



Exhibition shows cultural & creative industries' rebranding success

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Some old local brands which have been revived thanks to rebranding and new marketing strategies are on display at the "Cultural Creative Community Achievements Exhibition 2019" at the Meng Tak Building on the campus of the Macau Polytechnic Institute (IPM) in Zape.

According to the exhibition text, the aim of the event is to showcase the "fruitful achievements" it has gained with the help of its "rebranding strategies" for some products of the local cultural and creative industries in recent years. The rebranding was supported by the Cultural Industries Fund (FIC). The exhibition is being co-hosted by the FIC and IPM.

Rebranding is a common marketing strategy in which a new name, term, symbol, design, concept or combination thereof is created for an established brand with the intention of developing a new, differentiated identity in the minds of consumers, according to Wikipedia.

The exhibition is one of the events of the Art Macao programme.

Art Macao is a five-month-long international arts and cultural event organised by the government, featuring the "Art Macao: International Art Exhibition", in which visual artwork is presented at various exhibition venues, both indoor and outdoor. Art Macao, which began in June, will end next month.

The exhibition runs until October 2. The venue is located on the ground floor gallery of Meng Tak Building

It is open from 8 a.m. to 10 p.m. daily including public holidays. Admission is free.



Photos: Kristy Chan