

投稿類別：英文寫作類

篇名：

It's Embedded Advertisement time—Discussion and analysis embedded advertising trick and effect  
in Korean drama

(標「置」無所不在—探討分析韓劇中置入性行銷的手法與效應)

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## I .Introduction

### I .1 Motivation of the study

Embedded Advertising has long been lurking in the Korea serial. It not only grabs audience's attention but also gives the businessmen a lot of opportunities to make profits. In 2016, Korea released a serial called "Descendants of the Sun" which went viral from Asia to the world. From 2016 on, the South Korean government has allowed advisable advertising in serial dramas.

### I .2 Purpose of the study

Targeting people with basic incomes of 18 to 35 years old (in cooperation with Huafan University), to understand whether the group has both consumption and stable income ability ;whether this group of people will be affected by the embedded advertising which hidden in numerous TV series, which changes the original shopping way. This study has designed a series of related questions by bringing the basic concept of embedded advertising to the perception of the individuals concerning the method of embedded advertising.

- (1) Discuss trick of the Embedded Advertising
- (2) Use SWOT and questionnaire to analysis Embedded Advertising

### I .3 Research of methods

After watching the series of "Descendants of the Sun" we designed the related questions. And then we use the questionnaire rating to analyze Embedded Advertising SWOT.

### I .4 Research Questions

We usually watch characters use some products in the serial dramas, not knowing that's merchants' intention in order to promote the product and gain publicity for the company. The issues we aim to study are:

- (1) The definition of Embedded Advertising
- (2) Investigating Embedded Advertising brings business opportunities
- (3) Investigating the effects of Embedded Advertising to consumer's consumption
- (4) Finding the advantage and disadvantage of Embedded Advertising

## II Content

### II .1 Definition of Embedded Advertising

Embedded Advertising, also called "Product Placement", is meant to put products in any media and movie, even drama that suppliers want. Through generating media exposure, the advertising achieves the effect. Marketing products through the mass medium are not the same;

generally, people might not find out that this is actually a marketing trick. Balasubramanian (林芷君, 2016) defines that embedded advertising as a way of marketing business, in which firms pay money to have products put on TV, video in order to have an influence on the audience.



Figure1. Embedded Advertising in "Descendants of the Sun" (Source:太陽的後裔,2018)

## II .2 Forms of Embedded Advertising

A. The Screen Placement is a "visual" representation. In order to put the product into the drama, a typical embedded advertising does not use any sound to attract viewers' attention to the products, but bring the lens into the scene and with the plot to highlight the product, brand, advertising board and other factors that can highlight the brand. (鄭蕙苓, 2011)



Figure2. the main character used air cushion (Source:PPTWeb, 2016)

B. The Script Placement is a form of presentation that is "auditory." Through the dialogue, the characters in the drama bring out the product, which is repeated in the drama according to the content of the product mentioned by the character in the drama.

C. The Plot Placement is a combination of "visual" and "auditory". Presenting products and brands as part of the drama, not only on the screen, but also the characters in the drama can bring out the relevant information of the product verbally. (鄭寧, 2016)

## II .3 Embedded Advertising is a boost or a setback?

"Every time you spend money, you vote for the world you want." Consumers who spend a little time thinking about whether they really need it before buying a product will not be affected by a variety of external factors. Embedded advertising gives business people the opportunity to make profits. If there is no embedded advertising, there may still be doubts about purchasing inappropriate products.

## II .4 Finding the advantage and disadvantage of Embedded Advertising

A good embedded advertising can bring a win-win situation for advertisers, production units and consumers. For advertisers, if they use clever combination of plots and products, they can convey brand awareness through TV media without affecting the audiences' viewing. For the production units, it is possible to increase the income through advertising, and also to improve the quality of the plot, and because of the goodwill of the audience, the drama becomes a hot topic. However, excessive embedded advertising may cause viewers to dislike the advertisers, and the lower ratings of the drama will result in lower advertising revenue for the production units. (鄭自隆, 2008)



Figure 3.4. the main characters used beverage and lipstick(Source:中時電子報, 2016)

## II .5 Discussion and Analysis

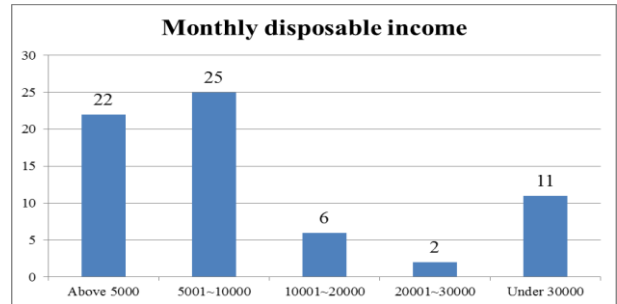
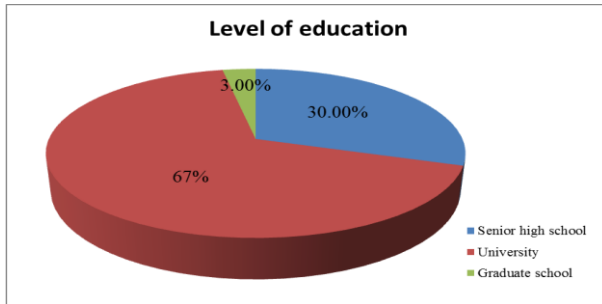
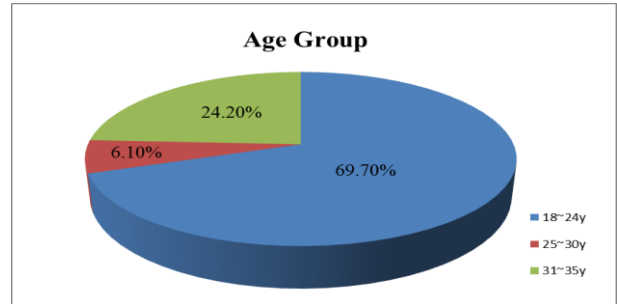
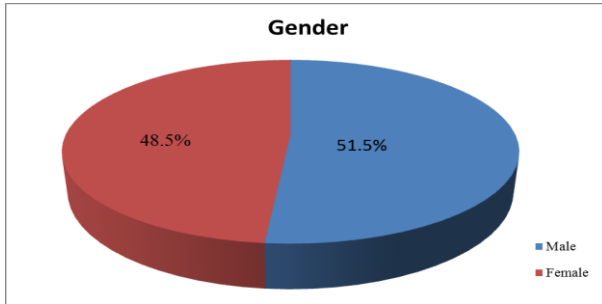
### II .5.1 SWOT Analysis of Embedded Advertising

Embedded Advertising SWOT Analysis Table	
S	W
<ul style="list-style-type: none"> <li>◎ The actor and actress use product to raise the ratings of drama</li> <li>◎ The Embedded Advertising makes viewers more familiar with the product</li> </ul>	<ul style="list-style-type: none"> <li>◎ Putting Embedded Advertising too much or too obvious will not producing the desired effect</li> <li>◎ We cannot see the negative message of product</li> </ul>
O	T
<ul style="list-style-type: none"> <li>◎ Make the audience become potential customers</li> <li>◎ Korean dramas swept across Taiwan, attracting the willingness of Chinese companies to sponsor.</li> </ul>	<ul style="list-style-type: none"> <li>◎ Highly competitive</li> </ul>

### II .5.2 Questionnaire and Result

This section allows us to find answers from the collected questionnaire data through a questionnaire survey. We provide charts and data for each question for reference.

Discussion and analysis embedded advertising trick and effect in Korean drama



The second part is about the basic understanding of embedded advertising. In many idol dramas, most of them have cooperation with manufacturers, and the products will be used in the plot. We found that seeing the embedded advertising that appeared in the drama, 54.5% of people thought it would affect the viewing level, and another 45.5% think it would not be affected.

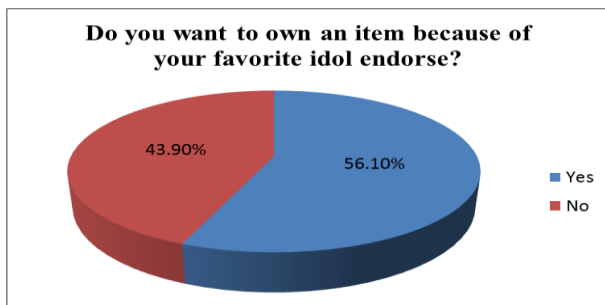


Chart 5. From chart 5, we found that most of the respondents thought that Embedded Advertising would affect the drama. Also, through questionnaires, we could see that the idol's endorsement and use is the main reason for selling product.

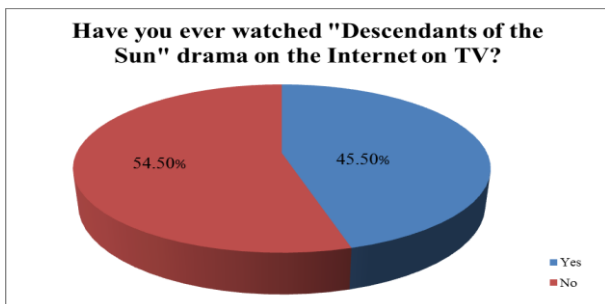


Chart 6. Our group found that 54.5% of the viewers who filled out the questionnaire never watch the “Descendants of the Sun” and 45.5% of the viewers who filled out the questionnaire have watched the “Descendants of the Sun”. More than half respondents have never watched “Descendants of the Sun”.

In the third part, in the questionnaire for respondents who watched the “Descendants of the Sun,” 43.3% of respondents raised their awareness of the “LANEIGE” brand because the characters use it. 13.3% of respondents did not.

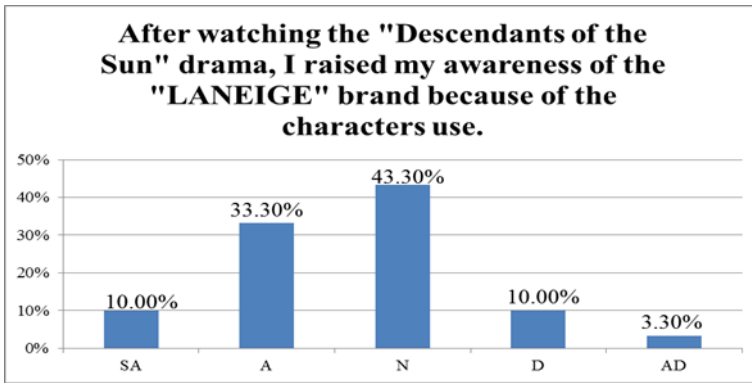


Chart 7. Our group found that Seldom of the respondents didn't raise their awareness of the "LANEIGE". 43.30% people just feel neutral, willing to buy some or not.

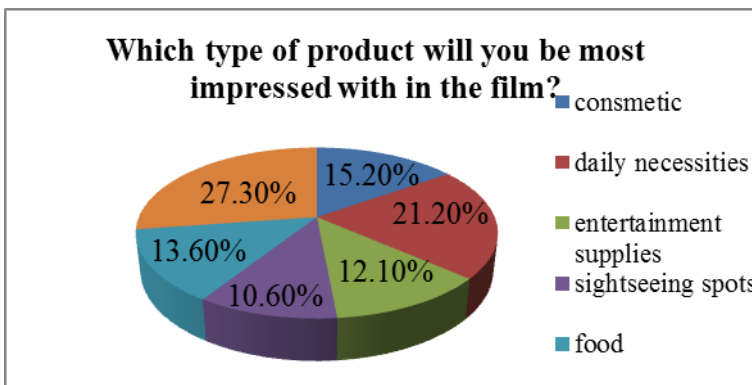


Chart 8. As we can see 27.30% of people thought electronic products would be impressed. Only about 10.60% can impress people.

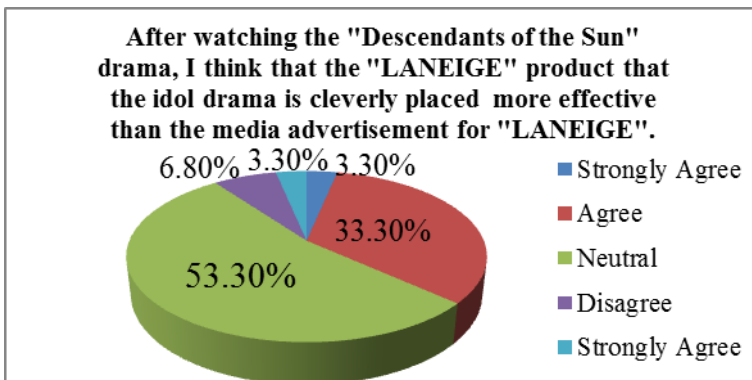


Chart 9. Our group found that 53.30% of the respondents keep neutral, and they thought that the idol drama is cleverly placed more effective than the media advertisement. 33.30% of the respondents agree with the question.

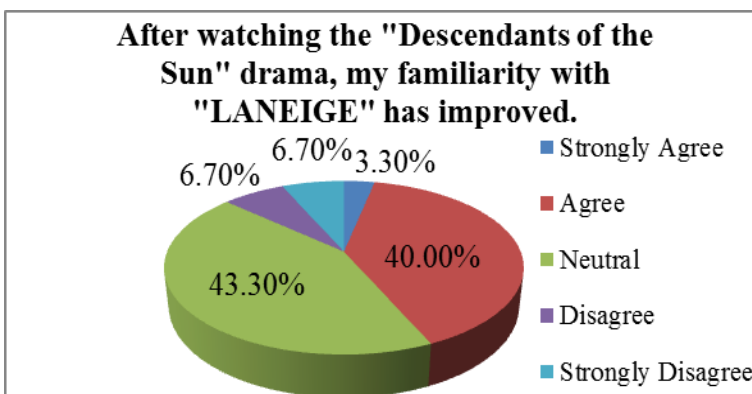


Chart 10. Our group found that most of people still feel Neutral, and the second highest is 40% people. They agree their familiarity has improved with LANEIGE. On the other hand, those who disagree with the question shows that they are not affected.

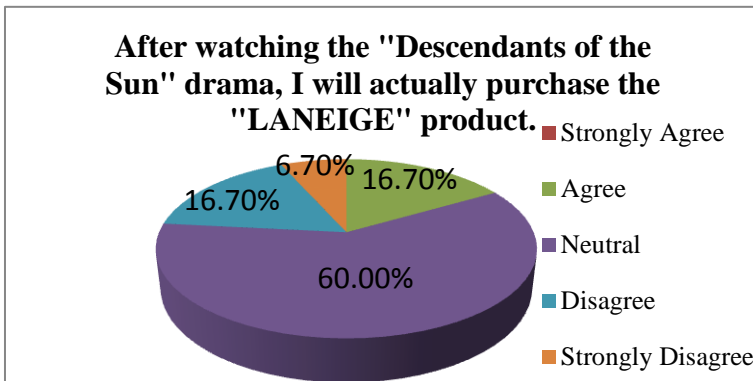


Chart11. Our group found that nobody would actually purchase the “LANEIGE” product after watching the “Descendants of the Sun” drama. More than half people felt neutral about that.

### III. Conclusion

Modern media is part of our daily lives. Watching TV dramas is also one of the leisure activities people do in their time. They not only get relaxed but also create opportunities for manufacturers to increase the exposure of products. Embedded advertising is an emerging business approach, creating a lot of business opportunities in the prevailing media. Using plots, actors, etc., to embed products into the stories, the manufacturers enable the viewers to be familiar with the products. Such a strategy is more likely to make the audience become customers, but too obvious sales promotion is likely to cause the audience to rebound. As a result, the TV viewer ratings dwindle, unable to achieve the expected sales volume. Not having a mutually beneficial relationship may cause a double loss situation.

### Reference

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### Appendix I Questionnaire

您好，

本研究是台北某高中的學生，準備參加小論文比賽，本研究題目為「Discussion and analysis embedded advertising trick and effect in Korean drama」。這份問卷採取不記名的方式，

本研究很需要您填答這份問卷。感謝您撥冗填寫此份問卷。

研究團隊敬上 2018.11.09

**Part 1 :**

**Background information:**

Gender :  Male  Female

Age Group :  18~24  25~30  30~35

Level of education :  Senior high school  University  Graduate school

Monthly disposable income :  Above 5000  5001~10000  10001~20000  20001~30000  
 Under 30000

**Part 2 :**

**Basic understanding of Embedded Advertising**

1. Do you think that Embedded Advertising will affect the level of TV drama content ?   
Yes  No
2. Do you think that Embedded Advertising is an opportunity for filmmakers to seek funding and sponsorship?  Yes  No
3. Do you want to own an item because of your favorite idol endorse?  Yes  No
4. Will you change your buying habits because of Embedded Advertising ?  Yes  No
5. Which type of product will you be most impressed with in the film?  
 Cosmetic  Daily Necessities  Entertainment Supplies  
 Sightseeing Spots  Food  Electronic Product
6. Will Embedded Advertising affect your perception and satisfaction with the brand ?  Yes  
 No
7. Do you think that Embedded Advertising is a good marketing method?  Yes  No
8. Have you ever regretted buying a product because of Embedded Advertising  Yes  No
9. Which marketing method most affects your purchase?  
 Advertisement  Embedded Advertising
10. When you watch a TV show, would you show a dislike if you notice “embedded ad”  Yes  
 No

Have you ever watched “Descendants of the Sun” on the Internet or on TV?

No (If you haven't watched the drama, fill out the questionnaire to this part. Thank you for your cooperation!)

Yes (Continue to answer the third part of questionnaire)

After watching "Descendants of the Sun", a large number of the "LANEIGE Two Lip Bar" has been put into this plot. Please complete the following sections for the impression after watching the "Descendants of the Sun" drama.

**Part 3 :**

	Degree of consent
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	SA	A	N	D	SD
1. After watching the “Descendants of the Sun” drama, I’m interested in “LANEIGE Two Lip Bar”.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. After watching the “Descendants of the Sun” drama, I think that the “LANEIGE” Special cabinet is better than the ones on Open-shelf type.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. After watching the “Descendants of the Sun” drama, I raised my awareness of the “LANEIGE” brand because of the characters use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. After watching the “Descendants of the Sun” drama, I think that the “LANEIGE” product that the idol drama is cleverly placed is more effective than the media advertisement for “LANEIGE.”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. After watching the “Descendants of the Sun” drama, I think the brand image of “LANEIGE” will affect my willingness to buy cosmetics.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. After watching the “Descendants of the Sun” drama, my familiarity with “LANEIGE” has improved.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. After watching the “Descendant of the Sun” drama, I will actually purchase the “LANEIGE” product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. After watching the “Descendant of the Sun” drama, I am willing to recommend “LANEIGE” to my friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. After watching the “Descendant of the Sun” drama, I will pay attention to the new product launched by “LANEIGE”.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. After watching the “Descendant of the Sun” drama, I am willing to find the source of “LANEIGE” merchandise purchase.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>