

摘要

随着互联网新媒体的快速发展而形成的多元化信息传播渠道和广电局对广告时间的政策挤压，植入式广告走进了广告商的视野，并因其植入对象的广泛性、植入策略的多样性、植入手法的隐蔽性等特点，目前被广泛的在电影、电视以及综艺节目中应用。

虽然相比于传统广告，植入式广告具有许多优势，但植入式广告与生活类节目如何有效地营销传播，仍然存在着一些问题，比如植入手法单一，植入产品与节目不相匹配，产品的代入过于僵硬等。并且目前国内关于生活类节目与植入式广告的研究也基本停留在综艺节目与植入式广告研究，并没有细化到植入式广告在综艺节目各类型中的营销传播策略探析。

在本文中，笔者通过文献研究法，使用中国知网，万方智搜等平台搜集和整理与生活类节目及植入式广告相关的文献资料，经过归纳，整理和鉴别，对植入式广告在生活类节目中的营销传播策略研究现状和进行叙述和讨论，并使用个案研究法，通过分析《向往的生活》节目中植入式广告的营销传播策略的优劣，对植入式广告在综艺节目中的传播策略提供一些建议。

关键词：植入式广告，生活类节目，营销传播策略，向往的生活

ABSTRACT

With the rapid development of new internet media, the diversified information transmission channels and the policy squeeze of the broadcasting bureau on advertising time, the embedded advertisement has entered the advertiser's field of vision and is favored by advertisers because of its broad target, diversity of implantation strategies and concealment of implantation techniques.

Although implantable advertisement has many advantages over traditional advertisement, there are still some problems in how to effectively market and spread implantable advertisement and life programs, such as single implantation method, mismatch between implanted products and programs, and too rigid substitution of products. At present, the domestic research on life programs and embedded advertisements basically stays in variety programs and embedded advertisements, and does not elaborate on the marketing and communication strategies of embedded advertisements in various types of variety programs.

In this article, the author collects and sorts out literature related to life programs and embedded advertisements through literature research, using platforms such as CNKI and Wanfang Zhisou. After induction, sorting and identification, the author describes and discusses the current research situation and the marketing communication strategy of embedded advertisements in life programs, and uses case study method to provide some suggestions on the communication strategy of embedded advertisements in variety shows by analyzing the advantages and disadvantages of the marketing communication strategy of embedded advertisements in "Desired Life" programs.

Key Words: Implantable advertising, Life show, Effective fusion, Life of Desire

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