

WHAT KIND OF ADVERTISING THE MOST FAMOUS BRANDS USE?

Product placement is the promotion of branded goods and services within the context of a show or movie, rather than as an explicit advertisement. When you see a product or service appear in a TV show, or in a motion picture, the company behind it has usually (but not always) paid for their brand to appear on screen or on the radio. Also known as embedded marketing or advertising, it has been around for decades, but marketers have become much more sophisticated in the way they use it. Being a very obvious form of sponsorship, product placement sometimes very transparent, which is not always good. You barely notice that every single car used in the movie or show was from only one auto-maker as well as everyone drinks the same brand of soda.

Costs of Product Placement

A recent example of quite costly product placement was the use of the new Ford Mondeo in the James Bond movie *Casino Royale*. It is reported that Ford paid \$14 to have James Bond drive the Mondeo. It was on screen for around 3 minutes, which equates to \$78,000 per second! That is more than the average US family makes in 1 year.

Ford also furnished the cars for the scene. However, there are no specific costs associated with product placement; this is usually something that is negotiated between the show and the brand.

Product Placement in the Movies

Some of the most famous product placement scenes in movies include:

- Pepsi and Nike in *Back to the Future*
- Apple iPad in *Modern Family*
- Ray Ban and US Navy in *Top Gun*
- Ford Mustang in *Bullitt*
- Kodak Carousel in *Mad Men*
- M&Ms in *Mission To Mars*
- Marlboro in *Superman II*
- Converse in *I, Robot*