



# Apple Accessories Dare to Just Be

Apple配件品牌勇於嘗試  
忠於自我

## Ozaki Rebrand Triples Sales Within Three Months of Launch

Ozaki改造品牌識別後 三個月內銷售額  
衝高三倍

**Wanting to Be Different** - Ozaki always knew they were different; the problem lay in finding the way to express it. No matter how they tried, the brand identity simply refused to come out the way they wanted it to. Looking like everyone else in the Apple store gave them a “me too” identity that didn’t represent who they wanted to be. They needed a breakthrough.

**大膽嘗試，就是與眾不同** - Ozaki的Apple配件雖然銷售成績不錯，卻少了鮮明的品牌識別來吸引更多消費者。它的店頭陳列與他廠Apple配件在風格上相當類似，雖有突出的產品內涵，仍無法與其他品牌有效區別。經過多年嘗試，Ozaki經營者決定委託 DDG，盼有突破性轉型。

**A Whole New Attitude** - DDG not only gave Ozaki a new identity and slogan, but a whole new attitude to boot. We listened hard to what Ozaki were saying and managed to boil their personality down to just one simple expression: “Dare to Be”, representing all the adventurous people out there who are comfortable in their own skins. From this new core concept, we rebuilt their brand identity from the ground up, giving them a new look, feel, and consistency which brought out their true voice for their customers.

**全新個性表現** - DDG團隊用心聆聽，從中洞察Ozaki的產品訴求，進而發展新的品牌核心價值：Dare to Be (勇於嘗試)。重塑的品牌個性強調一種忠於自我的性格，塑造喜好冒險、敢與眾不同的Brand Association (品牌聯想)。如此由裡到外的蛻變，賦予Ozaki更具差異化的品牌識別。

**Great Minds Think Alike** - Ozaki’s audience certainly heard the new language they were speaking. The striking new identity caught the eye of like-minded people, and created an immediate connection with Ozaki customers. In the first three months following the new brand launch sales increased 300%. By the end of 2010, Ozaki grabbed the biggest market share for Apple accessories in Hong Kong. In addition to a bigger market presence, Ozaki also drew wider attention from the media; its exhibitions in IFA 2010 and CES 2011 were reported by international media such as PC World, Mac World and AVING Global News Network.

**壓倒性的市場認同** - 蛻變的品牌形象成功擄獲擁有類似性格的消費族群。推出三個月內，銷售額成長三倍，並在數十家強敵環伺下，於2010年奪取香港Apple配件市佔率首位。嶄新的視覺衝擊也讓Ozaki成為2010年德國電子大展IFA、全球最大消費電子展CES 2011的焦點，廣獲國際專業媒體如PC World、Mac World及AVING Global News Network的報導。