

Product Placement

Product Placement is an attractive tactic in the marketing arsenal. When strategically deployed, it can effectively complement a brand’s communication platform and/or serve as the cornerstone to a well-integrated consumer promotion. With the proper background intelligence regarding the property, and the implementation of checkpoints along the way, product placement is an extremely efficient means of establishing the brand message with the target audience.

The key benefit of product placement is the “halo effect” generated by the implied endorsement of the product by the entertainment vehicle and celebrities favored by the target audience.

**Product Placement Objectives**

* Generate awareness
* Break through clutter (vs traditional advertising)
* Establish new/alternate product use
* Soft sell through positive association
* Extend reach of marketing initiatives
* Build reach through longevity of entertainment property and its ancillary market sales

# Product Placement Types

* Visual—product is simply observed as part of the environment
* Verbal—product is mentioned
* Hands-on—product is handled or used

**Product Placement Requirements**

* Product used in a natural and positive way reinforcing its image
* Product realistically integrated into a show/environment that is believable to audience
* Product is on screen for a sufficient length of time so that consumers can make the association