

Advantages of Using Product Placement

Product placement is an advertising technique used to promote products through appearances in films, television or other media. The product manufacturer pays a fee to the media company in the aim of having their product displayed in a movie or a show.

The first product placement appearance is associated with the launch of the films about Popeye the Sailor at the beginning of the 20th century. At the end of the cartoon Popeye always sang: "In the end, I will be strong because I eat spinach and that is why I will become a real sailor!» As a result, sales of canned spinach increased by 65-70%.

The product placement technique has the following advantages:

- *Product placement does not interrupt the course of the film and is not annoying (unlike commercials on TV).*

When potential customers see the product in the hands of movie characters, in their flat or on the background, they perceive it as a part of the whole picture; the sound does not change and does not become louder even if the characters speak about the product in the context.

- *Competing product does not appear next to our product.*

It is very profitable for the company because the customer's attention is focused only on this product without seeing any similar products near ours (unlike on the shelf in the supermarket where it is a variety of competing products which decrease chances that the potential customer will choose yours).

- *Target audience is huge.*

Many people like movies, and especially if the movie is high rated and popular, they will certainly go to the cinema or just stay at home to watch it, it means that they will definitely see the product and later find out about it.

- *The price is not that high.*

If we compare the price of once made product placement and the price of advertising on TV for the equal amount of potential customers, we can see that it is cheaper to show the product on a big screen.

To sum up, the product placement is a great way to promote products with gaining the great target audience.