

系所組別：創意產業設計研究所甲組

考試科目：品牌與行銷企劃

考試日期：0223，節次：3

※ 考生請注意：本試題不可使用計算機

You may answer the questions below in either Chinese or English.

1. (a) Please define and explain the importance of “brand familiarity” (10%).
(b) How would you market a new brand that has low familiarity? (10%)
(c) Please compare and contrast the advantages and disadvantages of high familiarity brands and low familiarity brands. (15%)
2. Please give an example of a successful brand that integrates branding, design, and exceptional understanding of consumer behavior, and explain why and how it is successful. You may use a combination of texts and drawings/sketches to explain. (35%)
3. HTC is a Taiwanese brand that specializes in manufacturing smartphones. It is experiencing decline in sales for the past few quarters. If you were the brand manager for HTC, how would you approach the branding and marketing of HTC in order to help HTC to create a blue ocean strategy? Also, please explain the reasons for your selected approaches. (30%)