

PRODUCT PLACEMENT: STRATEGY FOR WISE MARKETERS

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ABSTRACT

There is a rationale in the marketing that your focus should always be on the customer and building long term relationship with them, but how far we should go is a matter of concern for the marketers. Marketers have been using the various medium to create a unique place of their product in the eyes of consumers by using celebs, emotional appeal, differentiation and many other concepts. And out of these unique concepts the most frequently being used by the companies today are Product placement. In the article an attempt has been done to give the information about the product placement, its advantages and loopholes and how the companies these days are promoting their product using this medium and whether they get any attaining any benefit out of this.

Keywords: Product Placement, Celebrity endorsement, relationship etc.

Introduction:

There is a rationale in the marketing that your focus should always be on the customer and building long term relationship with them, but how far we should go is a matter of concern for the marketers. Marketers have been using the various medium to create a unique place of their product in the eyes of consumers by using celebs, emotional appeal, differentiation and many other concepts. The range of options are available to a marketer for communication are : Print Media (newspaper, magazines, journals, etc.), Electronic Media (T.V, Radio, internet, cell phones, electronic billboards, etc.), Celebrity Endorsements, product placement in movies (i.e. using storyline of the film), Events, Direct Mail, and so on. And out of these unique concepts the most frequently being used by the companies today are Product placement. So product placement is an advertising technique used by companies to promote their products through a non -

traditional advertising technique, usually through appearances in the film, television, or other media. A product placement is started through an agreement between a product manufacturer and the media company in which a company will pay a fee to have their product used or displayed in a movie or a serial or show. But here in the case the marketer has to assess the choice of the medium by careful scrutiny the cost and the effectiveness of the medium.

There are many examples in Indian cinema where this concept has been used. Marketers have used this concept in a magnificent manner not only to promote the bigger and lavish product like jewelry and cars but also products like drinks, clothes or watches are displayed in the movies or serials. In some cases we have also seen that products like tyres have also been used in product placement. Use of this technique used in Bollywood movies can be better understood from the following examples. The one fine use of product placement is done in “maine pyar Kyun Kiya” in which Salman khan uses the product name in one of the famous dialogue, “meri main MRF tyre ki bani hai wo tou Kahi se puncture nahin ho sakti”. Use of such dialogue can strongly reflect the appeal in eyes of the target audience. One more famous example of product placement is the Bombay circus shown in the Krrish, which happens to in Singapore which clearly shows that this circus is even operational at international level, and the scene shows the whole tent burning down while the name stands tall with Hero Hondas, which is shown as a sponsor of the same event.



More recently we their where at least 18 brands like Monte Carlo, Tata Salt, Usha, Mother Dairy and many more which were promoted in Priyanka Chopra's movie 'Mary Kom'. This show how

businesses are moving to this new and innovative tool of advertisement. It is not only cost effective but also a quick buzz generator among the audience. Marketers have to be tricky while selecting the tool they must know their brand awareness in the market and their presence in market place. Product placement must be chosen wisely as it stakes company's image, one must see the script and the content of the movie and perceive its reaction among the people that is going to be after the release which is always a job that can never be done with 100% efficiency. If the things turn up wrong not only it is a waste cost for the company but a serious threat for the company as it will directly impact the image of company. Here the company has to make the right choice and it has to pick the movies with a great story and celebs with huge fan following. It is wise for the companies not to use this tool if you can not value the movie response well in advance.

Here is few example of product placement:

- **Apple iPad in Modern Family**

I included iPad's placement from the TV series Modern Family in 2010 overview as the best product placement of the year. The episode with iPad as a focus point of the story was aired just three days before the stores started selling Apple's new gadget.

- **Ray Ban and US Navy in Top Gun**

Top Gun had a huge impact on several generations on moviegoers. The movie included a handsome character who not only defeat the enemies in the air, but also won a heart of a beautiful woman. He was dressed in jeans, wore a leather jacket and a pair of sunglasses. And he rode a motorcycle and flew a military fighter. Beat that! So Ray-Ban and Tom Cruise previously cooperated in the movie Risky Business. In Top Gun he and his Navy colleagues wore Aviators. The result: the sales of Aviator sunglasses rose by 40 per cent in the seven months following the release of the movie.



Navy people wearing rayban sunglasses

- FedEx in Cast Away movie

In Cast Away Tom Hanks is Chuck, a FedEx employee who is stranded on an island after FedEx's plane crashes on a flight over the South Pacific. The film shows his attempts to survive on the island using leftovers of his plane's cargo, as well as his eventual escape and return to society.



FedEx packages in the movie Cast Away (2000, 20th Century Fox, screen capture)

So from the product placement many of the companies have gained the advantage in the market. The immediate benefit of product placement for a company is that customers cannot change the channel when a company is advertising their product as it is an integrated part of the show. In

fact, many people do not realize a product is being placed in a show until after it happens. The downside of product placement is that many consumers are easily irritated by it. In fact, in some cases, they have become more sensitive to product placement because of their knowledge of its possibility in the media they view. So a proper scrutiny and analysis has to be done so that a proper , systematic and logical way can be use to promote the product.

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