



Giving Wings to the Brand

乘著品牌的翅膀翱翔

ADATA Looks to Stand Out in the Future with a Vibrant, Striking New Identity

ADATA整合後的品牌識別,創造更多商品價值

Branding as a Strategic Tool - ADATA has yearly revenues of over US\$1 billion and is the world's second-largest DRAM module manufacturer. ADATA realized that its market was maturing and competition from cheaper mainland Chinese companies was set to intensify greatly in the future. It decided to build brand name recognition using a strong, clear identity to increase brand loyalty amongst its customers.

從品牌出發的策略 - ADATA作為全球第二大 DRAM模組製造商,年營收早已衝破10億美元。不過,面對市場飽和及中國大陸廠商的競爭威脅,ADATA希望建立更深植人心的品牌形象,凝聚消費者向心力,以創造更高產品價值。

A Symbol Dynamism and Nimbleness - Knowing that we had extensive experience with creating powerful key visual identities for other companies, ADATA enlisted the help of DDG. Our creative design team chose the concept of the hummingbird for its small size, energetic nature and nimbleness, characteristics which we thought perfectly represented a young, dynamic company providing cutting edge memory products.

高速起飛的品牌識別 - 為翻新品牌形象,ADATA決定借重DDG多年打造領導品牌識別的專業經驗。為凸顯 ADATA 的年輕活力,設計團隊以每秒翅膀拍打80次的蜂鳥--敏捷、精力充沛、適應力強--作為新品牌識別的符號,並以這個躍然紙上的視覺驚喜取代ADATA旗下喧賓奪主的品牌名稱,能同步B2B與B2C的溝通,提昇市場識別度。

New Visual Identity Strengthens Market Position - With the vibrant new visual identity, ADATA's products stood out for the first time on crowded shelves. The company continues to go from strength to strength with a new level of consistency in its branded communications and, despite the global recession, sales jumped in emerging markets, including the Middle East, where sales doubled in 2010, and contributed to a 20% growth in global sales for the whole year.

駕著品牌飛向高成長 - 新的視覺形象讓ADATA在激烈競爭下脫穎而出,同時各類產品的市場定位也更明確。無畏全球市場衰退,ADATA一年內激發全球銷售力道,業績成長幅度達20%。新興市場如俄羅斯、中東地區、印度的銷售業績也大幅成長;其中,中東的銷售數字更是攀升了兩倍。再造的品牌形象為ADATA貢獻更多的商品價值,彷彿為企業安上翅膀,一飛沖天。