

※ 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。

1. [人文品牌概念題] Curation (策展) originated from museum exhibition planning is now widely applied to branding and marketing of products, services, experiences, and beyond. Therefore, curatorial design has been gradually replacing integrated marketing communication strategy to serves as a focal brand communication strategy. Based on this emerging notion, answer the following questions:

(1) Please list and explain at least three key elements of Integrated Marketing Communication (IMC) strategy. (25 %) (Note: If you can list more elements, it is encouraged.)

(2) Please list and explain at least three aesthetic value adding aspects of curatorial design that is superior to IMC in terms of brand aesthetic expression. (25%) (Note: If you can list more aesthetic value adding aspects, it is encouraged.)

2. [個案分析題] Tokyo, Japan will host 2020 Olympic Game in July, 2020. From the branding and marketing view point, how would you evaluate this branding case? (50%)

Please explain as much detail evaluation as you can think of. For example, what have been branded in the 2020 Tokyo Olympics branding campaign? products? services? experiences? others? How have the message been communicated? How the branding content has been incorporated into time schedule? What makes this campaign unique? What can be improved? Your answer should not be limited by the above listed questions. Describing your own thought is encouraged.)