

品牌形象塑造

与

創意媒體

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從一碗麵條說起



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THE SPAGHETTI HOUSE

Since 1979



Grand Opening
HK International Airport Branch

Exclusive Offers for
BEA Credit Cardholders



Up to 50% off on selected dishes

Press Release

意粉屋芝士火鍋載譽歸來 芝味新配
搭Mix and Match

意粉屋秋冬窩心新菜式 體驗從心出
發的暖暖滋味

意粉屋全新午餐 匆忙中的意式滿足

About
Us

What's
New

Branch
Information



Menu

VIP
Club

Pasta
Funland

Franchise
Opportunity

Contact
Us

Join
Us







SONY



Microsoft



Carlsberg

NOKIA
Connecting People



Canon



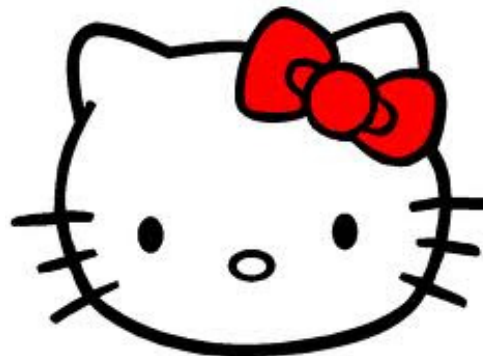
Coca-Cola



PLAYBOY



Mercedes-Benz





山寨版代表了懶惰與投機，
它只能磨滅創新的動力。



The American Marketing Association defines a **brand** as a

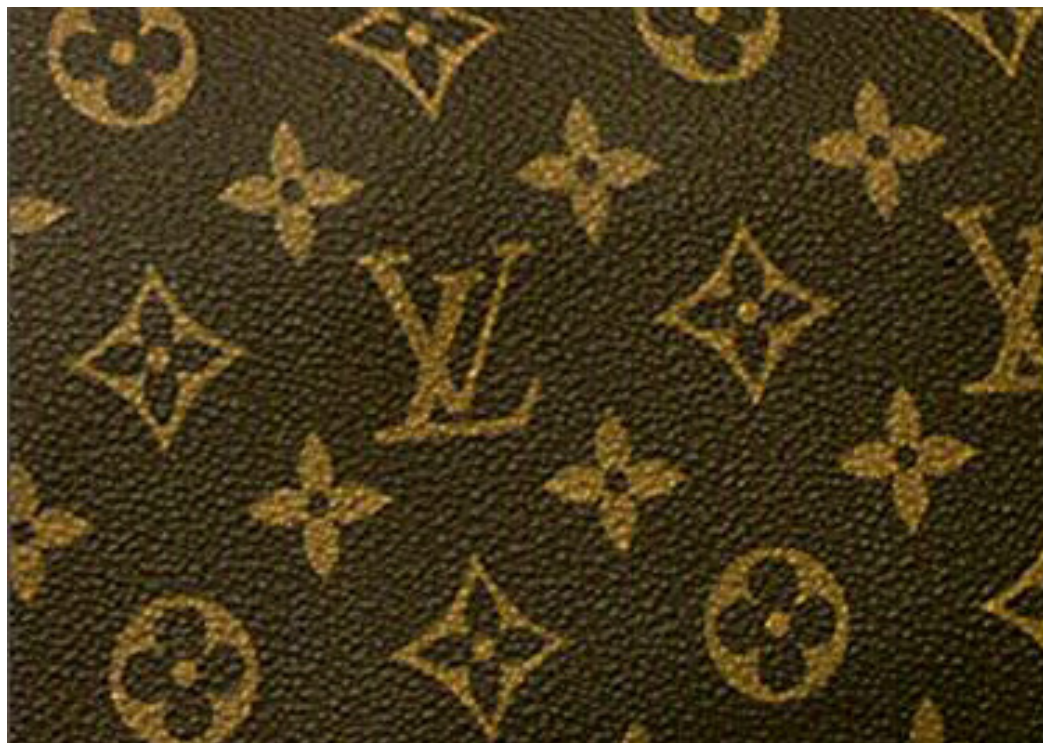
"name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name."

A brand can take many forms, including a name, sign, symbol, color combination or slogan.

What's the ugliest pattern you've ever seen?

Close your eyes, I'll remind you. Start with an unfashionable color, add a poorly executed two-letter-combination logo and top it off with some clip art flowers. Can you picture it?

恭喜你，猜對了！





BUT:

Louis Vuitton is a great BRAND.

“So I have this business plan. I’m going to sell leather purses at a 6,000 percent markup to rich people.”

“Cool, I’m going to do the same with coffee”

“Cool”

“Cool”

This conversation can never happen without branding.

品牌與文化

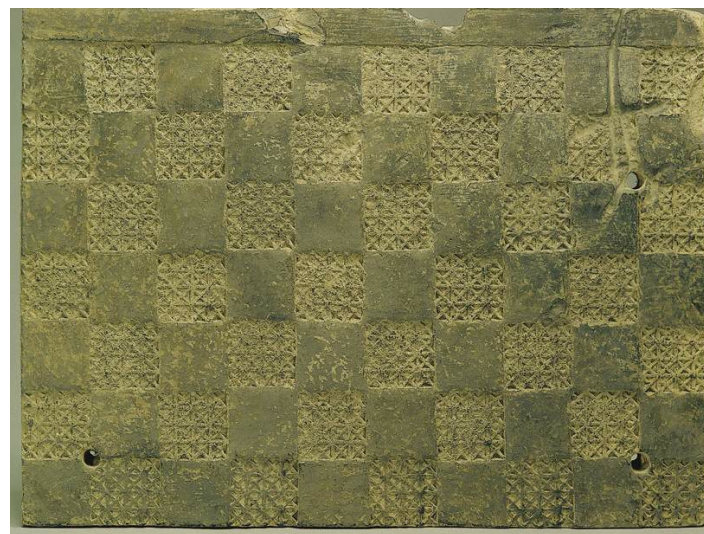


三星堆太阳鸟

(3000 年前三星堆文化)



LV checkered pattern



秦代花紋磚

品牌文化



甲图



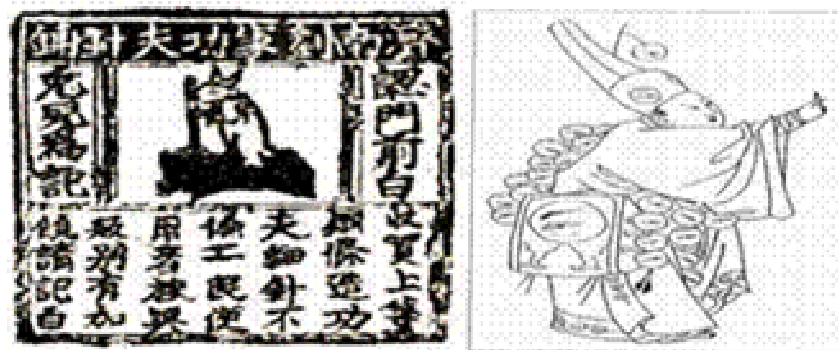
乙图

宋真宗时，益州十六家富商联合发行交子（甲图），中国纸币由此始。

绍兴三十年（1160年）“初命临安府印造会子，许于城内外与铜钱并行”（乙图）



宋代商业广告





The oldest Western brand (UK),
1777



1930s: "you get 12 full ounces!"

1950s: "Be Sociable, Have a Pepsi."

1961: "Those Who Think Young."

1963: "Pepsi Generation."

1984:





2009: Every Generation Refreshes The World

Simplicity
is the
ultimate
sophistication.



Introducing
Apple II,
the personal
computer.



The Apple ...



品牌創意：設計

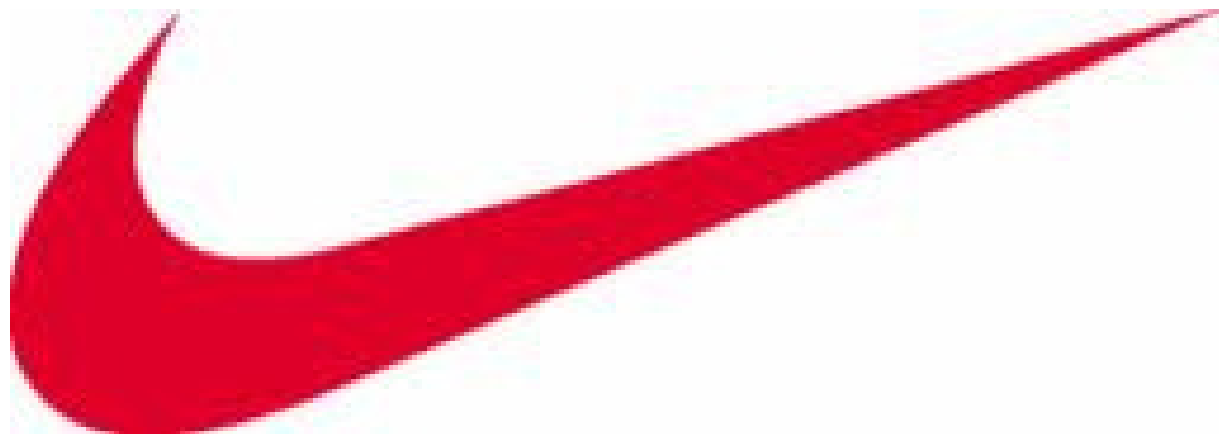




LI-NING

但遺憾的是，它缺乏想像力。





Coca-Cola®





The Only One

谢谢