

中文摘要

台灣的電視劇從民國五十八年由中國電視公司製播的【晶晶】開啓戲劇新紀元，歷經近四十年台灣電視劇，隨著時代的變遷，在順境中求變化、在逆境中求生存，從八點檔連續劇到九點半單元劇，再由本土劇到偶像劇，期間尚有類戲劇穿插其間，台灣戲劇的豐富性與類型之多變，也造就台灣文化娛樂產業持久的競爭力。

近年來，由於傳播科技日新月異，加上有線頻道的開放，媒體市場競爭更形白熱化，置入式行銷（Product Placement）也順勢成爲行銷人員使用的行銷手法之一，而置入式行銷即運用戲劇節目的優勢，將商品或品牌與戲劇進行結合，企圖爲商品或品牌創造更多元的曝光機會。

本研究即針對十一位涵蓋戲劇製作端、媒體代理商與廣告主三種領域、具有電視劇置入式行銷實務執行經驗的產製前端人士進行深度訪談，希望藉由前製端實際從事置入式行銷專業人士的角度，深度剖析並歸納電視劇置入式行銷的運作，並進而建構從事電視劇置入式行銷的觀念與操作建議，期望經由本研究提供各方正向的思考，更希望未來在實質上能有助於提升置入式行銷的精進。

關鍵詞：置入式行銷、本土劇、偶像劇、產製前端

Abstract

Since the China Television Corporation (CTV) produced the first Taiwan's TV serial drama--- "Jingjing" (晶晶) in 1969, a new era of drama began. From the prime-time soap opera, 9P.M. unit theatrical, to local serial drama, idol drama and even docudrama, TV opera in Taiwan are full of variety. Changing based on primary trends is the reason why entertainment industry in Taiwan can keep highly competitive in the past 40 years.

Due to the great development of communication technology and cable TV system, media commercial market in Taiwan became more and more competitive. Now marketing staff usually adopt "Product Placement Strategy" to combine merchandise and TV opera. They want to create more and various opportunities to expose the products and brands in the shows.

This research used the way of depth interview with 11 persons who have full working experiences on three dimensions: the production of TV drama, media agent and client, then concluded the opinions from these professional people. Via the view of pre-production specialists for product placement marketing field, this research analyzes and induces the way to operate a successful marketing campaign by using product placement strategy in Taiwan TV serials. The purpose of this research is providing positive suggestions to enhance the performance of placement marketing.

Key Words: Product Placement, Local serial drama, Idol drama,
Front-end production(Production side)