

摘要

本研究主要在探討品牌長期管理與廣告表現之關係，想要了解一個品牌長期以來於電視廣告所反映之管理方式的變化，本研究將藉由黑松沙士悠久的電視廣告歷史，檢視其品牌長期管理與廣告表現，理論將根據國外學者 Keller（2003）所提出的品牌管理各階段分類，針對黑松沙士於 1972 年至 2008 年六月所製播的五十九支電視廣告進行內容分析。

國外學者 Keller 認為品牌管理應分為以下幾個階段：強化品牌、活化品牌、品牌調整以及新產品的導入，因此本研究透過黑松沙士電視廣告內容分析，輔以黑松企業總經理許慶珍先生訪談以及黑松企業企劃行銷室廣告組呂俊哲先生所提供的次級資料，檢視黑松沙士長期以來的品牌管理與廣告表現關係，本研究選擇的研究方法為內容分析法分析強化品牌與廣告表現之關聯性、深度訪談法以及次級資料分析調整品牌、活化品牌以及新產品導入與廣告表現之關聯性。

研究結果顯示，強化品牌時，廣告表現需重視品牌元素的呈現、強調品牌定位與獨特品牌形象。而調整品牌時，應向消費者溝通品牌淘汰舊思維或不良產品，盡力於廣告中改善品牌形象，廣告故事要結合社會情況或時事，以吸引消費者目光；而當品牌處於活化品牌階段時，應於廣告中向消費者溝通新的產品使用方式或時機，擴大產品使用機率，並且反映目標群眾生活型態，吸引更多新消費者；而當品牌有新產品導入時，必須謹慎評估，注重市場調查數據，彌補舊產品之不足。

關鍵字：品牌長期管理、廣告表現、廣告策略、黑松沙士

Abstract

This research focuses on demonstrating the relation between long term brand management and advertisement presentation, with the objective to obtain an understanding of the changes in style of the management of a particular brand as reflected by the television advertisement campaign over a long period of time. Through studying the long history behind the television commercials for HeySong Soda, this research seeks to examine HeySong's long term brand management and its advertisement presentation.

International scholar Keller, K. L. (2003) sees brand management in the following stages: strengthen the brand, vitalize the brand, adjustment and brand, and introduce new products. Meanwhile, domestic scholar Chang YiYi also categorizes the corporate commercials of HeySong into 4 periods. Therefore this research intends to base itself on the analysis of the contents of the television commercials for HeySong Soda, which is supplemented by the interview with Mr. Hsu, Ching Jen, president of Hey-Song Corporation, as well as information provided by Mr. Lu, Chun Che from the advertising unit of Hey-Song marketing department, Corporate Planning, to examine for the long term relationship between Hey-Song's brand management and advertisement presentation.

The research reveals that earlier running time of HeySong Soda commercials (measured in seconds and by counts of product appearance) tend to be longer than their counterparts in later time, meanwhile, the introduction of new products are found in the fourth stage. In addition, Hey-Song has been branding itself as a "Leading Brand", which is the brand image that continues to be delivered through the "ad

slogans” over the years. The brand, as manifested by the spirit of its commercials, consistently projects an image where “a group of youngsters shed their sweats under the sun to accomplish something meaningful.” In addition, through ANOVA and Chi-square analysis, the research also finds that the advertisement presentation varies by the following areas, as time period changes: counts of product appearance, brand character, presentation of cultural value, advertisement message, presentation of product value, as well as the value reflected by the commercials. The strategy for the advertisement presentation changes for the above areas as the brand moves in different stages in the cycle.

In the area of brand vitalization for HeySong Soda, benefiting from the focus on market survey and consumer studies by the corporate and advertisement consigner, HeySong manages to create numerous opportunities and occasions for consumers to increase consumption, which leads to increased sales volume. As for brand adjustment, whenever faced with challenges, HeySong Soda has shown to face the issues head on, retire old marketing strategies or products, and reinitiate rapport through creative stories incorporated in new commercials.

Key Words : Long term brand management 、 Advertisement presentation 、

Advertisement strategy 、 HeySong Soda