

研究摘要

本研究旨在探討臺北城市發展的優勢，以及有發展潛力但仍待開發之面向，試圖尋找出台北市未來的競爭力主軸，以作為本市未來的城市發展策略，並確立本市的城市品牌定位，建構臺北市城市品牌形象，以吸引目標市場人士前來本市投資、觀光，帶動本市繁榮，並進一步把台北行銷到世界。

研究目的歸納如下：

- 一、找出台北市全新品牌定位與行銷主軸
- 二、提高台北市能見度與辨識度
- 三、找出凝聚台北市產業與觀光資源之著力點
- 四、激起國際認同與共鳴

為了達成上述目的，本研究透過大量國內外資料蒐集與研究、舉辦兩場專家座談會，並參考城市品牌索引| Anholt City Brands Index 的六個面向架構，針對來台觀光、商務以及長期居留的 513 位國外人士，進行外籍人士對台北城市品牌印象問卷調查，此外還有專家訪談以及國外城市品牌與國內文創品牌個案分析等研究方式，得到一些值的參考的發現與結論。

■ 重要發現

- 一、創意與文化定位已成為全球城市行銷新趨勢
- 二、外籍人士對台北城市品牌印象一般並不深刻，但西方人對台北的印象比東方人深刻，也較認同台北與其他華人城市有差異，且最能代表華人都市。而最能代表台北市的一句話，「融合東方文化、西方美學與科技感的城市」排名第三，僅次於「為友善熱情有禮貌的城市」與「亞洲的美食天堂」
- 三、台北市魅力亮點很多，慶典活動多元繽紛而熱鬧，但缺乏一致性行銷焦點
- 四、台北市城市品牌主要競爭優勢
 1. 多元融合的特殊華人文化資產
 2. 菁英人才匯集與各種產業欣欣向榮

■ 研究結論

- 一、 多元文化資產造就台北魅力
- 二、 台北城市品牌宜有明確焦點
- 三、 以文化與創意美學行銷台北
- 四、 有文化質感的產業有助於城市品牌形象

■ 台北城市品牌定位暨策略建購

一、 找出可一以貫之的鮮明城市品牌定位

1. 建立與中國區隔的文化利基市場
2. 為品牌定位創造專屬關鍵字與行銷論述
3. 可以貫穿文化、觀光、會展與產業各領域

二、 台北城市品牌定位建議方案

根據以上原則並綜合研究結果，本研究團隊研擬出兩個台北城市品牌定位之方向，一為以文化風格做為定位，二為以茶產業為定位，建議方案如下：

建議方案一：

以文化風格做為定位—**Eastmodern** 或 **MixedEast**

〈一〉品牌定位論述：

” 中華文化傳統融入西方美學與在地文化，並結合現代科技的
獨特風格展現”

〈二〉品牌定位關鍵字：在上述品牌定位論述下，創造一個名詞來涵
蓋其精神，以方便整體行銷：

建議方案一之 1：**Eastmodern** 東方新美學 or 新東方印象

而台北市便是 Eastmodern City 東方新美學重鎮 or 新東方印象之都

建議方案一之 2：**MixedEast** 混血東方

說明：1. MixedEast 意涵上與 Eastmodern 接近，但更強調融合創新。

2. 歐巴馬當選美國總統之後，「混血」一詞開始流行，且有了新意義，成爲「革命性改變」與「新氣象」的同義詞。

建議理由：

1. Eastmodern 或 MixedEast 的意象早已悄悄展現或被實踐
2. 相關資產雄厚具後續發展潛力
3. 不侷限於特定領域或產業，有望成爲城市未來願景之最大公約數，並深化爲市民之集體意識。
4. 可以拉進來，可以推出去
5. 容易引起國外人士共鳴

建議方案二：以茶文化產業做爲定位-- **Tea Capital** 茶都

品牌定位論述：“融合禪意、美學與趣味的喝茶文化聖地”

品牌精神：懂得喝茶與不懂喝茶的人，喝東方茶與西方茶的人，年輕人與老人家都能因台北而享受到極致的品茗文化與喝茶樂趣。

品牌定位關鍵字：**Tea Capital** 茶都

建議理由：

1. 喝茶已提升到文化境界
2. 整合帶動相關產業鏈
3. 亦有融合東方西方之況味

■ 政策建議

一、城市品牌行銷活動規劃

- 〈一〉 整合現有行銷活動釐出主軸
- 〈二〉 參與大型國際活動爭取曝光
- 〈三〉 運用故事行銷包裝台北特色
- 〈四〉 借重企業行銷資源創造綜效
- 〈五〉 善用網路與媒體傳播的力量

二、成立跨局處城市品牌推動專案小組

三、建構人才培育與企業養成方案

- 〈一〉 設立相關獎助或競賽計畫
- 〈二〉 與文創育成機制結合
- 〈三〉 發展故宮美學園區
- 〈四〉 結合各地社區鄰里活動推廣

■ 主題式行銷活動模擬

一、活動主體

2010 台北國際花卉博覽會 TAIPEI INTERNATIONAL GARDENING
AND HORTICULTURE EXPOSITION

二、活動策略

藉由台北市舉辦大型國際活動之機會，將嶄新的城市品牌精神放送到全世界，攫取注意目光，並針對來台北與會的大量國外人士，直接傳遞台北市特有的感動體驗。

三、活動目的

1. 吸引國際注意台北城市嶄新定位焦點

2. 引爆台北城市品牌大型國際宣傳效應
3. 讓 2010 花博會展現台北情調凸顯印象
4. 創造國內外觀光人潮帶動台北新商機

四、 進行方式

1. 結合藝文活動形成主題
2. 規劃設置 Eastmodern 〈或 MixedEast 或 Tea Culture〉主題專區
3. 舉辦 Eastmodern 〈或 MixedEast 或 Tea Culture〉創意市集
4. 邀請作品風格符合台北城市品牌形象之表演者
5. 在國外人士的表演中融入在地元素

■ 建議關鍵字

1. 城市品牌
2. 城市行銷
3. 台北市品牌
4. 台北市觀光
5. 台北市文化
6. 台北市產業
7. 文化行銷
8. 節慶行銷
9. Eastmodern
10. MixedEast
11. Tea Capital

Abstract

The target of this research is to explore the existing superior, as well as undeveloped potential aspects of Taipei City, and to feature the future core competency of Taipei City, so as to build up the strategies of city development, along with which to symbolize the Taipei City brand position. Going through this research program, we hope to conclude a right way for Taipei City to attract targeted global audiences to invest, travel and prosper the economic environment here, and eventually, to promote Taipei City onto the worldwide platform successfully.

Research targets :

1. Reposition the city brand for Taipei City and find out its marketing strategy.
2. Increase the exposure and identity of Taipei City.
3. Point out the way to integrate industry and tourism resources of Taipei City.
4. Arouse positive recognition and feedback from worldwide fellows.

In order to achieve above targets, we have collected massive worldwide data and research, hosted two expert forums and referred to the six--aspect architecture of Anholt City Brands Index. There were 513 foreigners who were either tourist, business traveler or long term residence, responded to our questionnaire of "The impression of Taipei City brand". To further strengthen our view, we also interviewed with several experts, studied city brands of other countries and analyzed several domestic art innovated brands. As a whole, we have successfully figured out some valuable facts and conclusions.

Important findings:

1. Innovation input and culture oriented position have become the theme and trend to promote any city brand on earth.
2. Over all speaking, most of the foreigners don't have strong impression about Taipei city brand, nevertheless, western people do have more impression than eastern people. Meanwhile, western people comparatively agree that Taipei is different from other Chinese cities and is the most represented one among all of them. In voting "which sentence can describe Taipei most appropriately?", the number one answer is "Taipei is a friendly, enthusiastic and polite city.", while the number two is "Asian cuisine paradise.", and "A city integrating eastern culture, western beauty and technology." is on the third racking list.
3. In Taipei city, there are a lot of flaming city charm and remarkable festivals, activities, and etc. But yet, none of them come to a consistent focus in terms of Taipei city brand marketing.
4. The major competency of Taipei City brand includes:
 - (1) Diversified and harmonized Chinese culture assets.
 - (2) Bunch of available society elites and prosperously growing industries.

Research conclusions:

1. Diversified cultural assets contribute to the Taipei city charm and attractions.
2. It should be under a major focus while creating Taipei city brand.
3. Cut in by cultural and creative esthetics angle while marketing Taipei.
4. Those culture driven industries may have more add-on value to the image of Taipei city brand.

Brand positioning and strategy planning for Taipei city brand:

1. Find out a distinctive and consistent city brand position.

- (1).** Develop cultural niche market which is differentiated from China.
- (2).** Create specific keywords and marketing theme for Taipei City brand.
- (3).** Be able to cover different fields, including culture, tourism, exhibitions and all industries.

2. Hereafter are proposed solutions for Taipei city brand positioning.

According to above principles and conclusions, there are two proposals for Taipei city brand. One is basing on building culture style, while another is on promoting tea industry. The suggestions are as follows:

Suggestion 1:

Basing on culture style: branded as Eastmodern or MixEast

(1) Brand position theme:

An unique mixture style which integrated traditional Chinese culture with Eastern esthetics , local culture and modern technologies.

(2) Keyword of brand position:

Create a terminology to present the core spirit of Taipei City brand and be implemented into marketing plan as a guide.

Suggestion 1.1: Eastmodern presents a new East esthetics or impression which leads Taipei city to be the Eastmodern City or the capital of new East impression.

Suggestion 1.2: MixedEast means closely to Eastmodern, but emphasizes more integration and innovation.

After Mr. Obama succeeded to be the president of the US, “Mixed blood” became a popular keyword. What’s more, it starts to represent more profound meanings, such as “revolution change” or “new era”.

The reason to suggest Eastmodern or MixedEast:

1. The image of Eastmodern or MixedEast has already been presented or fulfilled somehow, somewhere. The related social assets are splendid and with great potential to be proceeded and developed.
2. It is not limited to any specific field or industry, which means it could easily become the future city vision for the majority of citizens and be embedded as the common community awareness.
3. It is suitable to be promoted both domestically and internationally.
4. It’s easier to attract foreigners’ eye catch and get positive feedbacks.

Suggestion 2:

Basing on tea culture industry: branded as Tea Capital

Brand position theme:

A saint like region of tea drinking culture, which combined with Zen, esthetics and amusement.

Brand spirits:

Due to Taipei, all people, young and old, can enjoy the tea drinking culture and amusement, no matter they know how to drink tea or not, drink Eastern or Western tea.

Brand position keyword: Tea Capital

The reason to suggest:

1. Drinking tea has been treated as an cultural activity.
2. It can jointly promote all related industries.
3. Tea is a easy approach to cover and blend both Eastern and Western culture.

■ **Suggestions for Policy:**

1. Plan marketing campaigns for city brand:

- (1) Combine with existing marketing campaigns and figure out the Major theme and target.
- (2) Participate well known International activities and arrange more exposure.
- (3) Demonstrate Taipei specialties by event marketing.
- (4) Create synergy by integrated with the marketing resources of enterprises.
- (5) Utilize and optimize the broadcasting power of internet and media.

2. Set up a project team crossing different divisions and to promote city brand jointly.

3. Build a solution of expert and enterprise cultivation.

- (1) Set up related sponsorship or contest program.
- (2) Combine with the cultivating system of culture and art innovation industry.
- (3) Develop the esthetic zone basing on the resources of the National Palace Museum.
- (4) Affiliate with the activities of local community.

Presumed Marketing campaigns with uniquely designed topics:

1. The topic of activity: 2010 TAIPEI INTERNATIONAL GARDENING AND HORTICULTURE EXPOSITION

2. The strategy of activity: Promote brand new Taipei city brand worldwide through holding the big international activity in Taipei. Affect all the foreign visitors with unique touching movement of Taipei city.
3. The target of activity:
 - (1). Attract the global eye catch on the brand new Taipei city brand.
 - (2). Explore rapidly the mass communication effects all over the world for Taipei city brand.
 - (3). Present and highlight Taipei affection and image during 2010 TAIPEI INTERNATIONAL GARDENING AND HORTICULTURE EXPOSITION.
 - (4). Increase more tourists coming from all places and create the new business opportunities for Taipei.
4. The way to conduct:
 - (1). Consolidate the topic with art and literature activities.
 - (2). Plan and allocate the theme pavilion for East modern or MixedEsat or Tea Capital.
 - (3). Organize “innovation market” for East modern or MixedEsat or Tea Capital.
 - (4). Invite those performers or artists whose performing or artwork style is compliant with Taipei city brand vision.
 - (5). Try to input local factors into the performance of foreign performers.

■ **Suggested keywords :**

1. city brand
2. city marketing
3. brand of taipei city
4. tourism of taipei city
5. culture of taipei city
6. industries of taipei city
7. cultural marketing
8. festival marketing
9. Eastmodern
10. MixedEast
11. Tea Capital