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# 昀澤田園生活

## 結合科技影音行銷的跨域合作

網站介紹：為了解決昀澤農場面臨的知名度不足問題，因此本小組設計了專屬於昀澤農場的網站，在網站中可以供訪客瀏覽許多有關於昀澤的故事，也可以在本網站中直接進行購物的動作、有關昀澤影音的觀賞等...，並且將這有機的理念繼續延續下去。

Yunze Farm Organic Windmill

結合科技影音行銷的跨域合作

昀澤有機農場位於新竹縣關西鎮，以環保、健康、可持續性為信念。儘管長期致力於有機種植，知名度有限，僅透過老客戶和家庭聚餐增加收入。我們計畫透過網路資源、影音媒體行銷，以及開設更多網路通路，拓展商機。主要目標是提高知名度、擴大客戶羣，並擴充種植和環保承諾。

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## 網站成果 關於我們

- 地點：新竹縣關西鎮
- 理念：有機種植，實踐環保、健康和永續發展
- 問題點：知名度未能有效提升
- 未來發展：希望利用網路影音來行銷以及開發更多網路通路



魚腥草寶寶

Vtuber製作

雞蛋寶

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## YUNZE PASTORAL LIFE

cross-domain cooperation combining technology and audio-visual marketing

**Website Introduction:** To tackle the issue of Yunze Farm's lack of recognition, our team has designed a dedicated website exclusively for Yunze Farm. Visitors can explore many stories about Yunze on the website, make purchases directly, watch Yunze-related videos, and continue to uphold the organic ethos.

The screenshot shows the homepage of the Yunze Farm website. At the top left is the farm's logo. The main title is "YUNZE PASTORAL LIFE". Below it is a subtitle: "cross-domain cooperation combining technology and audio-visual marketing". A large green button labeled "Website" is prominently displayed. The main content area features a video player with a play button and a progress bar, followed by a photograph of a long, modern greenhouse structure situated in a lush green field under a clear sky.

### Website results

#### About Us

- Location: Guanxi Town, Hsinchu County
- Concept: Organic cultivation, practice of environmental protection, health and sustainable development
- Problem: Fail to promote the YUNZE farm effectively
- Future development: Hope to use online video for marketing and develop more online channels



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