

ICCA Best Marketing Award Entry 2016
MEET TAIWAN High Five Program
Taiwan External Trade Development Council (TAITRA)

2016.09.16

Program Overview

MEET TAIWAN with a High Five!

MEET TAIWAN is devoted to cultivating Taiwan's MICE industry, expanding revenue, and turning the island into one of the world's top MICE destinations. Annually organized promotional delegations attend overseas MICE exhibitions, such as IMEX, IT&CMC, IT&CMA, CIBTM, and IMEX-AMERICA. Formerly limited by traditional marketing strategies, potential partnerships might be missed. To update practices and increase booth traffic at international exhibitions, MEET TAIWAN devised the High Five program which combines technology with Taiwanese features to solve the problem.

Speaking of Taiwan, visitors are generally impressed by the friendliness and hospitality of Taiwanese people. To express the passion and warmth of Taiwan to exhibition attendees, MEET TAIWAN created a High Five palm-shaped touch panel that stands in front of our exhibition booth. During the show, staff carrying an image of the High Five palm-shaped touch panel traverse the show floor, inviting buyers to High Five with Taiwan and, in the process, learn about the people, culture, and beautiful island scenery. More people High Five with Taiwan; the more warmth is accumulated, and the more MEET TAIWAN's charitable contribution budget increases and products can be bought from organizations that employ physically or mentally challenged people in Taiwan. These products then serve as souvenirs for potential buyers.

The High Five program achieved a stellar outcome with substantial online traffic and social influence. At IT&CM China, IMEX Frankfurt, and CIBTM, the High Five program made the traffic to the booth increase 17% compared with previous performances at shows in 2015. In addition, social media buzz reached over 120,000 people on Facebook and 50,000 on WeChat. Such a huge success indicates the strategy of combining technology with a human touch was appealing to buyers. Most importantly of all, MEET TAIWAN's practice of corporate social responsibility has and will continue to contribute to society. The same High Five program will be carried out at IT&CM Asia and IMEX America for the fourth quarter of 2016 to extend MEET TAIWAN's influence and passions.

Marketing Challenges

In years past, MEET TAIWAN used to promote Taiwan solely through face to face interactions at exhibitions. Buyers would walk into a booth and talk with suppliers. After the exhibition, some buyers did not return home with a deep impression of MEET TAIWAN. In addition, booth traffic was not effectively converted to online buzz. This time, to increase MEET TAIWAN's influence and invert the situation, MEET TAIWAN developed a brand new strategy involving interactive technology, resulting in the High Five program. By interacting with buyers in an interesting way, MEET TAIWAN can keep buyers at the booth for an extended period of time and increase our chance to initiate partnerships.

Innovation and Creativity

1. Communication with Generation Y

MEET TAIWAN embraces new technologies and actively communicates with internet-oriented generations in their own language. Since social media has become the main method of communication among modern society, MEET TAIWAN has made forward strides to include social media in marketing strategies. Eyeing diversified user preferences of different regions, MEET TAIWAN launches varied programs aimed at attracting target audiences with different user habits. For instance, MEET TAIWAN regularly manages a fan page on Facebook and shares MICE information. In China, where Facebook is not available, MEET TAIWAN has a WeChat account to reach Chinese target audiences and promote Taiwan's MICE industry.

2. Enrichment with Taiwanese Cultural Flair

Since Taiwan is a combination of preserved Chinese history and diversified western culture, MEET TAIWAN infuses cultural features into the High Five program. Both the visual design and interior layout of the booth demonstrate the main features of Taiwanese people, which are hospitality, warmth, and kindness. Plus, each person who High Fived with the touch panel receives a note about Taiwan's specialties that introduces destinations in Taiwan such as historical and cultural spots, as well as magnificent landscapes.

Key Steps

1. High Five app shows the warmth of Taiwan. CSR directs warmth back to local communities.

MEET TAIWAN created a High Five palm-shaped touch panel that stands in front of our exhibition booth, and has staff carrying the High Five palm-shaped touch panel image as they walk around the show floor to invite buyers to High Five with Taiwan and learn of the passions of the people, cultural heritage, and beautiful island scenery. Highlighting warmth, the standing touch panel transfers the touches to the warmth. The more people who High Five with Taiwan, the more the total of warmth accumulate.

To complete the High Five process, buyers had to log into their Facebook account, go to the MEET TAIWAN Facebook fan page, and share their warmth and the notes from the High Five program on their Facebook wall. The action not only exposed a buyer to more stories and information about Taiwan, they became a follower of MEET TAIWAN's Facebook fan page which enabled word-of-mouth promotion to the right community, and perhaps more significant, indirectly contributed to several of Taiwan's charitable organizations. The completed offline to online journey thoroughly connects with MEET TAIWAN's target audience.

2. CSR initiative relays MEET TAIWAN's sense of social responsibility and kindness.

The more warmth accumulated from each touch, the more souvenirs MEET TAIWAN gave to buyers. MEET TAIWAN cooperated with the Eden Social Welfare Foundation and Syin-Lu Social Welfare Foundation to purchase products manufactured by the disabled. By doing so, the disabled who are employed by the charitable organizations can make a living on their own instead of relying on donations or help from others. The more souvenirs MEET TAIWAN gave out, the more disabled people were supported. This is the virtuous cycle that MEET TAIWAN aimed to create through the High Five program, attracting more visitors to the booth and sharing good will with the MICE community.

3. Online spread: Multichannel strategies strengthen the influence of High Five Taiwan

On the social media platform, MEET TAIWAN regularly posts information about the High Five program

and invites followers to join the lottery by sharing their High Five posts to increase engagement of followers.

MEET TAIWAN also connected offline activities to online platforms to strengthen the influence of High Five. With our WeChat account, MEET TAIWAN invited participants from international exhibitions to join a game using 3D VR headsets. Participants first saw a video of famous Taiwan landscapes and then were asked to answer several questions about Taiwan after the video. Hints to the answers could also be found in the MEET TAIWAN WeChat account and participants were also welcomed to find the answer on WeChat via QR code. After the game, participants with the right answers would be entered into a lucky draw. The combination of online interaction and offline activities maximized the influence of MEET TAIWAN's High Five program.

Detail Objective/Targets

Minimal investment to create the High Five app was USD11,200. The reach achieved in spreading Taiwan's High Five hospitality to the world is more than 175,000 people—and growing. Return on investment per person is less than 6.3 cents, the spread is powerful, and the good will invaluable.

1. Online and Offline Traffic

- **Booth Visit YoY Increase (2015:2016)**
Traffic to booth increased 17% compared to 2015 performance.
- **Facebook Fan Page Connects to the World**
High Five Facebook posts hit 7,335 likes, 180 shares, and 124,386 impressions.
- **WeChat Account Reaches Chinese People**
High Five account accessed by over 50,000 viewers.

2. MEET TAIWAN Corporate Social Responsibility Influence

MEET TAIWAN purchased goods from Eden Social Welfare Foundation and Syin-Lu Social Welfare Foundation and distributed them to more than 1,500 buyers at exhibitions and road shows. To include buyers in charity activities, MEET TAIWAN took instant photos of them with their souvenirs. These and contact information for MEET TAIWAN and the two welfare foundations were given to the buyers. The program has become a role model among other national brand marketers in Taiwan, while the socially responsible image of MEET TAIWAN will continue to impress and inspire the global MICE community.

Attachments

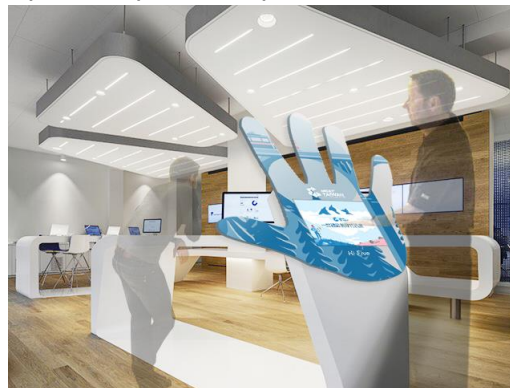
1. High Five touch panel at the exhibitions

The High Five palm-shaped touch panel stood in front of the exhibition booth. A staff member with a High Five palm-shaped touch panel image introduced Taiwan to a participant. Both attracted buyers to learn more about MEET TAIWAN at the booth.



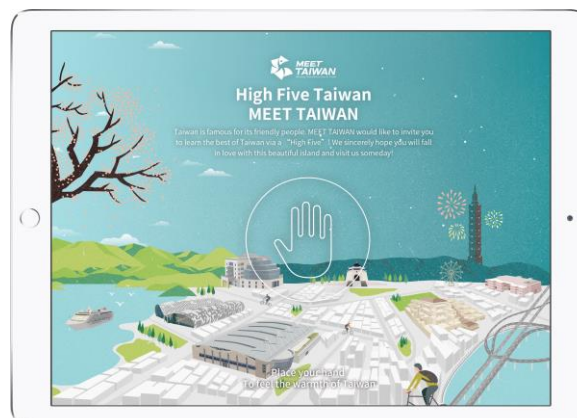
2. High Five experience design

Demonstration of the High Five palm-shaped touch panel.



3. High Five app

Home page



4. Social media engagement

Facebook announcement of the High Five program



WeChat announcement of High Five program

散播你的爱心，与台湾High Five!

2016-03-28 MEETTAIWAN



台湾人的热情面貌扬名世界，MEET TAIWAN想要邀请您透过 "High Five" 来体验台湾之美！为了感谢您热情响应 MEET TAIWAN 今年在IT&CMC及IMEX现场举办的高 Five Taiwan活动，只要在 IT&CMC及IMEX展览期间 [分享 MEET](#)

5. **MEET TAIWAN is dedicated to social responsibilities and supports non-profit organizations.**
Makers of High Five Taiwan souvenirs. A booth visitor with her souvenir.



About MEET TAIWAN

Taiwan's Bureau of Foreign Trade (BOFT) under the Ministry of Economic Affairs (MOEA) has been sparing no efforts to improve Taiwan's MICE industry since 2009. For continued investment in the industry, Taiwan's MICE Promotion Program (MEET TAIWAN program) was launched to steer Taiwan's MICE industry to shine on the global stage. Taiwan External Trade Development (TAITRA) was authorized by the BOFT to take charge of the MEET TAIWAN program.

MEET TAIWAN program is aimed at turning Taiwan into a leader for outstanding MICE services with the long-term objective to enhance the quality and efficiency of services, strengthen Taiwan's brand and sharpen the competitive edge in the global market and make Taiwan one of the top destinations for MICE business.

The task force under the program will continue to exploit advantages of Taiwan's MICE industry to attract more business opportunities, maximize the visibility of MEET TAIWAN and increase international recognition of Taiwan's MICE industry. By doing so Taiwan's MICE industry services could become more visible internationally bringing more international MICE events to Taiwan.