

Sotnichuk A.
T.S. Mishustina, research supervisor
Alfred Nobel University Dnepropetrovsk

PRODUCT PLACEMENT IN AS EFFICIENT TYPE OF THE ADVERTISEMENT

Product placement, or embedded marketing, is a form of advertisement, where branded goods or services are placed in a context usually devoid of ads, such as movies, music videos, the story line of television shows, or news programs. The product placement is often not disclosed at the time that the good or service is featured. Product placement became common in the 1990s, until the ramifications of product placement were clearly understood. In April 2006, Broadcasting & Cable reported, "Two thirds of advertisers employ 'branded entertainment'—product placement—with the vast majority of that (80%) in commercial TV programming." The story, based on a survey by the Association of National Advertisers, said "Reasons for using in-show plugs varied from 'stronger emotional connection' to better dovetailing with relevant content, to targeting a specific group." Examples product placement. In Eminem's music video Love the Way you Lie (2010), Stolichnaya vodka was included in several scenes. The product placement begins with actor Dominic Monaghan stealing a bottle of the vodka, after which he and actress Megan Fox drink from it on the roof of the liquor store. The film "One, Two, Three" (1961) Stars James Cagney as a Coca Cola executive in West Berlin. The twist at the end is he removes a bottle of Pepsi from a vending machine at the end of the film. In American Idol Coca-Cola cups are always seen on the judges' table. The most common products to be promoted in this way are automobiles. Frequently, all the important vehicles in a film or television series will be supplied by one manufacturer. For example, the television series The X-Files (1993–2002) uses Fords, as do leading characters on the television series 24 (2001–2010). The James Bond film series pioneered such placement. The Bond film The Man with the Golden Gun (1974) features extensive use of AMC cars, even in scenes in Thailand, where AMC cars were not sold, and had the steering wheel on the wrong side of the vehicle for the country's roads. The two prior Bond films use vehicles from Ford or its subsidiaries. Almost every car was made by General Motors in the films Bad Boys II (2003), The Matrix Reloaded (2003) and Transformers (2007). In the film XXY (2007)

all vehicles depicted are Toyotas, even though the film takes place in South America; the film's credits acknowledge the automaker as having funded portions of the film's production. Other times, vehicles or other products take on such key roles in the film it is as if they are another character. Nissan cars feature prominently in the television series *Heroes* (2006–2010) where the logos often zoom in/out of or whole cars are shown for a few seconds at the beginning of a new scene. In the film *The Matrix Reloaded*, a key chase scene is conducted between a brand new Cadillac CTS and a Cadillac Escalade EXT. The chase scene also features a Ducati motorcycle in the getaway. The film *Casino Royale* (2006) features many Sony product placements throughout: A BD-R disc is prominently portrayed at one time, all characters use VAIO laptops, Sony Ericsson cell phones and global-positioning systems, BRAVIA televisions, and Bond uses a Cyber-shot camera to take photographs. (It was the first Bond film to be produced after Sony acquired the Bond franchise). In *Quantum of Solace* (2008), Bond, M, and Tanner are seen using a Microsoft Surface to display information on rogue agents. In the television series *Sex and The City*, the character Carrie is shown using an Apple PowerBook G3 laptop. Advertising in the form of product placement in my opinion is very effective, because the usual ads on TV all look tired already, especially since her show in the middle of movies, programs, and that's exactly when the product is advertised in the film is not meaningful, then we can not help pay attention to him and he is delayed in our memory.