



Repositioning for Success:

DDG 完美打造 GKB 成功邁向監控系統供應商

DDG helps GKB Transition to Security Solution Provider

重新定位 嶄新出發

Strategic Market Shift - GKB was a small, yet successful manufacturer of surveillance cameras. With the surveillance market evolving from analog to digital and Chinese hardware manufacturers entering the already competitive hardware market, GKB began a strategic repositioning towards becoming an integrated security solutions provider.

策略性市場轉型 - 一向在監視器材市場佔有一席之地的GKB,面臨全球數位化趨勢與中國廠商的低價競爭,尋求轉型為更高利潤的整合性監控系統供應商。DDG以其品牌改造的專業,成為GKB經營團隊的不二選擇。

Manufacturer to Solution Provider - The original GKB brand identity failed to capture the company's new capabilities as a solutions provider and the communications lacked the cohesiveness necessary to inspire confidence in GKB. As well as recommending the best strategic direction to secure GKB's future growth, DDG defined new core messaging to be used throughout all branded communications, and completely redesigned GKB's visual identity.

從製造商邁向系統商品牌 - 顧問團隊發現,GKB原有的品牌形象未突顯監控系統供應商的專業,也無法激發公司內部更強大的凝聚力。除了協助研擬長期獲利的經營策略,DDG還協助發展一套企業溝通語言,同步GKB所有的品牌溝通,並翻新品牌視覺形象。

Recognition and Engagement - The new brand identity has successfully repositioned GKB as a friendly, approachable solutions provider, which has earned immediate recognition from partners, agents and industry media, and contributed to an immediate jump in sales prospects. Most notably, within the first year of the brand repositioning, GKB's revenues through its branded business were up nearly 50%, contributing to a total increase of more than 50% over a three-year span, which means GKB's branded business has grown much faster than its OEM/ODM business. Most importantly, the rebranding has produced increased engagement among employees and greatly strengthened confidence in the company's future.

客戶認同感加上員工參與感 - 重新定位的品牌將 GKB 塑造成親切、平易近人的供應商,旋即贏得業界夥伴、代理商及媒體的認同。DDG的品牌策略同時刺激了銷售成長:專案一年內品牌事業立即改觀,成長近50%,2008至2010年整體成長率突破五成,遠高於它的代工事業。GKB還因此首度接獲來自歐盟國家土耳其的訂單,順利掌握更大市場利基。以永續經營來看,新品牌的導入也大大提高了員工的參與感及對公司前景的信心。