



Brand Story Winning Works Sharing (5) & Winners Announcement

2018. 11. 23

The 15 winners of Branding Message Board have been selected ([Click Here](#) to find out), every winner can get a MEAN WELL limited backpack. The gifts for branch office will be sent out next week. Thank you all for your participation.



The first work shared this week is **“MWEU-Never Let You Down”**, which won the Best Brand Spirit award. Although this work has not entered the finals, it is the most impressive work among all the unselected works. Despite the content is simple, its imagery and intention are very strong. The beginning of the work talks about the bitterness of power supply industry, and in the end it suddenly reveals the integrity and sincerity of MEAN WELL. That is really brilliant.



The second one is “TWMW-魚大尾的旅遊日記” , which won the Bronze prize. Alfie Yu, the sales manager of Taiwan district, started from Taiwan to explore the MEAN WELL products all over the world and tried to tell everyone: MEAN WELL Power Everywhere! ([Click Here](#) to watch or enter the Brand Story website from the intranet and click “得獎作品”)



得獎作品

The third one is “MWUSA-明緯人化愛為行動” , which won the Bronze prize. The article describes the efforts that MWUSA has done in charitable activities in the past ten years. They originally did the public welfare to follow the MEAN WELL brand spirit, but unconsciously regard these activities as part of life. And in the process, they also gradually felt that: When you pay, actually, you are the one who harvests. The full text follows:

在某個假日的早晨，有一群人很早就爬出溫暖的被窩，默默的穿上制服，從不同地方前往同一個並非公司的地方。休息日本應該是放鬆充電的日子，這群人卻犧牲睡眠時間，抱著明緯人的精神 - 以實際活動回饋社會，同心參與公益活動。



MEAN WELL USA 自 2010 年開始積極鼓勵員工參與公益活動，秉持著創辦人心懷善意的理念，懷著感恩的心，將對社會的責任化為行動。多年來參與的公益活動不計其數，其中包括慈濟、食物銀行、流浪之家、身心障礙聯盟、老人公寓等所舉辦的各項公益活動，通過資源分發或親身陪伴等實際行動將溫暖帶給社會中最需要關懷的人群。公司更是幫每個員工在世界展望會領養一個小孩，每月固定捐款給當地不同慈善團體，包括照料老人的飲食、家暴團體、流浪之家、Friends with Special Needs 特殊兒童/成人、食物銀行等。

2014 更是舉辦了一場慈善音樂會，邀請身心障礙但卻有音樂天賦的人做了表演，公司也捐贈了一筆可觀善款。身為明緯人，看到公司願意取之於社會也用之於社會的作為很感動，並不是每家企業都願意鼓勵員工當個手心向下的人，這與我們的品牌理念不謀而合：“to have good intentions.”

2017 年 MEAN WELL 成立 35 周年，於當地舉辦了一場 35 周年慶祝活動，邀請 Fremont Blind School 的學生表演，接洽的時候並未告知捐館數目為何，當他們知道我們捐一萬元美金時，指導老師臉上驚訝的表情到現在我們都還印象深刻，更讓人動容的是，我們的長期夥伴 - Master Electronics 經銷商受到我們的影響，這次也慷慨解囊給受邀的團體一份心意。日後希望我們對社會責任的執著可以繼續影響到更多的長期經銷夥伴、員工、還有供應商。



明緯企業股份有限公司
TEL: 02-2299-6100
E-mail: info@meanwell.com
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