Successful Green Marketing

OS

全球性綠色風潮，讓許多民生消費相關企業，開始正視「綠金」潮，台灣有一家家具業者，積極擁抱綠色商機，瞄準客戶需求，透過多品牌與獨樹一格的行銷策略，成功的將台灣傳統產業轉型為創意產業，也讓綠色商品逐漸進入消費者的日常生活。他們掌握的關鍵是：民眾不會買綠色產品，但會買更好的產品。

The global green movement has related industries examine green economy with new perspectives. A furniture manufacturer in Taiwan has looked into the clients’ need to go for a greener life and successfully communicated with the targeted groups. Their key is to make green products relevant to people’s everyday life. And they know clearly that people don’t buy green products, but they buy better products!

**△歐德廣告片段**

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透過一系列的創意廣告將工藝品質深植人心，強調堅固耐用之餘，其實早在將近20年前，業者就全面推廣來自歐洲環保森林的綠色健康板材，由於歐盟對建材規範嚴格，必須是低甲醛、不危害人體的無毒產品；此板材加工處理成耐壓、耐溫的塑合板後，很適合台灣潮濕的氣候。這個市場區隔策略，成功讓消費者認識他們是一家品質優良、而且產品堅固耐用的公司。

成功創造堅固又安全的品牌形象後，他們看準少子化趨勢，順勢推出綠色床墊、強攻親子市場，讓擔心潮濕氣候造成過敏兒的家長，有一個安全又健康的選擇。他們聰明的透過無毒安全的家具與消費者溝通，不但創造業績，也打造品牌形象。

Firstly, they launched a series of media campaign focusing on its sturdiness. Their raw material, regulated by strict European standard on low Formalin, is processed into pressure- and temperature-durable chipboard best suitable for Taiwan’s humid weather. The whole point is to make people aware of its quality and the company’s concern over people’s health.

After developing the brand image, which is sturdy and safe, they smartly choose the target group: children, and of course, the loving parents. As low birth rate becomes a trend in recent years, the manufacturer introduces one of its trademark products: the green mattress. It’s a much safer and healthier choice for parents who worry about their children’s allergic reaction to the weather and environment.

**SB 18”**

**我們歐德綠色床墊的部分是全台唯一得到的綠色標章，除此之外，我們還得到台灣的精品獎。**

**我們是從表布到泡棉，再到鋼材，整體的部分都符合所謂的環保標章，這是跟一般坊間比較不同的地方。**

SB

We proudly introduce the mattress

It is acknowledged with green awards

We have also received Taiwan Excellence Awards

From the shell to the foam to the steel

The entire processing meets the green standard

This sets us apart from others

OS

成功的行銷策略，來自深刻瞭解消費者要的是什麼。

過去成功的經驗，不一定現在會成功，因為時代會變、消費者更善變。

近年來，業者決心打造第二支品牌，原因無他：他們在供需之間，看到不一樣的路，唯有打破原有的行銷策略，才能重新與消費者溝通！針對新品牌，他們選擇與頂尖設計師與工匠合作。

A successful strategy comes from understanding what consumers want. What did it before doesn’t necessarily do it now, as consumers are rapidly changing with time. Recently, the manufacturer has determined to create a second brand as they saw yet another business opportunity. They choose to team up with top designers and craftsmen!

**SB**

**在我們一般人的觀念，家具其實是很死板的東西，那如果可以結合一些文創的方面，其實可以讓你的生活更多采多姿。**

**我們台灣有很多很好的設計師跟工藝師，能夠讓我們跟這個產品做結合，提供我們的消費者更舒服、更讚的這個產品。**

SB

Most people think furniture is lifeless

But with a touch of creativity

They can bring color to your life

We have a group of creative designers and craftsmen

They try to make user-friendly products

Offer people products that are

Better and more comfortable

OS

以文創行銷手法來推銷台灣工業設計的軟實力，與許多優秀的新銳設計師合作，在2010年曾獲得Red Dot設計大獎，以及TID室內設計大獎等，讓台灣創意設計工藝在國際舞台大放異彩。

2012年推出的「臺灣檜木編織長凳」，也獲得素有「台灣工藝界奧斯卡」之稱的「台灣工藝競賽」獎項肯定。

業者的第二支品牌，同樣強調堅固與安全，他們選擇台灣國寶--檜木當成材料，將文化創意當成主角，以得獎作品吸引具有高消費能力、注重生活美學的族群，讓家具脫胎換骨，除了實用價值之外，也是代表品味與身分的藝術收藏。

The creating team is not only caring, but also talented. They have won various top awards from around the world: The Red Dot, Taiwan Interior Design Awards, and recently, the Taiwan Craft Award.

Equally focusing on product quality, the second brand chooses the national treasure, Taiwan Cypress, as its main raw material. Combining with creative craftsmanship, a product is more than furniture. They become collector’s items with both practical and aesthetic values.

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成功打造兩支品牌後，業者開始思考如何打造出「能創造幸福」的企業形象。

透過一連串的公益活動，他們使用了總長度超過101大樓高度的環保綠建材，在台灣許多偏遠小學打造環保圖書館，讓學童能夠擁有最舒適健康的閱讀環境。

“你捐書、我蓋館”，這個命名為百閱的公益計畫，透過募集二手書讓所有人都能參與。同時民眾到全省門市捐書的同時，也自然創造出產品與消費者認識的機會。

從工藝品質、客製化健康環保的綠住宅，到主打設計美學的單品，再加上一連串成功打響品牌形象的公益活動，業者已準備接受更大的挑戰，進軍海外市場。

Having established 2 brand images with a success, they started to create a happy image inside the company through a charity campaign named “You Donate the Books, We Build the Library!”

They have built various eco-friendly libraries with their green material for elementary schools in needy areas. The campaign connects their products, the people, and the hearts.

The company is confident in themselves and they are getting ready to entering the bigger market.

**SB**

**除了品質之外，最重要的其實是效率的部分，那我們倉儲全部集合在一起，**

**不管未來在出貨或是品質上的控管上，他能夠達到一貫性。**

**那這樣一個好的品質，能夠讓我們居家得到一個好的品質，我覺得非常重要，未來當然我們不排除進軍這個日本市場和包含中國大陸市場。**

SB

Other than quality

The most important thing is efficiency

We keep our entire inventory together

So there is consistency

From delivery to quality control

A product with quality as good as ours

Ensures a fairly good home quality

I think that’s very important

Of course we won’t rule out the possibility of

Extending to the Japanese and Mainland Chinese market

OS

想賣綠色產品嗎？業者提點了兩件重要的事情：

消費者不會買綠色產品，但他們會買更好的產品！

另外，時代在變，消費者更善變，掌握消費者的變動，機會就來了！

Wanna sell your green products? 2 tips from the manufacturer: people don’t buy green products, but they buy better products; and people are rapidly changing with time, opportunities arise when you meet their needs.

Every day is a green day. Green trade project office reports.