Situation & Background

“This year is expected to be robust for the semiconductor industry, not just because of surging demand in some new and existing end markets but also because of supply constraints in key product categories that have led to very strong pricing.” - Nasdaq

Semiconductors and Related Devices

SIC Code: 3674 & NAICS Code: 334413

Company size:

- Nuflare America: 75 People
  - Servicing site
- Nuflare Japan: 400 People
  - Manufacturing
Content Background

Current Audience

- Online content **DOESN’T** target audience in a meaningful way
  - **No** opportunities for interactions
  - **No** points of contact
  - **No** registration/gated content
  - Only available contact are in Japan via phone
- Simply a presentation of corporate information
- **Suggestions**
  - New website forum
  - Relevant access points
    - **Written blog**
    - Social media presence - Instagram
Segmentation & Target Audience

Need- Based Segmentation Strategy

- Service worldwide customers based on their supply needs for manufacturing
- Establishes great relationships with their users
- Segment towards technological companies
  - Cellular device agencies
  - Businesses who offer any technological services
  - Automobile companies
Current Content Strategy & Narrative

Online content feels overwhelmingly **OUTDATED**
- Which **doesn’t** correspond with being “The Leading Edge”
- **NEEDS** to implement a new branding strategy that feels & looks like the leading edge of technology
- **Cohesive narrative**: Genesis/Service
- Some sections of their online content begin to tell a story
  - Ex: Letter from CEO

**Big Idea**: “Beyond the Leading Edge of Technology” has the potential to tell a story
- BUT does not!
- Online content does not evoke any **EMOTIONAL** responses
  - It is a clear narrative, BUT..
  - Could be more **humanized & relevant**
  - Capture more feelings
NuFlare Expanded Narrative

**Genesis**
- Founded in 2002
- Offer 30 years of experience within their industry
- Originally located in Japan
- Now apart of the Silicon Valley
- Commitment to be beyond the leading edge of technology
- Cultivate better service for the good of the community
- Encapsulate what it means to be a tech company in the Silicon Valley

**Service**
- Aim to develop & provide innovations for the semiconductor industry
- Service the micro- & nano-fabrication process
- Be apart of the communication network that fuels personalized value & evolution of a better life
New Content

NuFlare Blog Link: *(Written)*

https://katiegwhite23.wixsite.com/cupoftech

NuFlare Instagram Link: *(Visual)*

https://www.instagram.com/nuflare/
**Content Impact**

### Written
- To become a **source of information & knowledge** for the public benefit
  - With the hope that this will create an **attentive audience** interested in what NuFlare has to offer
  - In addition, build a **foundational following** of users to fortify their targeted community

### Visual
- Create a new logo to **re-brand** the company as relevant & encompass the leading edge
- Post consistent pictures that display technology with the goals of **forming a bridge** between the company and user’s everyday lives
- Eye-catching visuals to create **brand awareness** and to establish a following
SUMMARY

Bottom Line

● Need to expand audience beyond just customers
  ○ Become relevant to the Silicon Valley community
● Be a source of knowledge & information for the general public

Next Steps

● Maintain & grow social media to promote the company & important informational aspects they are contributing to the community
● Create a new online web page with an aesthetic & functionality that reflects being “Beyond the Leading Edge of Technology”