

流通服務智慧化案例彙編

三創地域創創一綠色廣告之體驗經濟暨

數位商圈生態鏈計畫

三創數位股份有限公司

摘要

時代的變遷，消費者的生活型態日益趨於多元化，零售市場競爭激烈。為了提高競爭力並帶動業績成長，三創數位股份有限公司執行「三創地域創創—綠色廣告之體驗經濟暨數位商圈生態鏈計畫」。此計畫以忠孝新生商圈為活動場域，藉由三創數位號召與行銷規劃，透過數位 APP 建構消費者無接觸式數位體驗、商家 B2B APP 實現連通核銷機制，建構內、外部商家之連結與帶動，增進商圈整體顧客關係連結及活絡商圈店家的共伴效益。除此之外，另也提出強化數位化、綠色化整合商圈數位廣告，結合數位顯示器建立虛擬代言人(VPartner)之情境，創造出顧客數位體驗之商圈生態鏈。通過此計劃的推行，以多元方式激發商圈競爭力，提升商圈特色整合行銷及推動商圈永續發展等各面向，藉以促進地方商業之活絡，維持經濟穩定發展。

關鍵字：零售市場、無接觸式數位體驗、數位 APP、虛擬代言人、商圈生態鏈

Abstract

As technology advances, consumers' lifestyles are becoming more and more diversified and the retail market is highly competitive. In order to improve competitiveness and drive sales growth, the "Green Advertising Experience Economy and Digital Business Ecosystem Project" has been initiated by SYNTREND CREATIVE PARK CO., LTD. The project is customer-oriented and uses the new shopping district of Zhongxiao as the activity area. Through the appeal and marketing planning of SYNTREND CREATIVE PARK, this project links and drives internal and external merchants with digital applications to create a contactless customer experience for consumers and B2B applications for merchants to realize a remote sales mechanism to fully enhance customer relationship linkage and activate the common interests of stores in the shopping district. In addition, it also proposes to combine digital display to establish a virtual spokesperson (VPartner), strengthen digital and green digital advertising in the shopping district, and create a digital experience ecosystem for customers in the shopping district. Through the implementation of this project, it will stimulate the competitiveness of the shopping district in multiple ways, strengthen the integrated marketing of the characteristics of the shopping district, and promote the sustainable development of the shopping district in order to promote the vitality of local business and maintain stable economic development.

Keywords: Retail Market, Contactless Customer Experience, Digital Applications, Virtual Spokesperson, Business Ecosystem