國立成功大學

114學年度碩士班招生考試試題

編　號：154

系　所：創意產業設計研究所

科　目：品牌與行銷企劃

日　期：0211

節　次：第 3 節

注　意：1.不可使用計算機
　　　　2.請於答案卷(卡)作答，於試題上作答，不予計分。

1. Creative Industries Brand Positioning and Value Proposition (30%)

In the creative industries, having a clear and differentiated brand positioning is crucial.

(1) Analyze the importance of "brand positioning" and "value proposition" for a newly established company in the creative industries. Provide a real-world example to demonstrate how this example's brand positioning and value proposition have strengthened its competitive advantage in the market. (20%)

(2) Suppose your company is a competitor of the brand you mentioned in the previous example. From the perspective of brand positioning and value proposition, propose a differentiated and innovative marketing strategy. (10%)

2. Brand Community Management and User-Generated Content (UGC) (20%)

When consumers post and share brand-related content on social media, it can effectively shape brand reputation and word-of-mouth.

Assume you are the social media manager of the [Institute of Creative Industries Design (ICID), NCKU]. Consider how you would leverage User-Generated Content (UGC) to enhance interaction between ICID and students or the creative industry. Propose at least one executable social media plan and analyze the potential challenges and risks involved.

3. Internationalization and Localization: Challenges in Global Expansion for Creative Industries (30%)

As creative industry brands expand globally, they need to balance both globalization and localization branding and marketing strategies.

(1) Discuss the conflicts between global strategies and localization adjustments, and how they can be coordinated effectively. (15%)

(2) Using an example of a creative industry from your hometown, explain how the brand can maintain its core values in different cultural markets while adapting its marketing activities to local contexts. (15%)

4. Social Issue Marketing and Brand Event Planning (20%)

More and more industries (e.g., leisure and entertainment) or corporate brands are actively participating in social issues to strengthen their connection with consumers. Focusing on "social issue marketing," choose any industry or brand from your hometown as an example. Analyze how the brand selects and plans events or projects that carry social significance while balancing commercial benefits with public interest.