

The Brand Strategy and Brand Equity Relation Studies of Outstanding Worldwide Brand Enterprise from Taiwan-ASUS,CHENG SH

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ABSTRACT

For the past ten years, the domestic industry has faced the salary run-high, the labor force run-short, and the production cost raise constantly. The enterprise should not only produce effectively goods with high additional value, but also response to the competition threatens from newly arise developing countries. Plus, Taiwan has already joined World Trade Organization(WTO), what enterprises face is economic trade type of the globalization and liberalization. As a result, how could Taiwanese enterprises earn the benefits from international market with fast changing, volatility opposition, and micro-benefit? Al Ries & Raura Ries(1998) believe the solution is “ Brand Recognition. ” Chen WeiHang(1994) mentions, “ Turn brand into the legend, turn brand into immortality ”, it is every enterprise has dreamt of. In fact, “ Brand Equity ” is the addition value that the brand has. Through the construction and creation of the brand equity, enterprises could really obtain unique value of brands. So the main study of this research will be the relationship between brand strategy and brand equity. After having the depth interview with secondary materials gathering and data collecting, this research finds out that outstanding international brands from Taiwan adopt different types of brand strategies; therefore, the way of developing brand equities end up with difference. Among them: some brand equities, because of their unique specialty, were developed into each individual brand strategy; some vice-brand strategies were constructed by the complement of main and vice brand equity; nevertheless, unified brand strategies emphasize the importance of whole image mold. In addition, this research also discovers that R&D and innovation not only establish standardize, high quality product and effectively branding, but also have the reinforced influence to various methods of the brand equity construction.

Keywords : brand strategies ; individual brand strategy ; vice-brand strategies ; unified brand strategies ; Brand Equity ; R & D and innovation ; high quality product ; effectively branding

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