Recent .tw Marketing Campaigns

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Foreword

• In the past two years, TWNIC has produced two short films to communicate with the public.
• 2018 topic: .tw = Trust & Chance
• 2019 topic: .TW to The World
2018 Short Film “Way to Success” Ep1
.tw = Trust & Chance

• It is divided into trilogy, explaining how .tw can help solve problems faced by companies at all stages.
  – First stage: Describe how companies use .tw to stand out after the emergence of social media.
  – Second stage: Describe how Taiwanese companies create the uniqueness on the internet.
  – Third stage: Describe the SMEs want to win at the starting point, it is necessary to register the company’s .tw domain name at the beginning of the establishment
• Full short film can be found at https://youtu.be/oyTb3T4AM88
Communicate after Watching

• In the end of short film adding the viewing guide to link to a designated website for full information.
• Use “52168.tw” as the domain name of the website.
.TW To the World

Product.tw = Product to The World
Service.tw = Service to The World
Brand.tw = Brand to The World
2019 “.tw To the World”
Conceptual Short Film
Stories Behind the Scene to Keep .tw a Trending topic

• Full short film can be found at https://www.youtube.com/watch?v=mpeQmu5t3iY

• We produce follow-up clips to tell more insight story of each brand showed in this film and its link with .tw. By joint promotion with TWNIC and the invited brands, we try to raise new topics and create a win-win situation.
Thank you for listening!

TWNIC's Facebook:
https://www.facebook.com/twnicNEWS/

TWNIC's Youtube Channel:
https://www.youtube.com/channel/UCVY-vutrbDox3VD9Tuu50SQ/videos