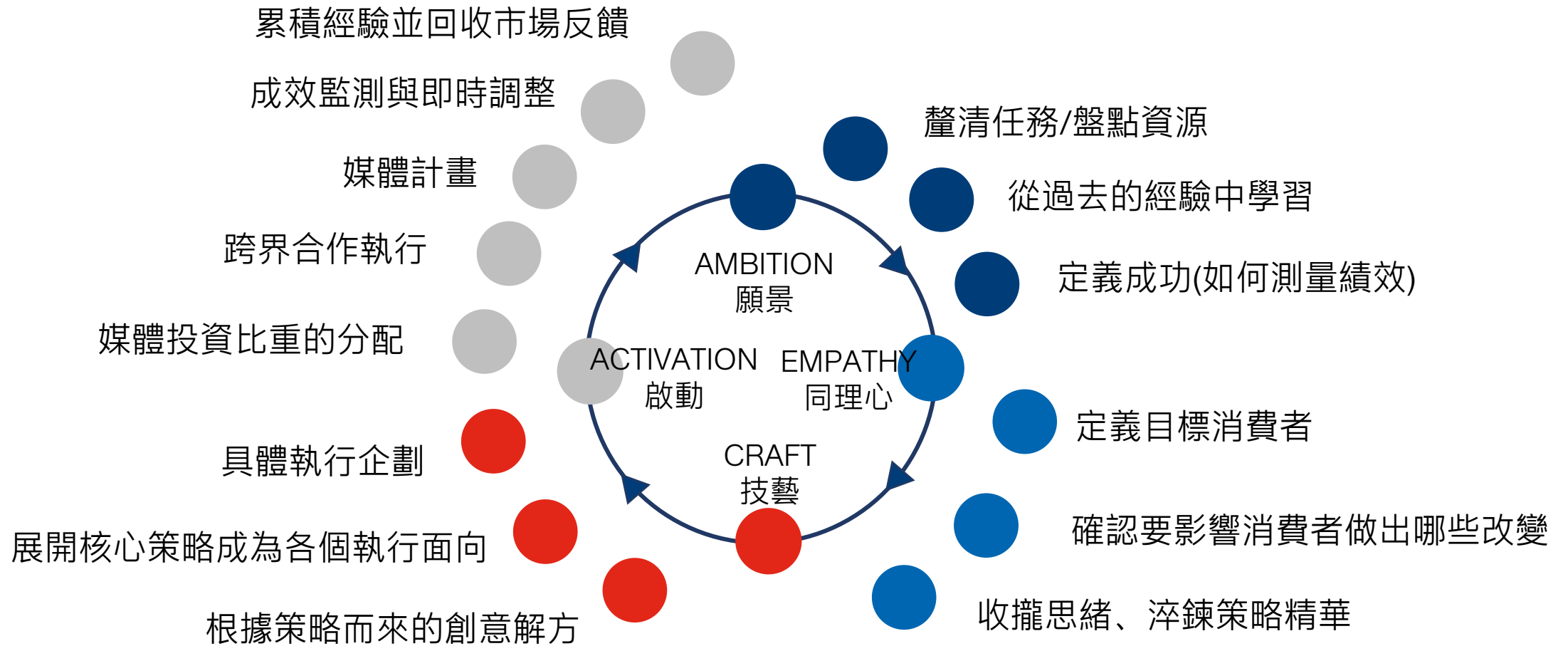
3 of 5

你適合做什麼？

班導師 還是 科任老師?

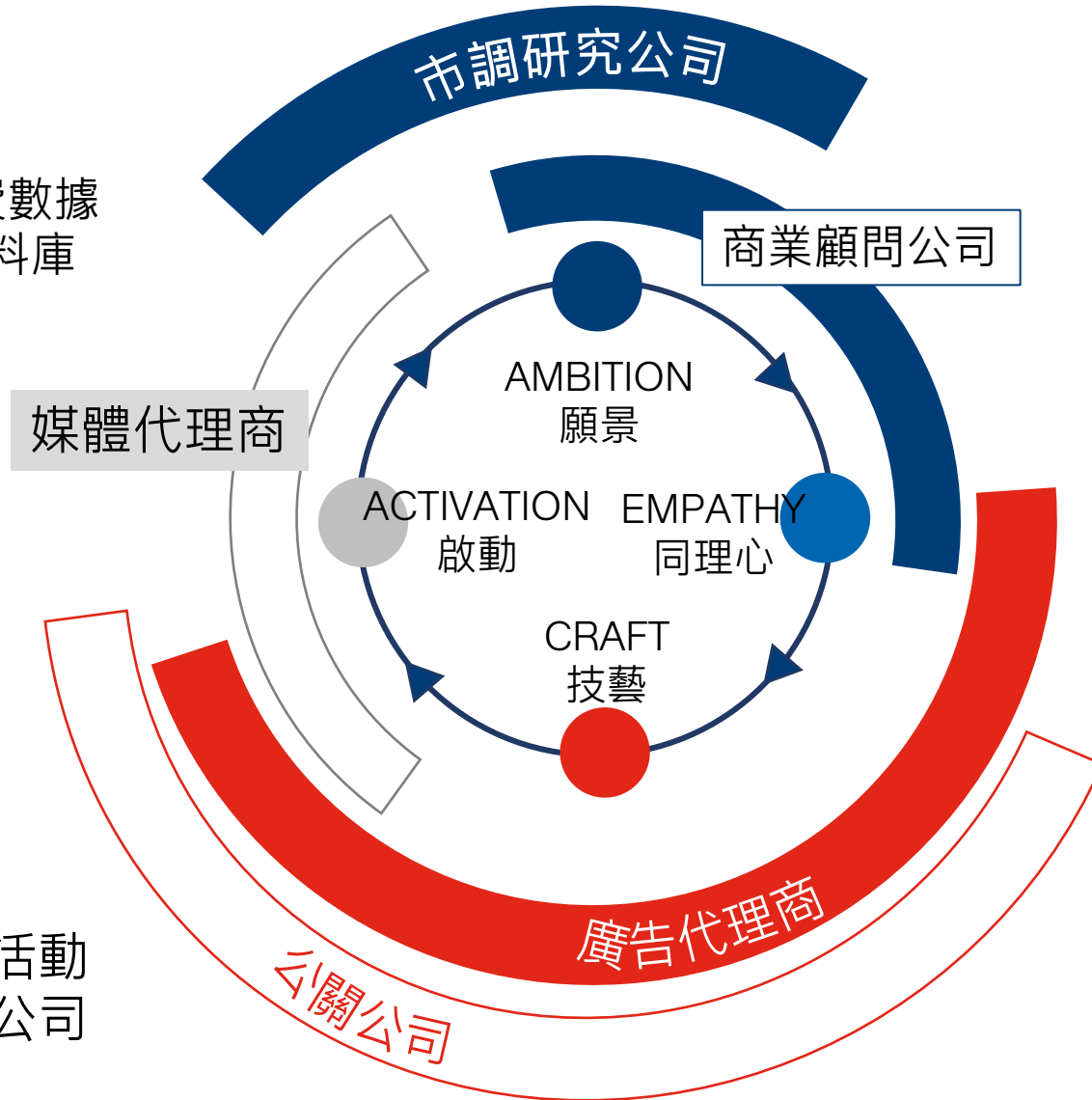


# 品牌主是整個行銷過程的推進/掌舵者



# 在行銷產業裡以專業分工的 服務提供者/關係夥伴

- 戶外廣告
- 電商平台
- 電視台
- 雜誌社
- 網站
- 消費數據資料庫
- 報紙
- 網紅
- 廣告投手
- 技術新創
- SEO操盘手
- 網紅經紀
- 口碑經營者
- 社群操盘手
- 活動公司



# 品牌行銷人員的特質

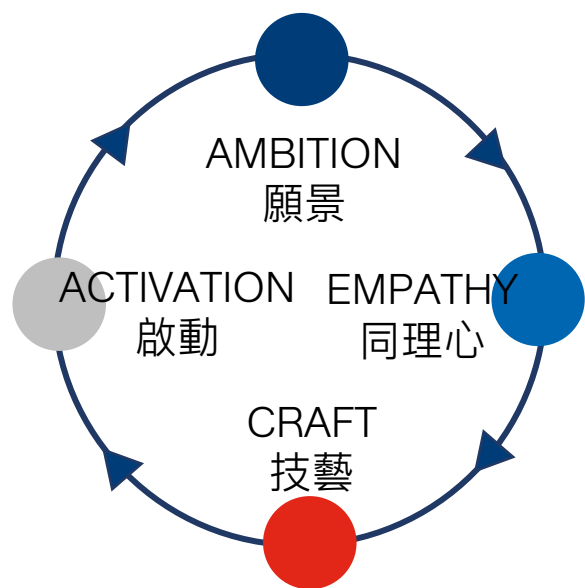
1. 對某個產品(產業)有極大的熱誠





# 品牌行銷人員的特質

1. 對某個產品(產業)有極大的熱誠
2. 管家婆性格、能同時處理多種來源資訊
3. 理性、一貫的目標導向
4. 果斷決策的心理素質



# 廣告(創意)人的特質

1. 源源不絕的好奇心、敏銳的觀察力
2. 始終追求” 更好的” 創意
3. 說故事的能力

永遠對完成過的作品感到不足，  
永遠對想完成的作品滿懷興奮。

蔡明丁 BBDO Taiwan 執行創意總監



# 數據/ Marktech專家的特質

1. 追根究柢、對數字敏感
2. 善於邏輯推導並能將結果視覺化
3. 動手解決問題的精神



# 媒體(內容產製者)的特質

1. 永遠走在流行的最前端
2. 議題的操控者
3. 在堅定的核心價值下拓展外部合作





# 結語

十年後的 今天我持續相信

善用創意

做個負責任的行銷人

用創新的力量 讓世界更美好

更重要的是

找到自己喜歡做的事

有效率的 朝著你的目標前進

## 最後的建議:從行銷自己開始

**Linked** 

*Instagram*

 **facebook**<sup>®</sup>

 **YouTube**



THANK YOU

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如何找到我



Search dorothyyc-chang

[www.linkedin.com/in/dorothyyc-chang](https://www.linkedin.com/in/dorothyyc-chang)