

金士頓品牌故事行銷微電影之敘事結構與符號解讀

張志成¹ 黃文宗^{2*}

¹ 中原大學設計學博士

² 中原大學商業設計學系 副教授

摘 要

故事行銷是當今品牌傳播的必然趨勢，好故事不僅能幫助企業在品牌經營與產品銷售，同時能引起閱聽眾多元的討論與解讀，進而營造話題性。金士頓作為國際科技企業，分別於 2013 至 2015 年打造《記憶月台》、《當不掉的記憶—88 個琴鍵》、《記憶的紅氣球》，各部深植人心並為其塑造全球記憶體模組龍頭之地位。故此，本文以內容分析法，將三樣本的劇情編碼與統計，再進行編碼之關鍵影格分析，辨別其外延義與內涵義；並綜合焦點團體與專家訪談，彙整並解讀符號的文本意識形態；最後以三角檢視之「資料的效正」為方法，採影音平台之留言為佐證數據。本文發現，其敘事結構均建立在各敘事結構理論的基礎上。但衝突強度並非如 Patmore 曲線明顯，主因是其敘事手法更像散文詩，將高潮落於影片最後，使結局韻味無窮。而三角交叉檢視法，亦證明樣本文本價值與本文之分析無異。此外故事中藉「記憶」的符號意象，成功連結金士頓「記憶體」產品本身，並不斷建構「與你同在」(be with you) 的核心價值與文本意識型態，可謂相當成功的品牌行銷連結。本文成果亦得出以下重點可供創作者參考：1.善用元素符號連結企業精神。2.在敘事段落中以蒙太奇手法濃縮故事的時空。3.善用文案有助引導閱聽眾之感官思維。

關鍵詞：金士頓、故事行銷、敘事結構、符號學、微電影

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*聯繫作者：中原大學商業設計學系，桃園市中壢區中北路 200 號。

Tel: 03-2656301

Fax: 03-2656399

E-mail: wjhuang@cycu.edu.tw

Narrative Structure and Symbolic Interpretation of Kingston Storytelling Marketing Micro-Film

Chih-Cheng Chang¹ Wen-Tsong Huang^{2*}

¹ CYCU-Ph. D. Program in Design

² CYCU-Commercial Design / Associate Professor

Abstract

Storytelling marketing is an inevitable trend in brand communication today. Good stories can not only help companies in brand management and product sales, but also trigger diverse discussions and interpretations among readers and audiences, thereby creating topics. As an international technology company, Kingston created "A memory to Remember", "Unforgettable Memory-88 Keys", "When Red Balloons Fly" from 2013 to 2015. Each of these products has been deeply rooted in people's hearts and helped establish Kingston as the world's leading memory module company. Therefore, this article uses content analysis to code and count the plots of the three samples, and analysis then conducts key frames; and integrates focus groups and expert interviews; finally, using the "data validation" method of triangulation. This paper finds that their narrative structures are all based on various narrative structure theories. However, the intensity of the conflict is not as obvious as in the Patmore curve, mainly because its narrative technique is more like a prose poem, with the climax at the end of the film, giving the ending endless charm. The triangulated cross-checking method also proves that the value of the sample text is no different from the analysis in this article. In addition, the story successfully links Kingston's "memory" products with the symbolic image of "memory" and continuously constructs the core value and textual ideology of "be with you", which can be said to be a very successful brand marketing connection. The results of this article also provide the following key points for reference by creators: 1. Make good use of element symbols to connect corporate spirit. 2. Use montage techniques to condense the time and space of the story in narrative paragraphs. 3. Making good use of copywriting can help guide the readers' sensory thinking.

Keywords: kingston, story marketing, narrative structure, semiotics, micro-film

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*Corresponding Author : Department of Commercial Design, Chung Yuan Christian University, No. 200, Zhongbei Rd., Zhongli Dist., Taoyuan City, Taiwan

Tel: 03-2656301

Fax: 03-2656399

E-mail: wjhuang@cycu.edu.tw