

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

You may answer the questions below in either Chinese or English. You may use a combination of texts and drawings/sketches in your answers.

1. Select a brand in the creative industries that combines culture and creativity in creating the core concept or story of the brand and answer the following six questions:
 - I. Please provide a brief introduction of the selected brand. Be sure to include a description of the industry that the brand is in, major players in the industry, and the core selling point of the brand. (5%)
 - II. Describe how the cultural elements are being used by the brand. (5%)
 - III. Describe the roles of creativity and design in this brand. (5%)
 - IV. Identify the trend(s) in the society that the brand is operating. (10%)
 - V. Analyze the strength and weaknesses of the selected brand's branding and marketing strategy. (10%)
 - VI. What would you do differently if you were the brand manager? (20%)

2. Please explain how consumer involvement affects branding strategy. (25%)

3. Explain how technology can help branding. (20%)