

IMPACT AND IMPORTANCE OF PLACING THE PRODUCT AND BRAND IN FILM

UTICAJ I ZNAČAJ POZICIONIRANJA PROIZVODA I BRENDA U FILM

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Abstract

In this paper authors deal with advertising the product and brand in film – so called product or brand placement. Film as a media has a growing role and impact on a consumer behavior while this paper analyses its current “power” as a specific marketing channel. Paper investigates goals and benefits of placing the products and brands in film and also factors and determinants of forming the value of product and brand placing in film. Recognition and notion of the product and brand in film plays a key role for their effective advertising in that kind of marketing. Authors used the methods of analysis, synthesis and conducted a primary research. Primary data has been collected by anonymous standardized online questionnaire while respondents have been chosen randomly via social networks (Facebook and Twitter). From the conducted primary research authors find out that film as a specific marketing tool has a significant impact on a consumer behavior due to its integration of product and brand through picture and/or sound in film. Creating a perception of a wanted product through interesting content of the film is actually film's biggest power as a marketing channel.

Key words: advertising in film, product placement in film, brand placement in film.

Apstrakt

U ovom radu autori se bave oglašavanjem proizvoda i brenda u filmu – tzv. pozicioniranje proizvoda i brenda. Medij ima rastuću ulogu i uticaj na ponašanje potrošača i ovaj rad analizira njegovu trenutnu ‘moć’ kao specifičnog marketinškog kanala. Rad istražuje ciljeve i prednosti pozicioniranja proizvoda i brendova u film, kao i faktore i determinante formiranja vrijednosti proizvoda i brenda pozicioniranih u filmu. . Prepoznavanje i predstava proizvoda i brenda u filmu igra ključnu ulogu za njihovo efikasno oglašavanje u carstvu marketinga. Autori su koristili metodu analize, sinteze i izveli primarno istraživanje. Primarni podaci su prikupljeni pomoću standardizovanog online upitnika, dok su ispitanici izabrani slučajnim odabirom preko društvenih mreža (Facebook and Twitter). Iz sprovedenog istraživanja autori su saznali da film, kao specifičan marketinški alat ima značajan uticaj na ponašanje potrošača zahvaljujući svojoj integraciji proizvoda i brendova kroz sliku i/ili zvuk u filmu. Kreiranje percepcije o željenom proizvodu kroz interesantan sadržaj filma je zapravo najveća moć filma kao marketinškog kanala. Ključne riječi: oglašavanje u filmu, pozicioniranje proizvoda u filmu, pozicioniranje brenda u filmu.

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INTRODUCTION

Although the classic advertising is still an effective way of advertising, because of the rapid changes, technological achievements, changes in behavior and awareness of users and saturation of the classic advertising, marketing managers are looking for a new and innovative ways of advertising which will more effectively penetrate into the consciousness of customers².

Product placement is the purposeful incorporation of commercial content into non-commercial settings, that is, a product plug generated via the fusion of advertising and entertainment³. It is also a specific and innovative way of advertising which success primarily depends on a film's success and its lifetime. Product placing in film is actually integration of products or its specific indicators like colors and slogans through picture or sound in film⁴. Even though measures of product placement effectiveness have been problematic, it is a fast growing multi-billion dollar industry.⁵

Thus, film is very interesting media for marketing managers from all over the world because it allows many benefits and the space for advancement in advertising. Also, film is a particular because the attention of the customers is very high so they can quickly and easily absorb audio and visual signs of the brands⁶.

The goal of this paper is to explore the importance of product and brand placement in film while its purpose is to accumulate knowledge from the concerned field.

Authors used the methods of analysis, synthesis and conducted a standardized questionnaire. Primary data has been collected by anonymous standardized online questionnaire while respondents have been chosen randomly via social networks (Facebook and Twitter).

CHARACTERISTICS OF PRODUCT AND BRAND PLACEMENT IN FILM

The main goal of placing the products and brands in film, as an advertising marketing channel, is to enhance customer attention of a products and brands in a manner to create a positive impression which will lead to their purchase⁷. But, that isn't the only goal of positioning the products in film. There are other important goals such as:

- Improvement of the consumer attitude about film as a contemporary marketing media.
- Creating positive image of product or brand that has been seen in film.
- To have an impact on consumer during the process of purchase in a manner to recognize certain product that has been seen in film.

2 Joshi, A., Hanssens, D., M.: *The Direct and Indirect Effects of Advertising Spending on Firm Value*: American Marketing Association, 2010: Vol. 74 pp. 20-33.

3 Ginossar, A., Levi-Faur, D.: *Regulating Product Placement in the European Union and Canada: Explaining Regime Change and Diversity*: Journal of Comparative Policy Analysis, 2010: 12(5), 467.

4 Wiles, M., A., Danielova, M.: *The Worth of Product Placement in Successful Films: An Event Study Analysis*: Journal of Marketing: 2009, Vol. 73, No. 4, pp. 44-63. Wilson, W., R., , Brian D., T.: *Effects of outdoor advertising: Does location matter?*: Psychology & Marketing: 2011, Volume 28, Issue 9, pages 909-933.

5 McDonnell, J., Drennan, J.: *Virtual Product Placement as a New Approach to Measure Effectiveness of Placements*: Journal of Promotion Management; 2010, 16(1/2), 25.

6 Park, D., J., Bruce, K., B.: *Brand Placement in Movies: The Effect of Film Genre on Viewer Recognition*, Journal of Promotion Management: 2010, Volume 16, Issue 4, 361-387.

7 Banerjee S.: *Marketing Communication Through Brand Placement: A Strategic Roadmap*: Journal of Marketing & Communication: 2009, 5 (2), 4-22.

Also, five main goals of product placement in film are increasing the awareness of the customers about the brand, assuring easily recognition of the product, developing positive picture about the brand and increasing the intention to buy a particular product⁸.

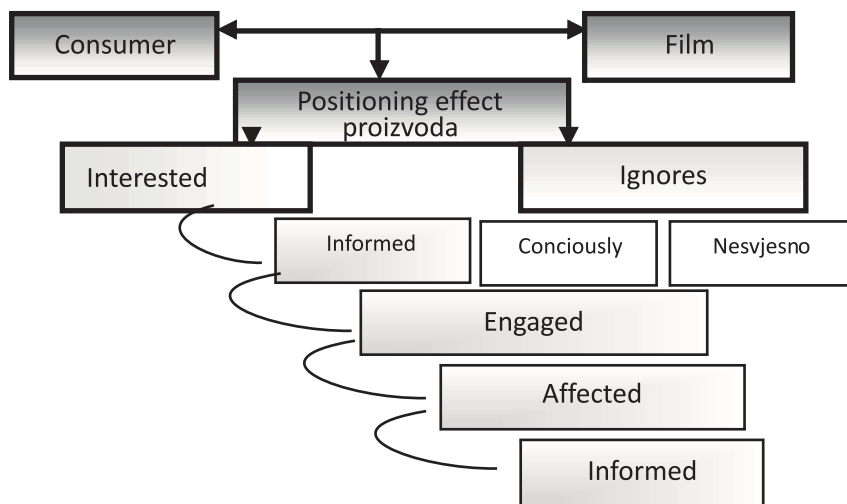
Benefits of product placement in film are its power of convincing the customer about the importance of the brand and cost-effectiveness of advertising – many people can see it in certain period of time⁹.

However, price of product placement is very high and much more expensive than the classical one because it can reach out the large audience. Paying the advertisement in a film is one-time payment and it has unlimited usage because film is not just a media – it is also piece of art¹⁰.

Conclusion of the research that has been conducted by Wiles and Danielova¹¹ is that the investment in product placement in blockbusters¹² is extremely profitable because they have been shown to a large number of people.

METHODS OF PRODUCT AND BRAND PLACEMENT IN FILM

To be able to better understand the ways of possible product and brand placement in the film, further in the text has been explained the process of interaction between film and viewers. On figure 1 has been showed the hierarchy of that kind of interaction – how advertisement process effects the potential consumers.



Source: Made by authors according to Banerjee (2009).

Figure 1. Hierarchy of interaction between consumers and positioning the products in film

8 Lee, T., Sung, Y., Gregorio, F.: *Cross-cultural challenges in product placement*: Marketing Intelligence and Planning: 2011: 29(4), 366-384.

9 Banerjee S.: *Marketing Communication Through Brand Placement: A Strategic Roadmap*: Journal of Marketing & Communication: 2009, 5 (2), 4-22.

10 Wiles, M., A., Danielova, M.: *The Worth of Product Placement in Successful Films: An Event Study Analysis*: Journal of Marketing: 2009, Vol. 73, No. 4, pp. 44-63.

11 Wiles, M., A., Danielova, M.: *The Worth of Product Placement in Successful Films: An Event Study Analysis*: Journal of Marketing: 2009, Vol. 73, No. 4, pp. 44-63.

12 Blockbuster is a film which achieves good financial result due to its popularity.

Advertisement that has been shown can be interesting for the viewers while that process is happening on subconscious way vice-versa classical ways of advertisements. If viewer can notice product or brand that has been advertised, than the process of informing, engaging, affecting and informing starts. The process of previously mentioned four steps happens pretty fast when the certain product or brand occurs, so the viewers in most cases do not even realize it. Also, viewers which are more affected by the film will accept placed product more quickly and easily¹³.

There are different methods of product placement in the film. For example, three key types of product placement in films are:

Audio advertise refers to emphasizing the product or the name of brand in the film while the viewer can't see it. This kind of placement requires exceptional skill because emphasizing the product or brand must follow the film and mustn't look like a deliberate advertisement.

Visual advertise refers to product placement in film without mentioning the name of brand, its main characteristics and similar. Thus, product is visible and has been placed in the scene. It can be shown importunately or unobtrusively.

Audio-visual advertise shows product with appropriate voice message (the name of product or brand, their characteristics, etc.). If it isn't done appropriately it can be looked like a classic advertisement on TV¹⁴.

FACTORS AND DETERMINANTS WHICH AFFECT VALUE OF PLACED PRODUCTS

Features that positively affect the value of placed products in film are their visibility in the film scene and recognizable value of the brand¹⁵.

If a product is placed more prominently in a film, the recognition thereof will be higher. Product visibility in the scene is an important feature of its placement and if there doesn't exist spontaneity in that kind of advertising, the classical advertising effect happens what can cause negative emotions of the audience and may diminish the artistic value of the film¹⁶. Also, recognizable value of brand has been determined by its recognition degree due to the power of brand¹⁷.

Three main features which have a negative impact on product placement in film are:

- Absorption of the audience
- Excellent film reviews
- Connection with the violence¹⁸

13 Banerjee S.: *Marketing Communication Through Brand Placement: A Strategic Roadmap*: Journal of Marketing & Communication: 2009, 5 (2), 4-22.

14 Lee, T., Sung, Y., Gregorio, F.: *Cross-cultural challenges in product placement*: Marketing Intelligence and Planning: 2011: 29(4), 366-384.

15 Wiles, M., A., Danielova, M.: *The Worth of Product Placement in Successful Films: An Event Study Analysis*: Journal of Marketing: 2009, Vol. 73, No. 4, pp. 44-63.

16 Waldt, D., L., R., Preez, L., D., D., Williams, S.: *Recognition and recall of product placements in films and broadcast programmes*: 2008, vol.18 no.31.

17 Marich, P.: *Marketing to Moviegoers: A Handbook of Strategies and Tactics*: Third Edition Paperback – January 30, 2013

18 Wiles, M., A., Danielova, M.: *The Worth of Product Placement in Successful Films: An Event Study Analysis*: Journal of Marketing: 2009, Vol. 73, No. 4, pp. 44-63.

Main characteristic of the film as a piece of art is its high absorption so the audience can lose ability to notice product that has been placed. Audience which has a high level of absorption characterizes low level of noticing the placed products.

Next, a bit contradictory feature which negatively affects the value of placed product in the film is "excellent film reviews". Excellent film reviews can have negative connotation of the placed product in the film if the audience expects artistic expression of the film. Some of the bad consequences are negative feelings and sometimes even irritability due to this type of advertising. Thus, if the film reviews are excellent and audience expects artistic expression of the film, commercialization of the scenes by placing the products will cause negative perception of the product and film.

In the potential blockbusters situation is a significantly different because producers are using powerful marketing from the beginning. Actors are the brand by themselves and commercialization of the scenes is even expected but also desirable referring to reality of high budget film¹⁹.

Therefore, we can conclude that the excellent reviews are in negative correlation with the value of the placed product in artistic movies while, on the other side, excellent reviews are in positive correlation with the value of the placed product in blockbusters.

Last feature that can have a negative impact on the value of placed product in film are their connection with the violence. Numerous studies have find out that the violence in the film sends out a strong message to the viewers that they mustn't buy that kind of products or brands. Audience rejects the violence on the same way as a placed product in that kind of a scene.

However, connection between the violence and placed product doesn't have a negative impact on purchase if the target audience is younger than 18 years, because they still don't sufficiently distinguish right from wrong. So, regardless of the violence in the film they are willing to purchase product that has been placed in that kind of a scene²⁰.

RESEARCHING THE IMPACT AND IMPORTANCE OF PRODUCT AND BRAND PLACEMENT IN FILM

Authors formed the questionnaire based on the principle of predefined assertions by which respondents expressed their attitude on Liker scale from 1 to 5. Number 1 refers to an attitude "absolutely do not agree with the statement", number 2 "mostly disagree", number 3 "no established attitude", number 4 "generally agree" and number 5 "absolutely agree".

The research has been conducted by anonymous standardized online questionnaire, formed via the web site 'Survey Monkey'. The respondents have been chosen through random selection via social networks (Facebook and Twitter).

The sample was limited to the Croatian-speaking population. The research included 400 respondents (186 male respondents and 214 female respondents) while the data has been collected during the seven days in March 2015. In the research the largest group was consisted of respondents from 18 to 35 years with 56%, than age group from 18 to 28 years with 28% and older than 35 years with 16% of the whole respondents.

19 Cassidy D., Townsend, M., Bell, R., A., Watnik, M.: *Portrayals of branded soft drinks in popular American movies: a content analysis*: International Journal of Behavioral Nutrition & Physical Activity:2006, Vol. 3, p4-8. 8p

20 Lee, T., Sung, Y., Gregorio, F.: *Cross-cultural challenges in product placement*: Marketing Intelligence and Planning: 2011: 29(4), 366-384.

Results and discussion

Analysis of the statement „I notice product placements in the films” has been given in figure 1.

“ I notice product placements in the films “	Male	Female	Total
1	12,08%	11,21%	11,62%
2	30,77%	19,63%	24,74%
3	24,18%	23,36%	23,73%
4	15,38%	27,10%	21,72%
5	17,58%	18,69%	18,18%
Something else	/	/	

Figure 1 Analysis of the answer “I notice product placements in the films” Source: Made by authors.

About 37% of respondents don't notice the product placement in the film while 40% of them notice product placement in films. Also, 23,73% of respondents doesn't have established attitude. We can conclude that respondents have almost divided attitude. The reason for this can be found in the fact that recognizable product placement depends on many factors. However, the efficiency of product placement is on a high level.

Analysis of the second statement “I think the movie is a good marketing tool for promoting the products and brands” can be seen in Figure 2.

“ I think the movie is a good marketing tool for promoting the products and brands “	Male	Female	Total
1	2,15%	2,80%	2,50%
2	5,38%	6,54%	6,00%
3	33,33%	19,63%	26,00%
4	15,05%	54,21%	36,00%
5	44,09%	16,82%	29,50%
Nešto drugo	/	/	

Figure 2 – Analysis of the statement “I think the movie is a good marketing tool for promoting the products and brands” Source: Made by authors.

Most of the respondents (65,5%) agree with the statement that film is good marketing tool for promoting the products and brands. Only 8,5% of the respondents don't agree with this statement. The weighted average value for figure 2 is 3,84. Reason for this high grade can be found in the fact that the movie is very popular media and also specific work of art.

Attitudes of the respondents on the statement “Many times I change my attitude about some historical event after I watched the movie” have been analyzed and given in figure 3.

“ Many times I change my attitude about some historical event after I watched the movie”	Male	Female	Total
1	8,60%	6,54%	7,50%
2	3,23%	14,95%	9,50%
3	40,86%	24,30%	32,00%
4	31,82%	42,06%	37,00%
5	16,13%	12,15%	14,00%
Nešto drugo	/	/	

Figure 3: Analysis of the answer “Many times I change my attitude about some historical event after I watched the movie” Source: Made by authors.

More than a half respondents (51%) agree with the previous statement - have changed many times their attitude about some historical event after they watch the movie, what points out the power of the film as a media for promoting products, brands and ideas. Only 17% of the respondents claim that they haven't changed their attitude after they watched the certain film. The weighted average value for figure 3 is 3,41.

Answers to the question “Do you notice hyper commercialization²¹ in films?” have been given in figure 4.

“Do you notice hyper commercialization in films?”	Total
Yes	55,50%
No	44,50%

Figure 4: Analysis of the question “Do you notice hyper commercialization in films?” Source: Made by authors.

More than a half of respondents (55,5%) notice hyper commercialization in films, while the other respondents (44,5) don't notice hyper commercialization in films. By this analysis we can conclude once more that the product placement in the film is on a significant level.

CONCLUSION

Product placement in the film is a marketing approach by which marketers try to reach the customers on a new approach, because of the fact that the classical system of advertising is losing its significance. Product placement in film can also be defined as integration of product and brand through picture and/or sound in film. Creating a perception of a wanted product through interesting content of the film is actually film's biggest power as a marketing channel.

There is no unique approach for generating efficient product placement in the film but there are some specific positive and negative features which have positive or negative impact on the value of the placed product.

The effectiveness of advertising in films depends on the visibility of the product in the scene and its recognizable value of the brand. Film as a marketing media has a huge significance what has been proven by conducted primary research.

Limitation of the paper is that the questionnaire has been conducted only with the persons who are active on a social network while we neglected the others.

²¹ Hyper commercialization - the emergence of a growing number of products and brands in the films.

Literature

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