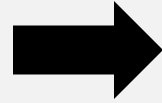


***Challenges & Opportunities  
on  
Business Communication Execution***

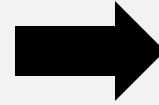
**June 11, 2022**



1991s



2001s



2021-

# Today's talk:



1. What is TaiwanPlus?
2. What are we facing in terms of challenges and opportunities ?
3. What have we done in year 1?
4. Lessons learned



**T**  **W** **TAIWAN**  
**PLUS**  
Taiwan to the World

# What are we facing?

**What** are our key markets?

**How** are we going to talk to them?



**Who** are we talking to after identifying key markets?

# TaiwanPlus 發展藍圖



## APP & Channel Aggregator

**Website**  
taiwanplus.com

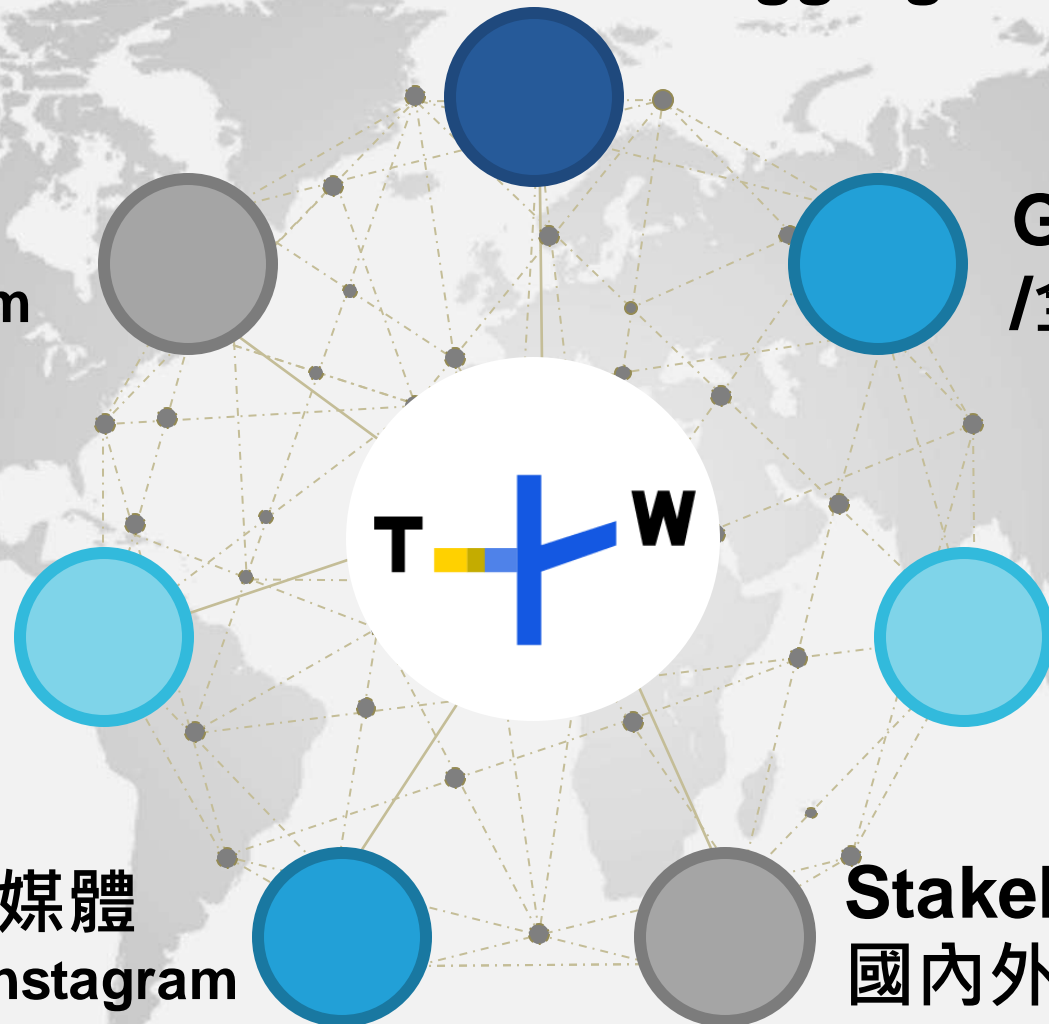
**Global English Channel**  
/全球英文頻道

**OTT APP/**  
Taiwan+App

**Branded Block /**  
頻道品牌合作  
華視、Discovery

**Social Media/社群媒體**  
FB, Twitter, Youtube, Instagram

**Stakeholders & Partners/**  
國內外合作夥伴



# Core Target

分眾合擊



Website  
25-54 M&F

OTT Taiwan  
25-49

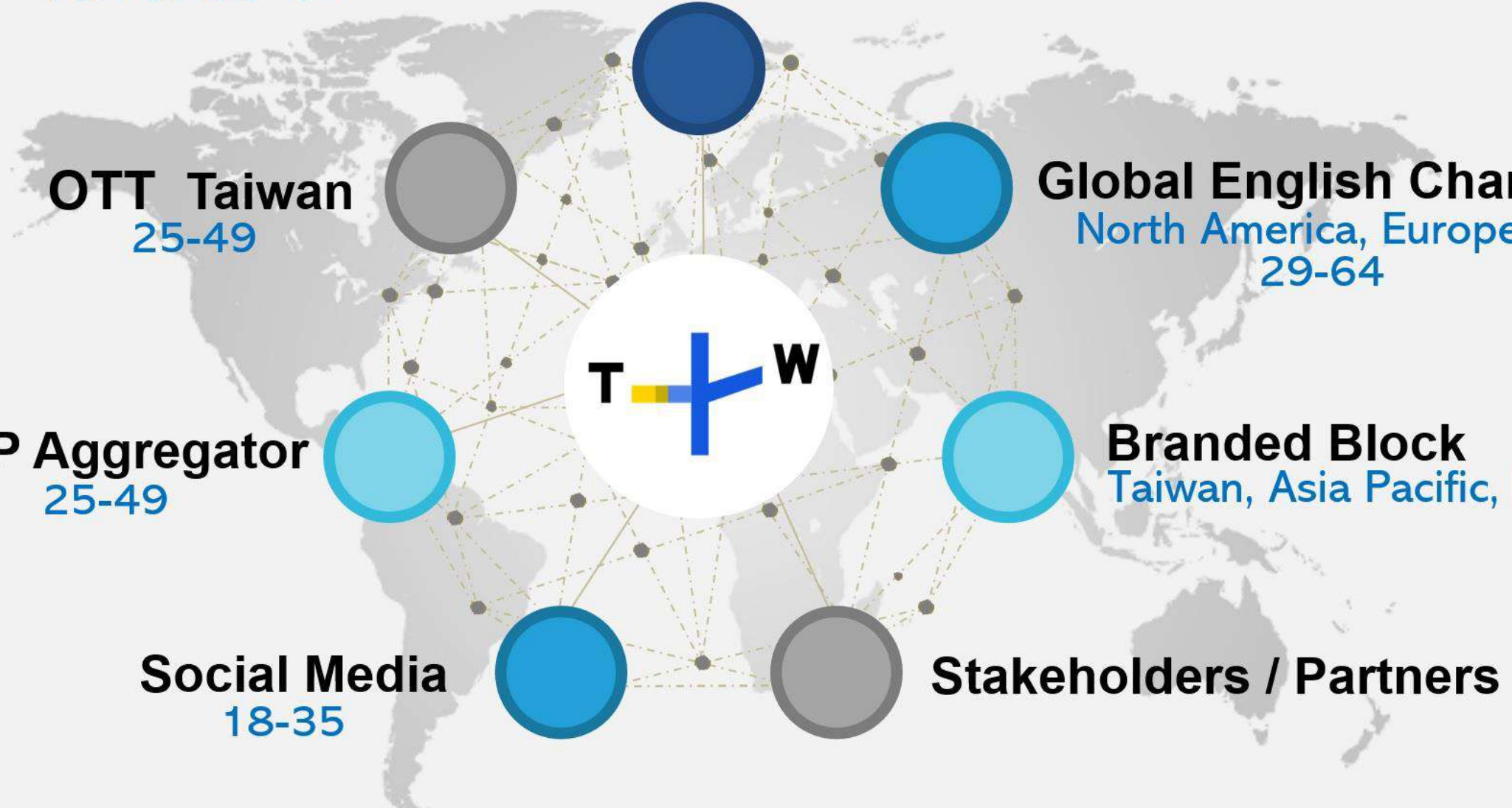
Global English Channel  
North America, Europe  
29-64

APP Aggregator  
25-49

Branded Block  
Taiwan, Asia Pacific, India

Social Media  
18-35

Stakeholders / Partners



# Our Content : 5 大類



NEWS

LIFE

CULTURE

TECH

NATURE





# Content Strategy



善用新媒體平台特性，**網路性與深度內容**兼具

Long Form (15-60min)

- 深度內容



Road to Legacy



Happy Fisherman



Revitalizing Cities



TaiwanPlus Point

Short Form (5-15min)

- 生活風格、KOL



Taiwan Top5



Live from Taiwan



Legit Mando



Jason's Table: Shocked & Surprised



電影



音樂

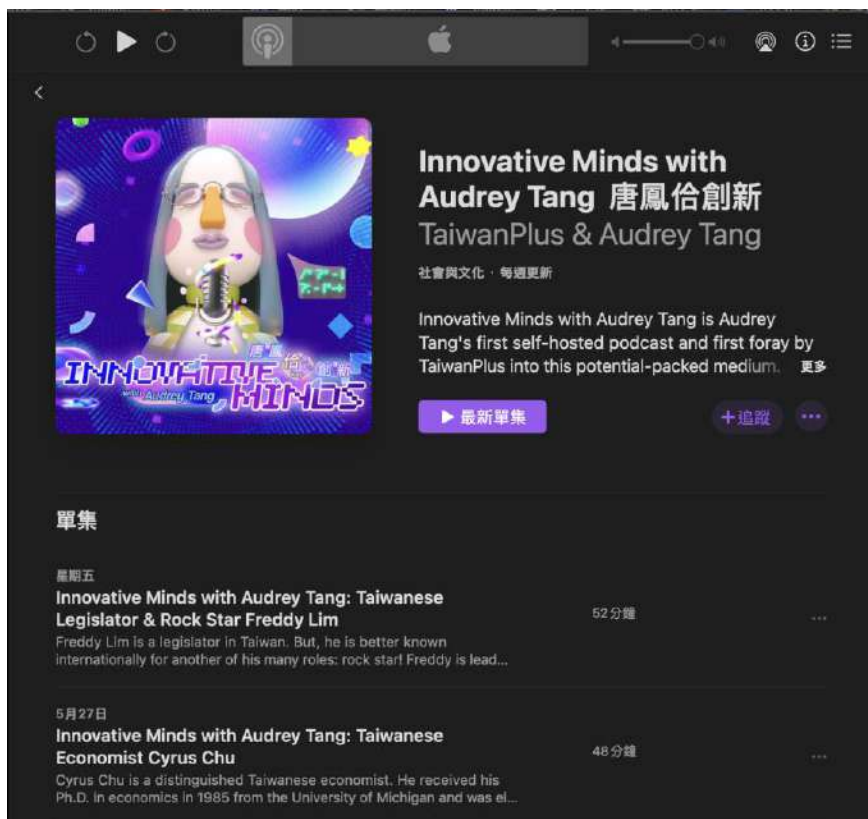


節慶



美食

### Video與Podcast版本在各式平台播映





**Tristan H.**  
Lifestyle YouTuber



**Jason wang,**  
the runner-up of  
the reality TV show  
“MasterChef” Season 8.



**Chez Jorge**  
Taiwan Vegan Cuisine



**Xiaofei (Asher)**  
Travel YouTuber



**Rifat Karlova**  
TV Show Host

# Case Study | International Women's Day



## Website: Film curation



Legit Moms, , Illegitimate Kid



Taiwan's Marimba Mulan



Girls Who Fell In Love with Math

## Instagram: Infographic

1923 — 2021

### HSU TAO-NING

**First Female Mathematician**

Not only Taiwan's first female doctorate of mathematics, Hsu Tao-ning (徐道寧) was also the first female professor at National Tsing Hua University, and a founder of its Department of Mathematics. Hsu made the research and education of math in Taiwan her life's work, and encouraged female high school students to pursue higher education.

1949 — 1996

### PENG WAN-RU

**Women's Rights Activist**

As the director of the Democratic Progressive Party's Women's Affairs Department, Peng Wan-ru (彭婉如) was a leading advocate for the rights and political representation of women in the 1990s. Peng's brutal murder in 1996 produced an outcry against the physical and sexual violence women face in Taiwan, leading to mass demonstrations and legislation.

1907 — 1998

### CHEN JIN

**First Female Painter in Taiwan**

Born in Japanese-ruled Taiwan, Chen Jin (陳進) was known for her gouache portraits of women and children. She is recognized as Taiwan's first prominent woman painter, whose paintings reflect not only the aesthetics of her time, but also the history of Taiwan.

# Case Study | International Women's Day



YT : Street interview on aiwan's gender equality



Twitter/FB/TaiwanPlus News: In-depth Interview & Feature



International Women's Day: Maria Ressa, Noble Peace Prize Winner



1st Female Taipei Station Master



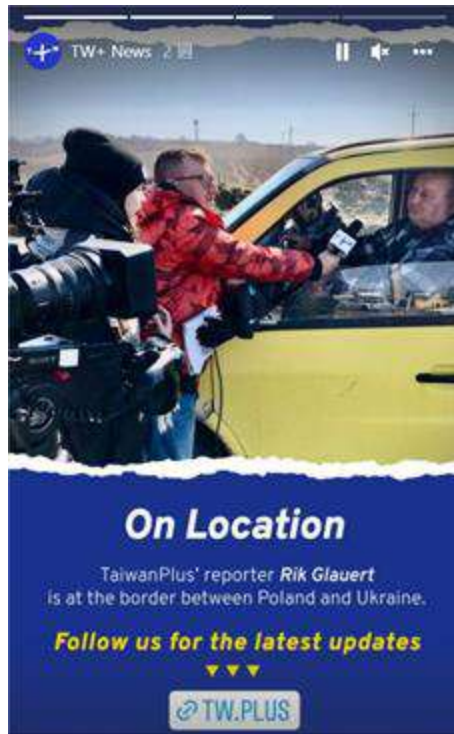
Sophia Song Fulfilling Lifelong Dream of Playing in Taiwan

# 社群內容策略

內容於平台上互相串連



Story: FB、IG



Community post:YT





# Lessons Learned:

1. Storytelling 說好故事
2. Trial & error 試錯的空間
3. Creative & flexible production 創意靈活的製作
4. Talents matters. 人才, 致勝關鍵





Thank You