



Client | TSMC

### Campaign Scope

Fully integrated advertising, PR and analyst relations Campaign extending for a 10-year duration.

### Campaign Summary

As a semiconductor foundry, TSMC manufactures integrated circuits designed by its fabless semiconductor customers as well as its integrated device manufacturer (IDM) customers. Choosing the right foundry was a "bet-the-company" decision for many of TSMC's customers. Over the course of a 10-year campaign, the primary emphasis behind TSMC's messaging was that the customer could TRUST TSMC to provide the technologies, manufacturing capacity and support necessary to bring products to market. TSMC messaging focused on its customers' real-world needs, not simply its own technology accomplishments.

TSMC, a public company in Taiwan, planned to do an ADR on the NYSE. The company also wanted to communicate strength and financial success to current and potential investors in the U.S. Even as a (\$740 million) startup, TSMC management understood that they were building a brand rather than filling a sales pipeline.

To reach top-level executives and financial influencers in the U.S., Pacifico developed and placed ads in publications such as *Business Week Elite*, *Upside*, *The Red Herring*, *Forbes ASAP*, and *Technology Review*. Pacifico also worked with *Fortune* on a direct mail program, delivering *Fortune* subscriptions to key TSMC contacts via a special TSMC advertising "wrap" around the magazine.

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To reach engineering management, top-level executives and the financial community of the semiconductor industry, Pacifico developed and placed ads in publications such as *EE Times*, *Electronic News*, *Electronic Business*, *ISD*, and *FSA Magazine*, and on Web sites such as EETN (EETimes & Silicon Strategies), Semiseek and Techonline.

The international advertising effort was regionalized, with ads that were translated into various languages - and placed in local publications and on Web sites in Japan, Asia Pacific/Taiwan, Germany, UK, Sweden, Norway and Israel. Magazines and online venues included *Nikkei Business*, *Nikkei Electronics*, *FEER*, *Wirtschaft and Markt & Technik*, *Elektronik Praxis*, *Financial Times Review*, *Electronic Times/EE Times U.K.*, *Scanorama*, *Elektroniktidningen*, *Elektronikk*, *Technologies Magazine*, *Electronica*, *Digitimes Dotcom*, and *NE Online*.

In one campaign, the TSMC managing directors featured in the ads were localized according to the target area. For example, the ads in Japan featured a Japanese manager, while those in European countries featured the appropriate local managing directors.

In the recent TSMC Nexsys campaign, Pacifico designed the logo and communications concept for the new technology, and rolled out a teaser ad, followed by a series of four progressive ads that introduced the new technology and reinforced its recognition with prospective customers. This campaign ran in print and online in the U.S. and other key markets worldwide.

Pacifico's advertising and public relations efforts for TSMC contributed to the company being identified - in annual benchmark research studies conducted over a seven-year period - as the leading foundry worldwide, and being ranked #1 in 9 out of 10 desired attribute categories.

