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new
TRENDS
Type
M

Its tough to always be number 2. Not the first and not the last. Being stuck in a place that has no real purpose. This is where Taiwan made products are finding themselves. They are being increasingly drawn to the middle, becoming the 'alternative choice'. As the overseas client would say: "If I want to buy something expensive and of good quality, I will probably buy a domestic brand or a brand that I am familiar with. On the other hand, if I want to purchase a low price product, I will generally go for the cheapest or the one that offers me the most value." But who will buy the medium range product? A product that is neither expensive nor cheap. Not as good as...but better than.... The Type M (Medium) product. And to make things even more difficult, a new pattern is emerging in Europe. Big brand names are developing their very own Low range product lines, products that are generally purchased from China or Vietnam. These lower ranges are then branded by the same large domestic brands. The strategy here is to give these big brand's consumers more to chose from, allowing them to make a choice based solely on price whilst maintaining the brand guarantee.

So what should happen to Taiwanese made products? We have to look at what happened in Europe more than 15 years ago, when Taiwan manufacturers flooded the European market with cheap products. European manufacturers were no longer able to compete on price and they turned to marketing and branding for salvation. They focused on added value created through the strengthening of their brand values and brand awareness in the markets, and put all emphasis on their consumers. It is imperative that Taiwanese businesses focus more on the marketing strategy to look for good opportunities in the right markets. They must increase the perceived values of, not only their products, but also their brand. The people behind the brand. The organization behind the brand. They must connect with their clients and consistently deliver their brand promise time and time again.

Type M is not what you want to be. And it will take a little more than a face-lift and a change of colour to move forward. It will require investing time into developing a strong marketing plan and a clear brand strategy.

Consumer Trends
blogpulse.com/trends
[google trends](http://google.com/trends)

Design Trends
WGSN.com
Designpublic.com

Suggested Reading

Brandpackaging Magazine
www.brandpackaging.com

09月色彩組合
Plasticlife

C50 / M100 / Y0 / K40

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