

A large, stylized handwritten signature in black ink, appearing to read 'Eric Chang', centered on a white background.

張志浩 Eric Chang

奧美互動 亞太區發展事業 副總裁/ 台灣董事總經理

# 2017 的數位世界



## 大數據的運用

# Big Data Makes Brand Go Experience and Sales (大數據深入品牌體驗與銷售)



品牌體驗是利用新媒體平臺，網路媒體、網路科技和虛擬世界、手機平臺來進行品

牌體驗，並結合品牌實體生產，提升品牌體驗和銷售。



Children lost



# Big Data makes Technology Go Creative Experience

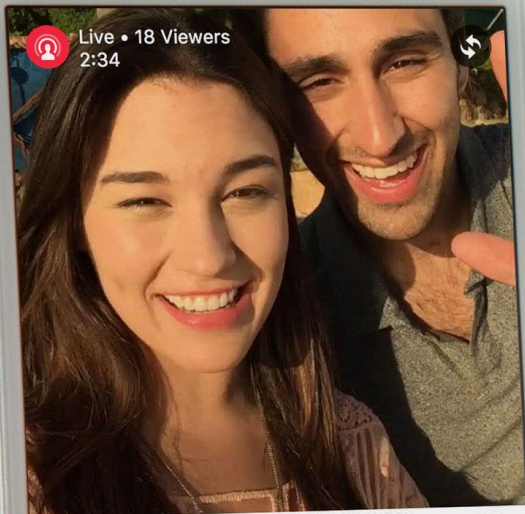


优酷

尼泊尔首都

KATHMANDU

以精美的建筑艺术、木石雕刻而成为尼泊尔古代文化的象征  
serves as a symbol of Nepal's ancient cultures with refined architecture and wood and stone carving



# Big Data Makes Mobile Go Targeting Live

(移動終端即時線上)



找到全世界的好东西



A close-up photograph of a computer keyboard. The central focus is a bright yellow key labeled 'Buy' in black text. A small, silver metal shopping cart with green wheels and a handle is perched on top of the 'Buy' key. Surrounding the 'Buy' key are various other keys, including 'Backspace', 'Insert', 'Delete', 'End', 'Shift', and 'Print Screen SysRq'. The lighting is dramatic, highlighting the textures of the keys and the metallic sheen of the cart.

# Big Data Makes E- Commerce Go Social Tailored

(社交媒介為電子商務  
量身定制)

「純電商的時代很快將結束，以後將出現線上、線下、現代物流結合在一起的新零售……

馬雲

# Big Data makes B2B Go B2Cized

( B2B的業務，B2C化的行銷 )



**B2B MARKETERS  
ARE HUMANS, TOO**



IBM軟體儲存英雄聯盟

**IBM STORAGE HEROES**

# 英雄介紹



康博士

負責監控管理系統運作，  
所有問題休想神隱！

一把照

負責保護重要資料，  
跨平臺自動備份萬無一失！

萬容王

以虛擬化整合儲存空間，  
統一使用！

快讀手

專攻跨平臺存取，  
資料傳輸超神速！

冷皇后

專職冷資料管理，  
熱資料傳輸更順暢！

小靈活

活化老舊伺服器，  
效能百分百！

# 儲存英雄，席捲 ITers

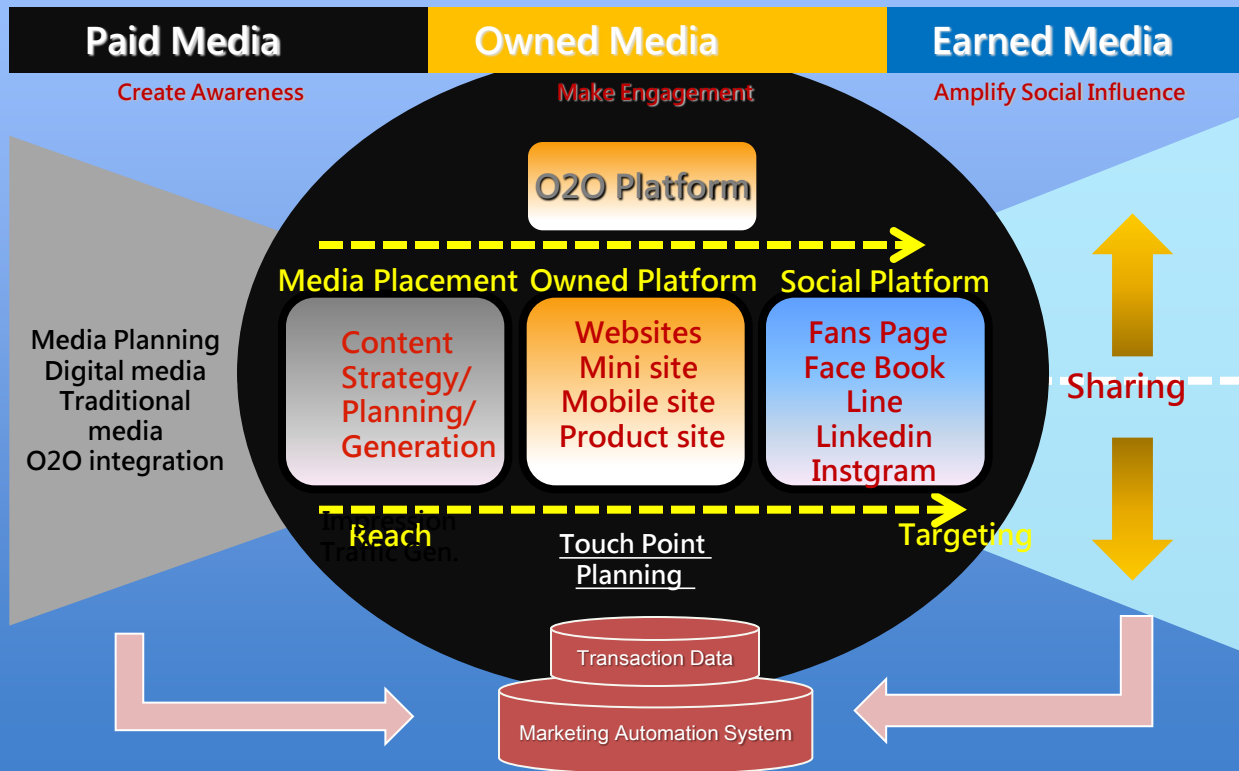
The image is a collage of promotional materials for the IBM Storage Heroes campaign. It includes:

- Social Media Posts:** Several screenshots of Facebook posts in Chinese, featuring the IBM logo and promotional text about the campaign.
- Tablet App:** A hand holding a tablet displaying the IBM Storage Heroes app interface, which features character cards and a comic book cover.
- Comic Book:** A comic book cover for 'IBM Storage Heroes' featuring a central character in a white lab coat and various other characters in superhero-style costumes.
- Website Banner:** A large banner for the campaign with the title 'IBM 軟體儲存英雄聯盟' and 'IBM STORAGE HEROES'. It features several characters and a central character in a white lab coat. The text on the banner includes:
  - IBM 軟體儲存英雄聯盟
  - IBM STORAGE HEROES
  - 海量資料和超速傳輸，靠儲存設備失控變怪獸
  - 看六大英雄進駐主機，K.O. 怪獸救 I/O!
- Character Card:** A close-up of a character card for 'Dr. Kuo' (康博士), a man in a white lab coat with yellow-tinted glasses. A speech bubble says: '拜拜拜！儲存統一管理就交給康博士！' (Bye bye! Storage unified management is left to Dr. Kuo!).
- Call to Action:** A yellow banner at the bottom right says '立即填問卷抽電影票' (Fill out the survey immediately to win movie tickets).

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“成長駭客 - 行銷4.0”

# Holistic Thinking with Integration (O2O) ( 整合行銷溝通 )



# Outcome & Analysis



# 運用大資料進行策略制定及效益分析



AUDIENCE PROFILING  
Knowing Consumers Thru Social  
and Digital Data.



Crimson Hexagon



Content  
Creation



Google  
Analytics



Community Management



facebook.



PERFORMANCE MARKETING



Social CRM



Social  
Care



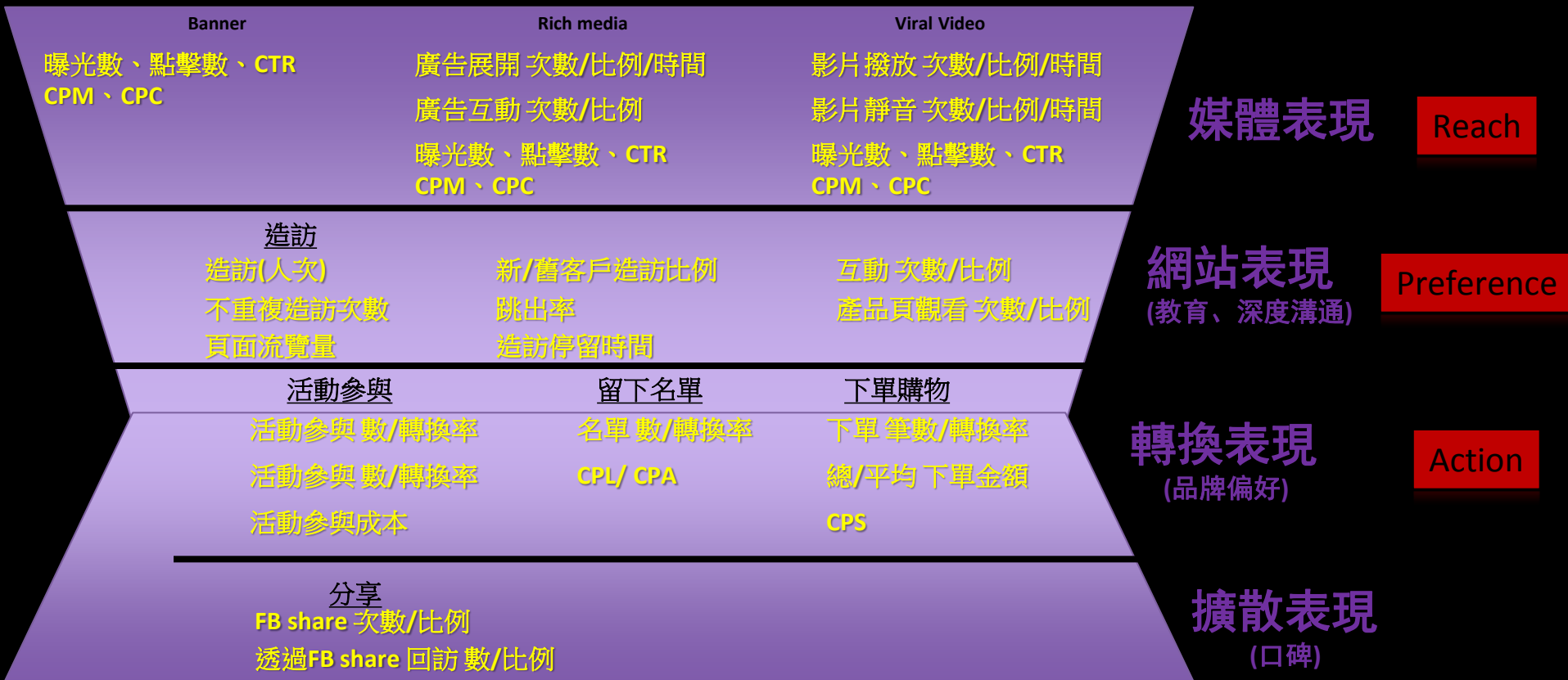
Social  
Shopping

smartosc





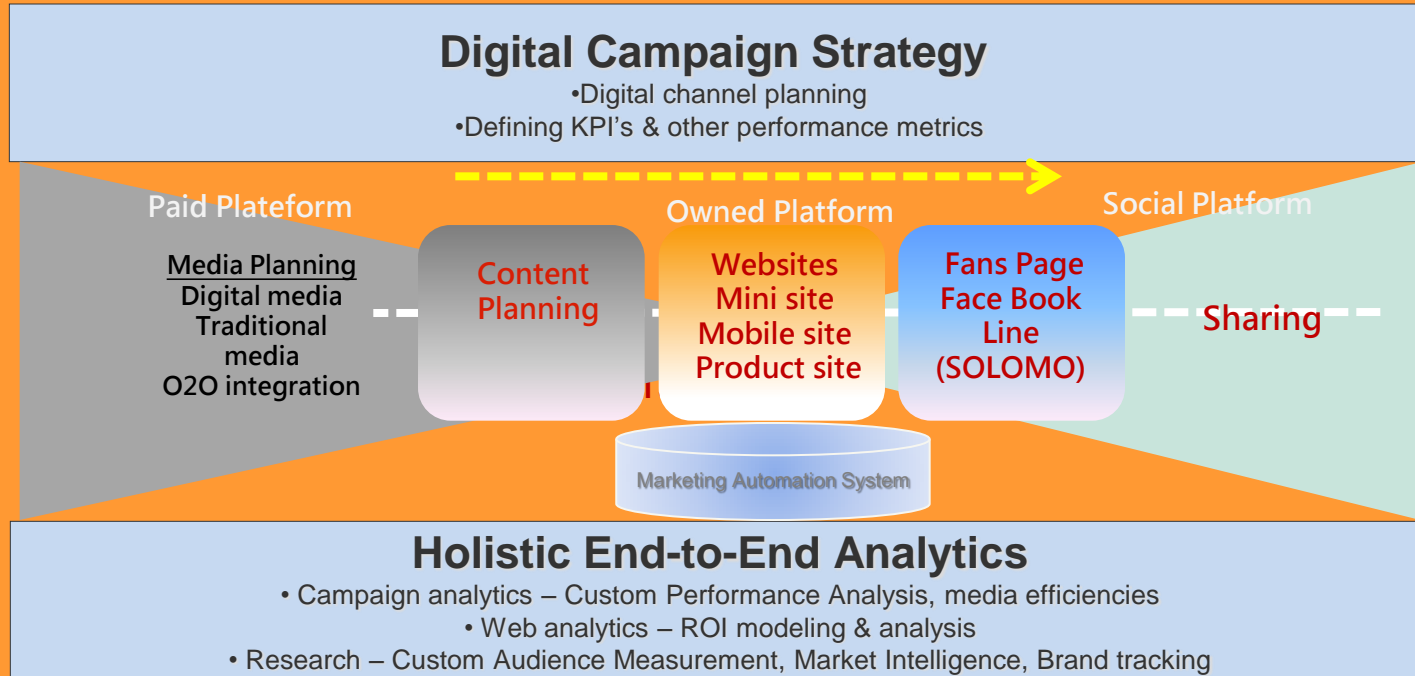
# 數位化媒體重要的KPI指標



# Marketing Automation System (行銷自動化系統)

Relevant Use of Digital - Relevant Engagements

→ **Optimized ROI**



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Thank You !