

Share a cup of tea, send a touch of citrus.

Integrating Digital Marketing with Interactive Picture Book Gift Sets: A Case Study of Master Liu Huan-yueh and Beipu Suangan Tea.

Synopsis

Originating from the "fruit-infused tea" technique of the Southern Song Dynasty, sour orange tea is a precious gem of Hakka culture. In modern life, the complex process has led to a break in its transmission and an aging customer base. This group is promoting sour orange tea through digital marketing, including educational e-books and websites, to raise awareness and interest among younger generations.

Thesis Report

The thumbnail shows a page from a thesis report with a table of contents and a diagram. The table of contents includes sections like '一、緒論', '二、茶葉分類', and '三、茶葉加工'. The diagram is a flowchart showing the relationship between different tea types and their processing methods.

eBook

The eBook thumbnail features several pages with tea-related content. It includes a '茶的種類' (Types of Tea) page with a diagram of tea types (Taiwanese Oolong, Chinese Green Tea, Indian Black Tea, Japanese Matcha) and a '茶的歷史' (History of Tea) page. There are also pages for '茶知識小遊戲' (Tea Knowledge Quiz) and '實地採訪' (Field Interview).

website

The website thumbnail shows a tea shop named '以茶會友 以「柑」傳情' (Tea as a friend, 'Citrus' as a message). It features a QR code for the eBook and a QR code for the website. The website content includes a '酸柑茶故事館' (Sour Orange Tea Story Gallery) and a '小組成員' (Group Members) section.

eBook QR Code



Website QR code



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資二三 廖子晴 資二三 江宥萱

資二二 李羽軒 資二二 李樂芊