

Congratulations! Yieh Phui Bestowed “Top 100 Taiwan Brands”

Background

To celebrate the R.O.C.'s 100th birthday*, the Bureau of Foreign Trade, under the Ministry of Economic Affairs commissioned the “Top 100 Taiwan Brands Handbook” and had the Taiwan External Trade Development Council (TAITRA) organized the “Top 100 Taiwan Brands” contest. The Top 100 Taiwan Brands Awards are paying tributes to the Taiwan brands which have made prominent contributions to economic development, shown remarkable operating performance, and been the most representative brands. Their efforts on developing local brands are commended and the instructor (the Ministry of Economic Affairs) hopes to encourage more Taiwan enterprises to develop their own brands.

The Top 100 Taiwan Brands contest was an open call for all Taiwan enterprises. Any brand owned by a Taiwan company or created by any Taiwan people could register for the contest. The category of “Product” covered ten major sectors and the one of “Services” covered eight major sectors. The eighteen sectors in total covered a wide range to include all industries in Taiwan, making the Top 100 Brands the most representative of Taiwan's diversity and outstanding achievements in its industrial development.

The selection, based on individual business model, was divided into B2B and B2C. For B2B brands, the evaluation based mainly on the professional executive survey; as for B2C brands, there was the additional nationwide consumer survey in addition to the professional executive survey. B2B applicants that had the characteristics of B2C brands were also included in the consumer survey.

The selection of “Top 100 Taiwan Brands” was conducted in three phases. During the preliminary phase, candidates were evaluated using quantitative indicators such as “Brand Management” , “Industry Standing” , “Financial Status” , and “Brand Performance” .



Logo of the Top 100 Taiwan Brands

Taiwan brands stand firm and erect with the passage of time. As Taiwan is marking its centennial of the nation's foundation, we are turning over a new leaf.

Pertaining to the design of the logo, the bright color and the composition of the picture display the extraordinary creativity and diversity of the Top 100 Taiwan Brands. It is the symbol of inheriting the past and ushering in the future, prophesying another one hundred years of prosperity.

To combine the Chinese letter “百” (meaning “a century”) and the first letter of “BRANDS”, the logo blends the ideas of localization and globalization perfectly.

In Chinese philosophy, the spots and circle indicate inexhaustible ideas and creativity. We have been plowing deeply from spots and expanding to a surface, which is the origin of glamorous and dazzling Taiwan brands.

During the second phase, the candidates nominated in the preliminary phase carried out an inter evaluation. Besides, evaluation questionnaires based on brand indicators were sent out to 504 professional executives; in order to enhance the comprehensiveness of the study, as well as the level of public participation, an additional consumer survey was conducted for B2C brands.

During the last phase, 41 experts from the industries, academia and government were summoned to form a selection committee; based on the survey results, the members of the committee discussed and produced a list of candidates and submitted the list to the steering committee for final verification. Throughout the process, opinions of experts, scholars, professional executives and consumers were taken into consideration. After three phases of careful evaluation, Top 100 Taiwan Brands were finally chosen out of a pool of 498 brands that applied.

To pay tributes to the “Top 100 Taiwan Brands” winners, promote the brands, and encourage consumers to experience the “Top100 Taiwan Brands” , the organizer held the Top 100 Taiwan Brands Awards Ceremony, Taiwan Excellence 20th Anniversary & Top 100 Taiwan Brands Exhibition, and three-month “Top 100 Taiwan Brands Perfection Parties” . In order to further boost the reputation of these top Taiwan brands in the global markets, as well as inspire other domestic enterprises to develop their own brands, the organizer expects to attract many more visitors and media. The organizer will also utilize different channels including its official website, videos, printed materials, and domestic and international promotions to raise the level of public awareness and importance of branding in Taiwan. (The information above is an excerpt from the “Top 100 Taiwan Brands Handbook” .)

*Year 2011 is the centenary of the foundation of Republic of China (R.O.C.).

Glamorous and Dazzling Yieh Phui Brand

The Top 100 Taiwan Brands Awards Ceremony, commissioned by the Bureau of Foreign Trade, under the Ministry of Economic Affairs, spearheaded by TAITRA, was held at Taipei International Convention Center (TICC) on July 26th 2011. Premier Wu Den-Yih presented the awards to the winning enterprises. Mr. Lin-maw Wu, then-president of Yieh Phui, accepted the award for the brand, “Yieh Phui”. Yieh Phui defeated many rivals in the sectors of “Household Equipment and Building Materials, Security Equipment” in the category of “Product”. After seven-month evaluation, Yieh Phui eventually earned the award. It is a great tribute to the brand, Yieh Phui, and the award also represents the glamorous and dazzling “Yieh Phui” brand.



This time we participated in the Top 100 Taiwan Brands contest with the corporate brand, “Yieh Phui”. The managers and employees full of confidence and internal cohesion prepared the selection required information wholeheartedly. We cared about the selection process. Finally, we were bestowed the “Top 100 Taiwan Brands”, not putting our efforts and expectations in vain, and boosting our marketing.

Apart from the award presenter, Premier Wu, other distinguished guests were Minister of Economic Affairs, Dr. Shih Yen-Cheung, Chairman of TAITRA, Chairman Wang Chih-Kang, and many most representative people from the industries, academia and government, revealing the importance of the awards throughout Taiwan industries.

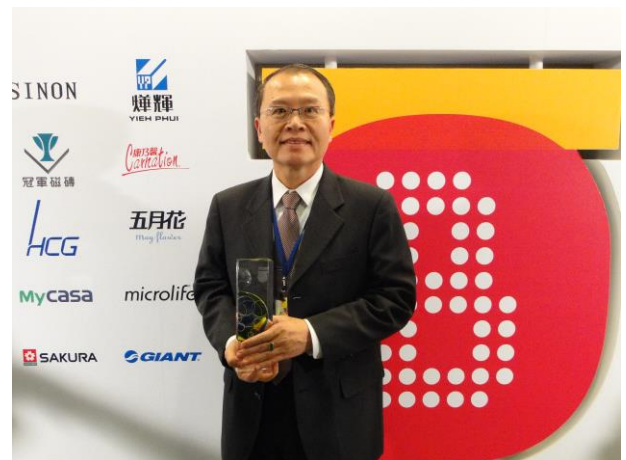
Design of the Trophy

The Top 100 Taiwan Brands trophy is made of transparent LIULI, which is bold and stable yet changeable. (LIULI is a Chinese traditional colored glaze.) The light filled prism represents a convergence, innovation, breakthrough, bright image and all those are just fit to the energetic pursuit of goals and outstanding achievements of the Top 100 Taiwan Brands.

A multi-colored ring of light is infused with vitality. Various halos of light overlap to create symbols of infinity (“∞”), manifesting the utmost power of innovation and strength. The outward appearance of the trophy is a semi-circle comprised of a concave and LIULI surface that form the letter “B”, short for “Brand”, a metaphor for the trophy’s uniqueness and dignity.



Premier Wu Den-yih bestowed the Top 100 Taiwan Brands trophy on President Lin-maw Wu.



Mr. Lin-maw Wu, president of Yieh Phui accepted the award.