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Case Study:

How GlobalPR Helped OMRON's
Inspection Systems Business Division
Achieve a Successful Debut at SEMICON Taiwan 2024

OMRON

**Would you like to check
your cutting-edge product
with OMRON?**



**Ultra High Resolution/High speed 3D CT
VT-X950**

SEMICON® TAIWAN

國際半導體展

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Client Overview

The Inspection Systems Business Division of OMRON Corporation specializes in selling advanced inspection equipment utilizing cameras and X-ray technology. Their product lineup includes the In-Line PCB Inspection System (AOI) for inspecting solder joints and parts on substrates, a high-speed In-Line X-ray Automated Inspection System, and an Automated Web Inspection System for inspecting surface defects on unfigured sheets, such as those used for secondary batteries and displays. With the goal of making a significant impact at SEMICON Taiwan 2024, OMRON turned to GlobalPR to introduce their cutting-edge VT-X950 CT-type X-ray inspection system to the market.

The Challenge

OMRON's Inspection Systems Business Division faced several challenges:



Boosting Brand Recognition:

Increasing competition and changing market conditions required Client Company to rethink their strategies to maintain their leadership position.



Securing Media Coverage and Industry Engagement:

Ensuring that their advanced VT-X950 system would gain visibility among key industry media and influencers.



Arranging Journalist Meetings:

One objective was to arrange journalist visits and meetings at the OMRON booth during the event. The challenge was to reach out to all editors, confirm their schedules, and ensure attendance, all within a very tight timeframe.



Overcoming Language and Cultural Barriers:

Navigating Taiwan's media landscape without prior local experience, particularly in engaging Taiwanese journalists effectively.



Tight Timeframe:

With less than four weeks to execute the campaign, there was a pressing need for rapid and precise action.

The Solution

GlobalPR developed and executed a comprehensive PR strategy to deliver impactful results within a constrained timeline.

Media Outreach & Fast Turnaround

Efficient Execution:

The campaign kicked off with an initial meeting on August 6, 2024, and successfully concluded by September 6, 2024, demonstrating GlobalPR's capability to deliver under tight deadlines.

Strategic Media Partnerships:

GlobalPR secured coverage in Taiwan's most influential media outlets, effectively positioning OMRON's Inspection Systems Business Division as a leader in high-precision inspection technology.

Highlighting Key Media Coverage

To convey the significance of the media exposure achieved, we provide an overview of the key media outlets where OMRON was featured:

Media Outlet	Monthly Website Traffic	Demographics & Influence
EE Times Taiwan	800,000+ visits	Highly respected among engineers, decision-makers, and professionals in Taiwan's tech and electronics industries. Known as a trusted source in the semiconductor sector.
BNext	1.3 million+ visits	Popular among younger professionals, tech entrepreneurs, and innovation followers. This coverage positioned OMRON as an innovative brand among a tech-savvy audience.
Dempa Publications	295'000+ paid subscriptions	A well-known Japanese publication with a strong readership in Taiwan's electronics and semiconductor sectors. Helped bridge OMRON's visibility across Japanese and Taiwanese tech communities.
Digitimes	8 million+ visits	A critical source for professionals in Taiwan's semiconductor, electronics, and IT industries, making it a key platform for building OMRON's credibility in the local tech community.
經濟日報 (Economic Daily News)	38 million+ visits	One of Taiwan's most influential general business newspapers, read by executives and professionals across various industries, not just the tech and semiconductor sectors. Being featured here greatly enhanced OMRON's credibility and visibility.
工商時報 (Commercial Times)	9.9 million+ visits	Another leading general business publication in Taiwan, known for its focus on finance and high-tech industries. It's widely read by professionals and managers in multiple sectors, establishing OMRON's presence among a broad range of decision-makers.

Print Media Coverage

In addition to online exposure, GlobalPR secured coverage in Taiwan's leading print media, which played a crucial role in reaching high-level business decision-makers:

經濟日報

經濟日報 (Economic Daily News):

One of Taiwan's most influential and reputable general business newspapers, widely read by executives and managers across various industries. The coverage significantly enhanced OMRON's credibility, ensuring that its message reached a broader audience beyond the semiconductor sector.

工商時報

工商時報 (Commercial Times):

As a respected newspaper focusing on finance and high-tech sectors, the Commercial Times is read by professionals across industries. Featuring OMRON in this publication further extended its reach to Taiwan's business community.

By achieving coverage in both general and industry-specific publications, GlobalPR ensured OMRON was not only recognized by potential clients within the semiconductor industry but also positioned as a thought leader among the broader Taiwanese business community.

On-site PR Support

Bilingual Interpreter:

GlobalPR provided a bilingual interpreter fluent in Chinese, Japanese, and English, facilitating smooth communication between OMRON's representatives and Taiwanese media.

Media Engagement:

The campaign successfully attracted **22 media registrations**, with **21 journalists visiting the booth**. This included top-tier business publications, ensuring OMRON's message reached high-level decision-makers.



The Result

Extensive Media Coverage:

OMRON's product launch received 28 online features and 6 print media articles, achieving significant visibility in Taiwan's semiconductor market.

Impressive Reach:

Through these publications, OMRON's story reached an estimated combined media reach of millions of professionals and decision-makers in the Taiwanese technology and electronics industries, significantly boosting brand visibility.

Positioning Against Competitors:

Despite not having a local marketing team, OMRON's Inspection Systems Business Division received more media exposure than many competitors, demonstrating GlobalPR's effectiveness in securing high-impact coverage and engagement.

Client Testimonial

In a LinkedIn post, OMRON's representative Yeh Nai Yuan expressed gratitude for the collaboration with GlobalPR, highlighting the campaign's success:

“From the start of preparations on August 6 to the conclusion of the event on September 6, this 'lightning-fast' campaign for OMRON's debut at SEMICON Taiwan 2024 achieved remarkable results. Our Inspection Systems Business Division's first participation in SEMICON Taiwan 2024 received coverage from 22 Taiwanese media outlets and five print media reports. This success, including the pending follow-up reports, exceeded our expectations and satisfied our leadership in Japan.

Special thanks to Mei Chang from GlobalPR Agency for being our strong PR strategist. From coordinating PR needs, preparing exhibition materials, inviting media visits, managing schedules, providing exceptional Japanese translation, to delivering tailored media kits – every aspect was handled with remarkable expertise. For any international company looking to establish their PR efforts in Taiwan, I highly recommend starting with a consultation with Mei Chang. Once again, thank you.”

https://www.linkedin.com/posts/yeh-nai-yuan-a6835389_inspection-inspectionsystems-semicontaiwan-activity-7239073759251341312-xVUo

Conclusion

GlobalPR's deep understanding of Taiwan's media landscape enabled OMRON's Inspection Systems Business Division to overcome the typical challenges faced by companies entering a new market, such as establishing brand recognition and navigating language barriers. For organizations aiming to drive brand visibility and generate business growth in highly competitive environments, this case study demonstrates how a strategic, targeted approach can **deliver significant results**.

By leveraging its extensive media network and local expertise, GlobalPR ensured that OMRON achieved **exceptional media engagement and visibility, even under tight time constraints**. This success proves that with the right partner, companies can effectively overcome language barriers, gain valuable media coverage, and establish a strong presence in a new market, regardless of industry challenges.



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