

摘要

由於台灣特殊的歷史背景、地理環境和種族多元性，無論是實體文化資源或無形文化傳說，都讓台灣的文化節慶極具特色與魅力，如果活動本身的內容豐富迷人加上行銷得宜，很有潛力成為各縣市的最佳品牌代表；然而，目前台灣所舉辦的眾多節慶活動，大多不具有明顯以品牌思維來經營的特徵。品牌經營是行銷重要的根基，要讓產品能永續的經營，一定要有策略地將商品或品名建立成為品牌。

我們已經進入了數位的時代，在資訊科技早已融入生活的今天，數位工具在行銷深度和廣度上能達到的效果已經明顯可見，但可惜的是，在眾多數位的工具中，被使用於台灣現行文化節慶行銷上的並不多，無論是工具種類或用途，甚至行銷人的思維上，都還停留在很基本的狀態中。

台灣眾多大型文化節慶活動中，大甲鎮瀾宮的媽祖遶境是國內極具代表性的一個節慶活動。自 1999 年開始，臺中縣政府將遶境與其他文化資源結合擴大舉辦成為「大甲媽祖文化節」，2003 年正式更名為「大甲媽祖國際觀光文化節」，希望為這個龐大的民間信仰活動增加文化的深度與廣度。活動並納入多元的面向，期望能將此一活動經營成為國內文化節慶活動的第一品牌。

本研究是以大甲媽祖國際觀光文化節為例，以品牌策略來分析其現況，再從數位行銷的思維及應用工具中提出成為文化節慶品牌的建議。在行銷上，行銷人要能善用數位行銷的「即時」和「互動」兩大特點來打破地域和單向的行銷限制，將文化節慶的消息與內容即時且深刻地傳送到每個人的面前。唯有好的活動品質加上完善的行銷，才能讓節慶活動成為消費者心中的文化品牌，並藉此創造龐大商機並帶動地方永續性的發展。

關鍵字：節慶活動、大甲媽祖國際觀光文化節、品牌策略、數位行銷、節慶行銷

Abstract

Branding is the most effective mechanism to differentiate one product from another. Without brands, all products become commodities, the only noticeable differences being immediate product attributes. A successful brand can establish strong emotional connections to its target market, which enhances the value of the brand and the products it represents. However, when it comes to historic cultural activities, marketers tend to ignore the importance of proper branding. As a result, all their efforts become scattered and non-accumulative.

This project is designed to combine Taiwan's most popular cultural festival, the annual Dajia Mazu Around-the-Island Parade, and its contemporary branding practice, with the intention of broadening the event's audience and creating a more long lasting cultural impact among not only Taiwanese, but also the event-goers around the world.

To complete this task, a 4-prong literature review was performed, including the scope of Taiwanese cultural festivals, branding, marketing communication theories and digital marketing. The project then was followed by the background analysis of Dajia Mazu Around-the-Island Parade. The current marketing efforts were re-examined with their ROI. The last section is an integrated branding campaign with branding strategy and effective digital marketing techniques, including the Internet, mobile marketing and CRM; regulations and ethical issues are also mentioned. Last, the project concludes with trends, limitations and recommendations for further research.

This project does not wish to fundamentally change the core of the cultural event, rather it aims to make the necessary marketing efforts more effective with long lasting interests and residual impacts. With the current rapid changes in lifestyle, marketers need to think outside the box to preserve valuable traditions; or these traditions will eventually fade out amongst the new generation.