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Abstract
The new technical inventions often promote traditional saturated market bring back to life. According to the “How many” report (2005/7/11), the integrated Internet and the 3G service of the mobile telecommunication which is bringing dawn the reaching as high as the 2249 million phone users in Taiwan. Therefore in Japan, Han, Europe, America and so on the advanced countries, the 3G cell phones gradually become universal, Taiwan officially steps into the 3G telecommunication time in July, 2005.

Industries believe use the integrated marketing communication(IMC) to establish the information bank, connect with correct goal consumers, integrate diverse different type mediums, transmit uniform news and so on in the competition intense telecommunication market. At the same time, the consumers not only compare to the price also compare to the service, therefore how establishes the good bidirectional communication channel and raise the deeply relations and so on, which will might be estimated to grasp certainly to the superiority, in this telecommunication marketing fighting.

ChungHwa Telecom is the outstanding industry in the 3G marketing fighting, which carries the country and the privately operated superiority, since the 2G telecommunication, the 825 million users has been the Taiwan main item telecommunication industry. According to the “cell phone king” report(2005/9/26), ChungHwa Telecom the first begins the 3G services at the end of July, 2005, until September, the user numbers break through 8 ten thousand, equally every day increases 5,000 ~ 6,000 3G new users.

Therefore this article uses the scholars who conform the integrated marketing communication which disseminates induction about all concepts, definitions, pattern charts, medium tools and so on referring to the Schultz, Tannenbaum and Lauterbom (1993) in Medill School unifies Moore and Thorson (1996) and G. E. Belch and M. A. Belch (1998) in San Diego University conform integrated marketing communication argument, and fuses Ozimek (1991) to the consumer information bank overhead construction elaboration. Taking a voluntarily induces take the consumer information bank as the integrated marketing communication dissemination foundation conformity marketing dissemination pattern chart for the research foundation. And according to the new things disseminates process, taking the early uses as this case study object, and take the new things to the consumer in the five characteristics "the relative advantage", "the compatibility", "the complexity", "the experiment" and "the observation", discriminating this consumers as "the young race group

primarily", "society is not obvious after the status", "the contact media", "the consumers demand satisfies", "the new thing product guidance" and "the life condition" and so on the aspects carry on the correlation observation and the research.

In addition this article according to studies the goal demand, after rests on correlation secondary material, separately with the ChungHwa Telecom sells the manager to carry on depth interview in Taichung and Kaohsiung , soon after carries the focal point association on the ChungHwa Telecom goal consumers, finally according to the above nature findings, conducts the universal consumers investigation and study, the main goal is: Wants to understand the industries aspects which present the conformity marketing applies to the 3G handset strategy, and expects to provide a set of new integrated marketing communication promotion pattern; in consumers aspects which hope to understand goal consumers' demand and the correlation views, will supply the future solid service reference.

The research discovers the result: The ChungHwa Telecom estimates the first wave promotes the consumers characteristic at first, formulates preliminary marketing goals, transmits the main news to the business place, unifies the region consumers information bank by each place, subdivides the goal consumers special characteristic once more, by the SWOT analysis and union many kinds of marketing actives, contains the region marketing and the whole staff marketing and so on, performs conformity each kind of mediums, establishes the relations with the consumers, and appears the obvious achievement to in the 3G users numbers growth rate. In the consumers aspects, we discover between the consumers and the mediums, indeed like the integrated marketing communication and the ChungHwa Telecom supposition says the situation distribution, but and "the event sells" and "the region marketing", the ChungHwa Telecom also has space of thinking, moreover in the consumers to the mediums contents aspects, the consumers explanation the medium content depth , does not see as if with the solid border purchase behavior is being connected, in the 3G consumers manners, we discover the consumers take city occupying rates, the handset price, the tariff is nothing more than unclear and so on, finally consumers memorize the ChungHwa Telecom brand impression, most mainly nothing more than contains the service attitudes, the tariff correlation strategies, contacts the frequency and the manner ways with the consumers and so on.

In giving industry suggestion aspects, we discover the ChungHwa Telecom interior persons think the market the competition is intense has let the interior gradually present the old age staff to have aids has no time the predicament, also the multi- expectations enterprise can step much to the young trend, more precise acts bashful the consumers the demand, personally melts, multiply and so on unequal the marketing ways, assaults the younger race group market. Simultaneously suggested the ChungHwa Telecom can refer to the consumer true idea and the opinion much, although ChungHwa Telecom no matter in this 3G first wave promotion process, truly precise use union conformity marketing dissemination, but in fact both sides have the different existence in fact, speaking of the consumers, possibly also is a time coincidence and the human sentiment pressure, although such difference does not see affects the 3G service sale the result, but actually possibly creates Japan after image is SKYPE, 4G and so on the formidable competitors appear after the concealed worry, therefore suggested the ChungHwa Telecom may to its information bank in consumer opinion this sub-area, carry on the depth discussion and the understanding.

Simultaneously this article also expected penetrates this research, may disseminate the theory union utilization using the conformity marketing which and innovate disseminates, will provide the future to study provides the trifle different views and the ideas, also for industry will provide the different marketing train of thinking spaces. And the expectation may provision industry to the integrated marketing communication values and the operation situations, as well as provision industries have to consumers' demand further understood and the cognition, future also might the more effective use conformity marketing dissemination and the consumer information bank utilization, lets the consumers and the brand, the degree of satisfaction and the relations are closer.

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