

# *How To Establish a Global B-To-C Brand With Limited Resources*

*--- A Case Study of Aiptek Int'l Marketing & Branding Strategy*



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# I. Four Alternatives to Establish a Global Brand

	USD\$ 3B	USD\$300M
<b>30 Years</b>	<b>I. Deep Pocket</b>	<b>III.. Disruptive Innovation+BRIC/ASEAN</b>
	<i>SONY</i> <i>Kodak</i> <i>Coca Cola</i>	<i>AIPTEK Way</i>
<b>3 Years</b>	<b>II. Fast But Risky</b>	<b>IV. Internet Cyber-World</b>
	<i>M &amp; A</i>	⊕ <i>Disruption Service / Business Model</i>  <i>-- Google / Amazom / YouTube...</i>

(Data Source: Peter Chen, 2007)



# I Introduction To Aiptek

Established in 1997

IPO Date: Jan 14 , 2003(#6225)

Capital : NT\$ 2.3B

**Main Business :**

- 手寫數位板(Tablet)
- 數位相機(DSC)
- 數位攝影機 (DV)

**Human Resources :**

- 220 人(HQ) / 1200人(GROUP)

**H.Q. – Science Park, HsinChu ,Taiwan**

**Subsidiaries – US(CA), Europe (Germany),  
China(WuJiang/Shanghai)**



ISO 9001 : 2000 Certificated By TUV





# Product Portfolio

1997 Tablets



6000U Tablet



8000U Tablet



8000U Pro Tablet



12000U Tablet



*Smaller physical size,  
fewer input modes*

*Larger physical size,  
more input modes*

2000 Digital Still



SD1.3 PenCam



PCM13 PenCam



PocketCam



2002 Digital Video



Pocket DV



DV3100 3MP



DV4100



DV 5100



DV4500 4M



DV5300 5MP



IS-DV2



MPVR MP6



Zoom DV-6



IS DV



DV 8800

*Lower resolution, less  
memory & fewer features*

*Higher resolution, more  
memory & features*

# **III. The Disruptive Marketing & Branding Strategy**

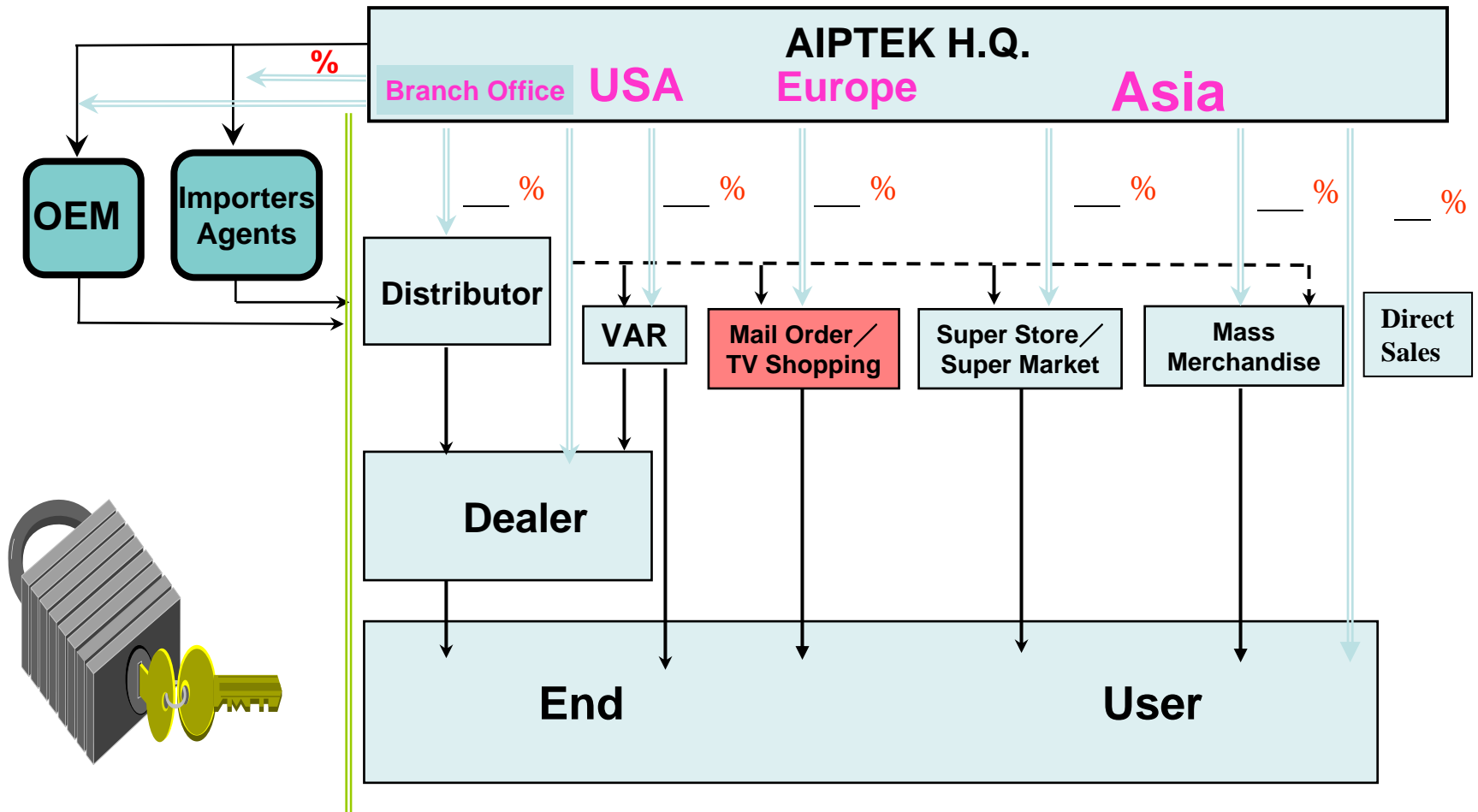
# AIPTEK —NO#1 Pocket DV Brand

## “King of Market Segment ”

⊙ Main Frame	--IBM
⊙ Super Computer	--Cray
⊙ Mini Computer	--DEC
⊙ Workstation	--SUN
⊙ Desktop PC	--Compaq / Dell
⊙ NB	-- Dell
⊙ PDA	--Palm
● MobilPhone	--Nokia
● PDA+MobilPhone	-- HTC
● Laser Printer	--HP
● Color Printer	--Epson
● Scanner	--HP
● DSC /DV	--Canon/Sony
● Pocket DV (DSC+DV)	--AIPTEK

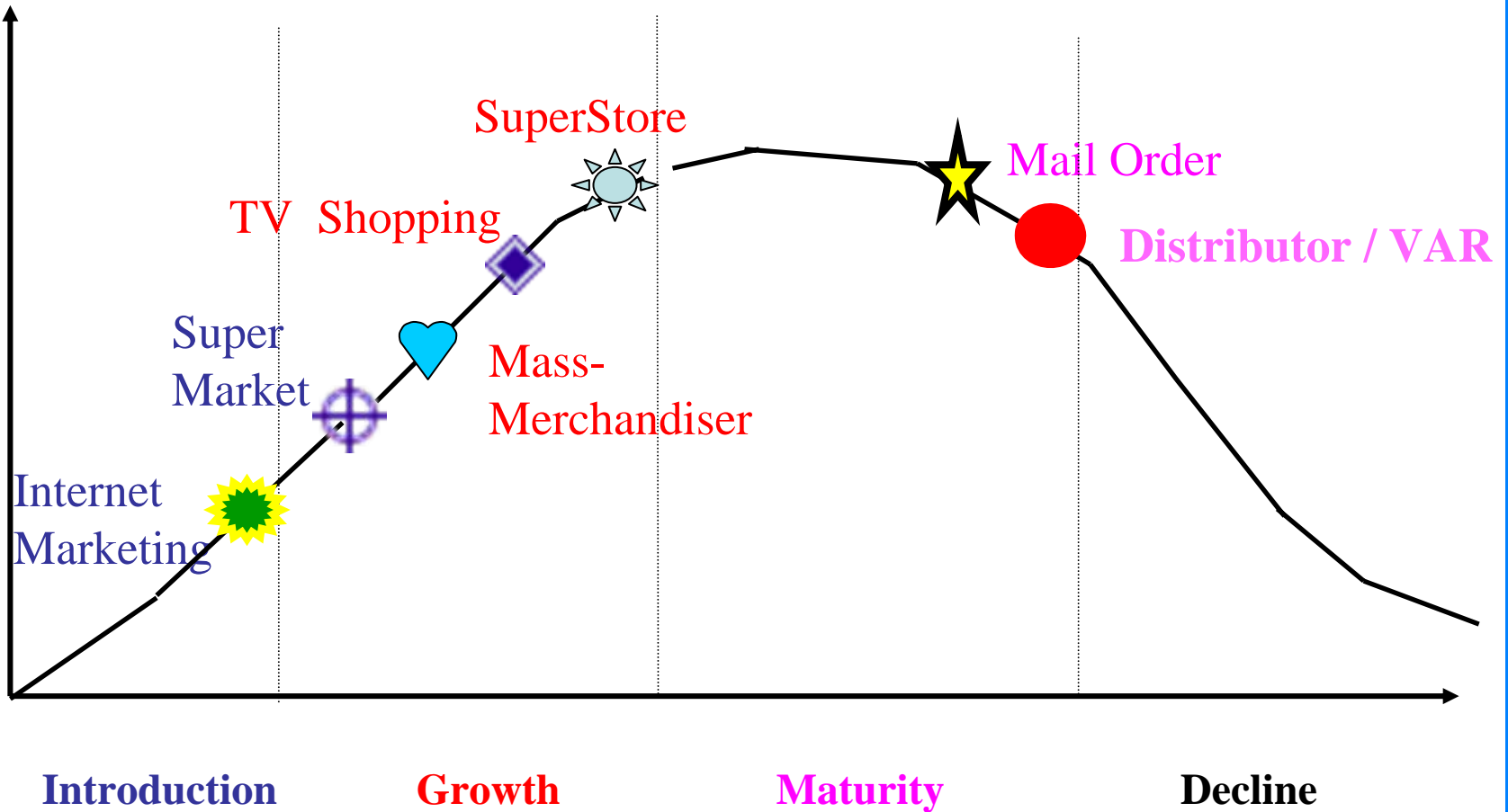


# 通路策略 ( Channel Strategy )





# CE Product Channel Life Cycle



# AIPTEK Business Partners

--World Major Retailers(50,000 Outlets)--

## OBM

1. 全球第一大百貨連鎖店(Walmart) & US NO#2 Superstore- Target
2. 美國第一大電腦連鎖店(CompUSA)
3. 美國第一大3C連鎖店(BestBuy)
4. 美國第一大相機連鎖店(Ritz)
5. 全球第一大ISP(AOL)
6. 全球第一大網路書店(Amazon)
7. 美國第一大3C產品電視購道(HSN)
8. 德國第一大電子郵購目錄(Conrad)
9. 歐洲前三大百貨連鎖店(LIDL)
10. 德國第一CERetailer(MediaMkt/Saturn)

## OEM/Private Label

1. 德國第一大電子產品進口商
2. 歐洲前三大電腦週邊進口商
3. 美國前三大相機公司
4. 美國前三大望遠鏡專業廠商
5. 美國前五大PC廠商
6. 大陸第一大PC廠商
7. 大陸第一大Scanner公司
8. 大陸第一大排版系統公司
9. 大陸第一大手寫板公司
10. 港台第一大中文辨識公司

# AIPTEK PocketDV -- Live Demo in 1600 Target Stores

-- Q4, 2006



# Circuit City – USA NO#2 CE Chain Store





# Best Buy – USA NO#1 CE Chain store



# Walgreen --V33F → V3T





# Cebit 2006



2006-03-09





# (Germany Major Retailer)





# AIPTEK PocketDV

(France)

Carrefour 



# Market Life Cycle (MLC)

