



Project Introduction: Daxi Temple Parade



Lord Guan (Guandi) has long been revered in Daxi for his role in "protecting merchants," which is why the town flourished with temples and beliefs centered around him. Among these, Xibin Temple is one of the most significant, founded by merchants and deeply connected to Daxi's local history. The annual celebration for Lord Guan's birthday in the sixth lunar month is a major religious event, attracting large crowds and vibrant ceremonies including processions, music, and rituals.

This celebration isn't just about religious tradition—it also reflects the unique cultural heritage of Daxi. Our team hopes to let more people, especially young generations, understand the significance of this cultural activity, the story of Guandi, and the spirit of his worship. Daxi Daxi is more than a religious event—it's a cultural legacy.

To promote Daxi Daxi, our team conducted the following STP analysis:

| STP Steps | Example | |
|-------------|---------------------------------|--|
| Segmenting | Demographic Variables | Ages 12–22, primarily students and those interested in traditional culture |
| | Geographic Variables | Taoyuan City area, particularly Daxi, Zhongli, and Zhongzheng regions |
| | Psychographic Variables | Interested in traditional beliefs, Instagram users, culturally curious individuals |
| Targeting | Reason | Students have higher flexibility and curiosity, making them more likely to explore cultural events |
| Positioning | Brand Image / Value Proposition | "Focus on Procession Route" as a highlight; designed for cultural promotion, education, and a fun interactive experience. Offers immersive experiences through AR/VR, physical interaction, and DIY. Makes traditional beliefs and festivals more approachable and interesting to the younger generation |

Our proposed promotional strategies for Daxi Daxi include:

1. AR/VR interaction experience: Bring the procession to life digitally
2. Cultural education picture book: Illustrate the story of Lord Guan and local traditions