

## 10th Topco Marketing Awards (2025) — Event Highlights

| **Date :** May 24, 2025

| **Location:** Topco Technologies Corp.

| **Activity :**

The Topco Marketing Awards aim to inspire university students across Taiwan to integrate creative thinking with hands-on marketing practice. This year's competition emphasized the use of AI technologies to solve real-world marketing challenges, encouraging participants to develop practical skills in data analysis, strategic planning, and creative communication.

The project promoted the indoor baseball and softball field and fitness center at the National Taipei University Sports Center, focusing on a performance-enhancing product sold on-site: Betery Endurance Capsules. The promotional video humorously and effectively illustrates the difference in athletic performance before and after using the product—showing the protagonist initially missing every ball, and after taking Betery, hitting with power and confidence.

The video was carefully crafted, with well-planned camera work, editing, and music that all supported the central message. Notably, the team made extensive use of AI technologies, integrating them into the naming of the project, voiceover narration, background music, and sound design. Their innovative application of AI truly impressed the judges.

| **Photos :**





崇越科技股份有限公司  
TOPCO SCIENTIFIC CO., LTD.

## 獎 狀

臺北大學 休閒運動管理學系

團隊成員 楊艾華、林家禾、張嘉恩、

張嘉凌、賴家宜、曾好安

指導老師 蕭嘉惠

以 一顆 Betery，給你 Better win！

為題之 AI 應用作品

參加 第十屆（2025）崇越行銷大賞：

AI 應用競賽 表現優異，榮獲

### 佳作獎

台灣管理學會 理事長

審查委員會 總召集人

中華民國一十四年五月二十四日

#### | Related Links:

- [List of Winners - 10th Topco Marketing Awards](#)
- [Project Showcase - "One Betery, for a Better Win"](#)