

1. Please explain the terms below:

- Brand (5%)
- Brand equity (5%)
- Brand awareness (5%)
- Brand image (5%)

2. Please elaborate the relationship between aesthetics, design, and branding? (20%)

3. Please develop a branding and marketing strategy for the store described below: (30%)

E&W is a clothing boutique located at the second floor of a commercial building on Changrong Road in Tainan. E&W is selling modern clothes that are made from a combination of Chinese antique clothes and contemporary cloths. Due to the rarity of the source (antique clothes), all clothes sold in E&W are one-of-a-kind pieces. The prices of the clothes range from NTD8000 to NTD 45,000. E&W's target market is middle age women. The style of E&W is an integration of Eastern and Western, old and new.

The store owner is a lady; she manages the store all by herself. She designs the clothes and sends them to a tailor who can sew the clothes for her. Now, she wants to increase her customer flow. Please help develop a branding and marketing strategy for her store.

4. Do you think a brand can leverage on the popularization of smartphone for its branding and marketing purposes?

If yes, please use an example to describe how a brand can creatively exploit the trend of smartphone usage.

If no, please explain your standpoint. (30%)