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Announcements

August Most Effective Integrated Marketing Campaign Ad

[GB](#), [B5](#)

Glacial waters and chilly snow-capped mountains grace the latest ad of Wenzhou Taili. But the company hasn't been putting their marketing efforts on ice. And it's their flurry of action-oriented choices—from an effective layout to attendance in Export Marketing seminars—that have put them at the summit with this month's most effective integrated marketing campaign.

With over 20 years of manufacturing history and five years of partnership with Global Sources, Wenzhou Taili began their journey into effective marketing long ago. They're no stranger to awards either. They earned the Most Effective Ad in November 2003, which later won the annual awards.

That same commitment to good advertising is apparent in their new layout. Client Service Officer Stella Lee remarked, "The client provided us with incredibly detailed information and good descriptions of the products and their applications, which ensured we had enough materials to make an effective ad."

Copywriter Jocelyn Eikenburg, who worked on their first winning layout in November 2003, had set the foundation for effective copy. Copywriter Orion Richardson brought a different touch to the layout this time around. Orion, who personally visited Taili in September 2005, learned that the company was concerned about the slight drop in inquiries this year. He, along with Stella, ascertained that "concentrating on their ski goggles would help position them as a high-end maker and drive sales of all their products based on the premise of overall quality."



This Shanghai CSC team worked with Wenzhou Taili Glasses Co. for its highly effective ad.



Site Map

When Artist Hellen (Yilei) Gu was tasked with designing a layout around a pair of ski goggles, an arctic wonderland was on her mind. Hellen explains that "the goggles are often used for skiing, mountaineering and other winter sports. I wanted the design to encapsulate the product's application, so I chose an arctic mountain landscape for the background." Arrangement was just as important to Hellen. She adds, "the placement of the focal product in the center and the secondary products under the copy and signature was conducive to creating a logical flow in the layout as well."

But their story doesn't end with a good print ad. This year's Soaring Phoenix program opened up an entirely new trail of possibilities for the company—possibilities that Wenzhou Taili naturally integrated into their new efforts. Stella enthusiastically talked about Wenzhou Taili's deep involvement in the many services offered by Global Sources. "Taili is really committed to their marketing. They've used all 100 of their product profile allocation on their website, and change about 10 products every month. Now, their website includes a corporate video. They readjust their print layout every three months with a theme in each ad. And they've attended EEM and Inquiry Management seminars to continue improving their services to buyers."

The team members who chose this company as one with the Most Effective Integrated Marketing Campaign couldn't agree more. For Lea Ruth, Wenzhou Taili's ad "is direct, to the point, has a clear and effective message and a simple but eye-catching image that adds to the overall impact of the layout."

Karla volunteers an exhaustive evaluation of Wenzhou Taili's online content. "What worked to the company's benefit is that it is one of only two manufacturers of reading, sports and sunglasses in Global Sources Online, so a search on "(eye)glasses" would ultimately lead to Wenzhou Taili. The company maximizes its website with information that we editors find useful. It features 88 products from six different categories. The company has GS and non-GS e-mail addresses and websites, an exhibitor logo indicating its presence at the October China Sourcing Fair, and it can be reached through Freephone, making it accessible to buyers in more ways than one."

Cielo summarizes, "An effective marketing campaign should make full use of the tools available. In the case of Wenzhou Taili Glasses Co. Ltd, the company was able to promote its products effectively by taking advantage of the services offered to them and being consistent in all media—print advertisement, GSOL homepage, PSCe and CSF."

Where will Taili's marketing efforts trek to now? According to Stella, "Taili is still looking to improve their layout for the December issue." The expedition isn't over yet for this award-winning Global Sources client.

August Most Effective Ad