

Product placement as a new method of advertising

[Business](#), [Marketing](#)



In a rapidly changing media environment the audience becomes immune to traditional methods of advertising. So the advertisers developed a new method - the so-called Product Placement. I believe that the advertising incorporated in TV shows and movies is more effective than commercials. In the veiled advertising that appears on TV or in the movies, there is, obviously, a distinct advantage: the advertising message is embedded in the gist of the work of art, but people - no matter they like it or not - certainly perceive the information and keep it in mind; it comes out when they see the product on the shop shelf. Moreover, the Product Placement is much cheaper than direct advertising. So, the following situation arises: the filmmakers realize the relevance of cooperation with advertisers because the advertisers are ready to pay a lot to see their products used by movie's main characters who are appreciated by the public, which increases the sales. This type of advertising obviously benefits both sides. As I understand it, the scheme is following: the would-be customers see their idols on the TV screens, who, for example, are wearing clothes of some well-known brands, and these people would be like their idols, they buy those very things. This concerns children as well, because they associate themselves with the TV-screen idols much more than adults. Sometimes the vivid Product Placement in movies is annoying, but most people do not notice it. In conclusion I want to say, that if a person at least once is told about the presence of Product Placement on TV, he / she will definitely notice it always unwittingly.

Works cited

Public Broadcasting Service (PBS). FRONTLINE. The Persuaders (Nov. 9, 2004). <http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/>

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