



An Analytical Study On Covert Advertising : Product Placement In Indian Cinema

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Abstract - The cinema industry is known as a powerful promotional channel for product, which justifies the theme and purpose of this paper: product placement in Bollywood. Bollywood is defined as a mix between Bombay and Hollywood, hence the title Bollywood. It is the second largest cinema industry in the world after Hollywood, approximately 800 films are produced and distributed each year and are shown to 11,000,000 people every day in 13,000 cinemas across India and therefore it is the biggest cinema industry in the world in terms of box office numbers. This paper is about how effective and successful product placement actually is in Bollywood films. The study aims to discuss factors such as the nature of Bollywood cinema, and how effectively product placement fits in within the Indian entertainment industry also it examines its nature and scope and the issues related to it. Media planners and brand marketers are looking for alternative media vehicles to reach at customers with a distinct message so that the memorability of the message and hence the brand name increases. This is a growing trend in Indian films for various reasons.

Key Words : Product Placement, Brand , Bollywood

I. EXECUTIVE SUMMARY

As we all are aware that in today's market, there is extensive brand proliferation and marketers need to resolve to unique methods in order to reach to their target audience. Some of these methods are SMS marketing, Internet activities-blogging, Advergaming and the latest trend is that of hyper-commercialisation: broadcast media tied up with commercials, branding of various products by placing them within films or television serials. They need to make that emotional connect with the consumers in different ways, it has to be something wherein the customer can experience the brand and yet not feel it to be obtrusive and in-your-face. Product placement is a strong brand-building tool for the changing media landscape that furthers existing marketing objectives. It is a cost effective means of gaining global media exposure with unlimited viewer impressions also it is a unique way to familiarize consumer with brand and product lines and connect to customers with the added benefit of association with

blockbuster film, hit TV show, and/or celebrity. The advertising and marketing industry worldwide is in the throes of a serious problem. It is becoming increasingly difficult to grab eyeballs and break through the clutter. The average consumer is bombarded with messages every second which have led to him becoming immune to any sort of communication attempt being made by marketers. The resistance shown by the consumers has forced advertisers and marketers to think beyond conventional means of advertising. This is where product placement comes into the picture.

Product placement defined : Product placement--also known as product brand placement, in-program sponsoring, branded entertainment, or product integration--is a marketing practice in advertising and promotion wherein a brand name, product, package, signage, or other trademark merchandise is inserted into and used contextually in a motion picture, television, or other media vehicle for commercial purposes. In product placement, the involved audience gets exposed to the brands and products during the natural process of the movie, television program, or content vehicle. There are three primary product placement strategies

1. *Implicit product placement strategy*: The brand, logo, the firm, or the product is presented passively with only clear visibility within the program without being expressed formally. This product placement is more contextual or part of the background with no clear demonstration of product benefits, for example clothes with the sponsor's name or a scene. A second type of implicit product placement strategy is when the product is used in a scene but no spoken attention is given to the product.

2. *Integrated explicit product placement strategy*: In this strategy, the brand, logo, the firm, or the product plays an active role in the scene and is expressed formally within the program or plot. That is, the attribute and benefits are demonstrated clearly and mentioned by the main star. In general, explicit product placements are more effective than implicit placements

3. *Non-integrated explicit product placement strategy*: In this strategy, the brand, logo, the firm, or the product is formally expressed but not integrated into the content of the program, for example, the program was sponsored

by Toyota. This type of reference normally is included in the sponsorship deal. Brand/Sponsor Image.

II. OBJECTIVES OF THE STUDY

- To study the present scenario of covert advertising in the world.
- To study the future prospects of covert advertising and their scope for the multimedia.

III. RESEARCH METHODOLOGY

The study is based completely on Secondary Research. The data has been collected from books, journals and articles on covert advertising.

IV. INTRODUCTION

Over the years Advertising has emerged as a key component of integrated Marketing communication. Moreover, it has adjusted with the changing economic environment and consumer behavior. The clutter in the product market and media has made the task challenging for marketers to reach their consumers. Thus both the Media and Advertiser's search for innovative advertising techniques led to '**Covert Advertising**'. **Covert Advertising** is a medium through which branded products are placed in movies, which is visible to consumers without any distraction. Leveraging on the entertainment value, emotional quotient of the film and its psychological impact on viewers has led the advertisers to utilize this medium. The phenomenon is gaining momentum due to its clutter free feature and advantages of celebrity endorsement for the product or brand in a movie. A few firms get product placement at no cost by supplying their product to the movie company (Nike does not pay to be in movies but often supplies shoes, jackets, bags, etc). Advertising is often not believed because consumers know that the producer or manufacturer of a product or service paid for the advertisement. There is however, a perception with the general public that products in films or broadcast programmes are "for real". Branded product placements of well-known names contribute to this perception. The placed products represent a time frame in the sequence of events as it unfolds or develops on the screen or in their television programmes. As such it is assumed that these placed products are perceived as credible and true to real life experiences. Movie audiences can be viewed as ready-made target groups, especially if a movie clearly represents a certain genre (e.g. science-fiction, action, comedy, drama etc.), thus providing an opportunity to include some indirect commercial messages into the movie for the audience to be influenced by. These commercial messages are usually included into movies by implementing a promotional method called product placement. People are no longer interested in advertisements be it in any form i.e radio, television, banners or magazines. they mostly try to skip the commercials. Product placements are commercial insertions within a particular media

program intended to heighten the visibility of a brand, type of product or service. These insertions are not meant. Attempts are made for the viewer to read the product or the brand as a quality of the characters using and approving it In product placement a product is featured, used, mentioned or seen in a movie in a manner that provides the product with a positive image and role in the movie Product placement may also appeal financially to corporate marketers in addition to the marketing communications aspect as In the current world filled with advertising and other marketing communication messages people are prone to skip through print advertisements or change the channel. Covert advertising is different from celebrity endorsement. The celebrities endorse products and brands with commercial reasons, which normally comes in the breaks in television programmes or cinema halls.. Brand placements provide an opportunity where the involved audience get exposure to the brands and products during the natural process of narration of movie or television commercial.

Product placement : a technique of 'covert advertising': A *product placement* is the inclusion of a product, brand name or the name of the firm in a movie for increasing memorability of the brand and instant recognition at the point of purchase. It is an advertising technique in which the companies pay a fee or provide service in exchange for a prominent display of their product. Product placement occurs with the inclusion of a brand's logo in shot, or a favourable mention or appearance of a product in shot.

Tv placements as compared to movie placements:

Movies as against TV placements offer a greater scope for value additions. The product that is placed in films is high on reachability

- First the product gets exposure in theatres, then through DVDs (homevideo) and at a later date it may gain a wider access when it is aired on satellite television.
- There is no point in doing a one-off placement, as all it gets is flitting attention.
- Television offers a relatively more 'controllable' medium than films. Placing brands in a certain television program allows the advertiser to know who he is targeting whereas in films the brand reaches relevant and non relevant target audiences and the returns are difficult to allocate.
- Apart from providing a fine focused audience to the advertiser, television also provides a cheaper option to the client

Purposes of product placement

- (1) To achieve prominent audience exposure, visibility, attention, and interest Product placements can have a significant effect on message receptivity .

- (2) To increase brand awareness
- (3) To increase consumer memory and recall of the brand or product
- (4) To create instant recognition of the product/brand in the media vehicle and at the point of purchase
- (5) To bring desired change in consumers' attitudes or overall evaluations of the brand
- (6) To bring a change in the audiences' purchase behaviours and intent
- (7) To create favourable practitioners' views on brand placement
- (8) To promote consumers' attitudes towards the practice of brand placement and the various product placement vehicles

Effectiveness of product placements : a few rules

- 1) A product being used by characters in the movie is better than simply advertising the product in the movie.
- 2) The products may be promoted by being used by other important cast members in the movie and not necessarily the lead actors.
- 3) Audiences want to identify themselves with certain movies and characters, hence "lifestyle" products benefit more from product placements rather than daily-use products.
- 4) The target audience should be aware of the product that is being placed in a movie. If this is not the case, the placement, is rendered useless.
- 5) It has been observed by several researchers that smaller brands benefit more from effective placements as compared to bigger brands.
- 6) Tourism Perspective – Product placements can really work wonders for countries and areas that want to promote themselves as tourist attractions as every movie has to be based at some place and locales can be seamlessly blended into the storyline.
- 7) People have good brand recall of products/brands seen in movies, thus this form of advertising creates awareness amongst the people. When the brand/product looks out of context and forced upon the plot, then it leads to irritation in the mind of people.

Types of product placement

- **Corporate placement** :To improve company reputation. Ex -Taj Hotels used for grand parties in movies, Lenovo used in game shows like KBC.
- **Generic Placement:** To demonstrate the characteristics of a product without a particular

brandname. Ex: Sunglasses and Shades used in Men in Black.

- **Service placement:** To present public or private institution. Showing a particular Bank (like ICICI in KBC) or a particular restaurant in a particular movie.
- **Idea placement** :To include facts, opinions or statements in a plot. Discussing a forth coming movie like 'dabang 2 in a television serial like 'Saath Nibhana Saathiya is an Indirect promotion for the movie.
- **Historic placement** :To illustrate the long tradition of a brand. For instance using the Indian postal services in a movie or using AIR INDIA as a traditional players in the field of mails and aviation respectively.
- **Negative placement:** To present a competitor's product in a negative context. It is generally not intentional. For instance if a particular flight crashes in a particular plot in the movie, it is not intentional.
- **Innovation placement:** To introduce a new product. Ex Swift Car was introduced in the movie Bunti aur Publi

Placement can be categorized in following heads:

1. Active placement- means the product is actually used and talked about by the film stars in the movie. In the movie Chalet Chalthe actor Shahrukh Khan acts as a truck driver, he uses Castrol CRB engine oil for his trucks

2. Passive placement- means the product or signage is visually placed in the background in some scenes or song sequence of the movies. ICICI bank is featured in the movie Baghban.

Product placement strategies

Implicit Product placement:

An implicit Product placement is not expressed formally. The brand name or the name of the firm appears without a clear demonstration of product benefits. It plays a passive, contextual role. For instance, in a game show like KBC computers of Lenovo are used. In a movie, some scenes are shot in Pizza Hut. Thus, in an implicit Product placement the brand, the firm or the product is present within the program without being expressed..

Integrated explicit Product Placement:

In this type of Product placement, the attributes and benefits of the product are clearly demonstrated: it plays an active role. For instance, in a quiz the questions asked in a series to the participants concern the sponsor's products ;a Pizza Hut, pizza is delivered in a scene where everybody is hungry .Thus in this type of placement the brand or the firm is formally expressed within the program.

Non integrated explicit Product Placement : In a non integrated product placement the product or the brand is not integrated in the program or movie. The company/brand name may appear in the beginning of the program (this program is brought to you by) or the brand or company name appears on the screen. For instance when ever a cricket match is in progress, some products are displayed on the screen which has got some relevance to the match situation. For instance LG vision appears whenever a decision is referred to the third umpire.

The process : Product Placement is a successful marketing tool whereby products are 'placed' in films and TV shows. The audience thinks the product 'just happens to be there'. In fact the TV/film producer saves substantial amounts of money through 'product placement' and the 'prop houses' are paid substantial amounts of money for their successful placement of the product in the public eye. (<http://www.bilderberg.org/product.htm>). Before describing product placement's process, it's important to remember that every type of product can be placed. The product placement process is explained below as consisting of three main agents, namely –

- 1) The companies that wish to place their products in a media,
- 2) The product placement agency that acts as an intermediary
- 3) The film studio or the production company that want props and the extra revenue for placing products in their production

There are various ways of product placement. Product can either be placed in

Background A particular brand/product is shown in the background but is not important to the story

Used by Character - A particular brand/product is actually used by the character in the story

Story Connection - A particular brand/product is actually related to the plot of the movie

Diverse typologies of placement.

Product placement is a promotional tactic used by marketers. Typically either the product or logo is shown or approving qualities of the product are cited. The product prices are not mentioned nor are any negative features or comparisons to similar products. Several researchers have done some typologies of product placement, they are presented below.

Erica Sander (October, 2004, Product Placement) divides Product placement into: visual placement, auditory placement and plot connection.

Visual product placement occurs when a product, logo and/or brand name can be simply observed or seen in the film

Spoken product placement occurs when the name of a brand, service or a corporation is spoken within the film.

Usage placement occurs when the actor is shown handling, using or interacting with a product, service or corporation. Usage placement is often combined with spoken and visual placement.

Message placement is also a popular in movies. Often films are used to relay important social messages on issues such as health, teenage pregnancy, smoking or gay marriage capital punishment, AIDS awareness, gender differences, racism, teen pregnancy and teen violence

Tourism placement is yet another type that is extremely popular, especially in Bollywood. Popularly known as film tourism, this is a growing phenomenon worldwide, fuelled by both the growth of the entertainment industry and the increase in international travel .

Plot Connection: This type of placement occurs most often and usually has the greatest impact on viewers. Plot connection occurs when a brand makes a low or high-level contribution to a storyline.”

V. ADVANTAGES

- Product placements in film and television are gaining importance increasingly because of the several benefits that they offer to all the parties/agents involved in the process. Some of these are
- Efficient placement of products ensures that the audience will notice the products.
- Audiences have no option but to notice products when they are embedded in a film or television script.
- Cost of product placement is quite low compared to the above-the-line methods of advertising or endorsement.
- Unlike advertising, product placement does not interrupt programming and hence is less obtrusive.
- Products gain greater credibility when popular and respected movie and television stars use them.
- Build national recognition: The product is made aware of its existence to the mass market.
- Enhance your corporate image: The company's corporate image is recognised internationally due to their products awareness among the mass market.
- Promote your brand with some of today's most successful films and TV programmes: Brands like Coca Cola and Pepsi associate themselves with films like Baghban .

- Associate a brand with an implied celebrity endorsement: Most companies try to have their brands endorsed with a celebrity or well known actor; this gives the product much hype.

Intangible benefits for the brand

An association with the film, film stars -who would otherwise be very expensive form of endorsement.

- Public relations leverage
- Opportunity to leverage for promotions across social media
- To embed a brand message into a story-line/song/theme dialogue mentions of brands, tagline.
- More subtle references e.g integration of brand colours, mascots.
- Movie merchandise, cd tickets, dvd as give away with brand partnership tie up.
- Celebrity events and direct association with the brand
- Taking on the stars of the film potentially as brand ambassadors
- Sheer reach that a film can give in terms of eyeballs/exposure - a film placement is for life, across all platforms, i.e., theatres, satellite TV, DVD, digital and overseas
- Active usage and consumption of the product and brand

Positive brand association: Marketers use carefully chosen images to convey brand attributes, brand audience and brand emotions; if branded products are seamlessly integrated in films they can extend and reinforce these associations. The entertainment industry benefits from this as it wants to add to the realism of its films, and the branded product industry benefits as it wants to be shown in natural and believable environments.

Indirect endorsement: Celebrities have the power to influence consumers; however, with celebrities endorsing multiple products their credibility as spokespersons. Product placement offers the unique opportunity to gain celebrity endorsement in a more individual context where brands are identified with the celebrities and the characters that they play in the films. This has a dual effect: both the value of the character and the celebrity are reflected on the brand.

Break through the clutter: With consumers being bombarded with messages at all times, they often ignore advertisements when they see them in traditional media. Product placement in films help brands rise through the clutter that exists in print, internet and traditional broadcast media. Also, unlike in traditional advertising where consumers can choose to ignore branded messages by changing the channel and not reading the

advertisements, films provide a captive audience who have no way to avoid these messages unless they exit the theatre.

Longer shelf life: Films have a long life even after their release. Long after their release in movie theatres they are available on prime time television channels, pay-for-view, cable television channels, Inexpensive marketing practice: Product placement is less expensive than traditional advertising

The advantages offered by product placement have also been classified into three prominent categories by some researchers

a) Conceptual advantages - Product placement is cost-efficient. Even though it is expensive, it still costs less than a normal advertising campaign. - Reaches hard to reach markets - Demonstrates the product in its natural setting

b) Mechanical advantages - Product placement can overcome passive viewer avoidance of TV ads - Not subject to channel switching and effects of new technologies like those used in TiVo

c) Behavioural advantages - Immune to habituation effect and homeostatic processes that are among the biggest constraints to effectiveness of advertising - Utilizes context and context learning procedures

Downside of using product placement

There are several downsides to using product placements: (1) lack of control, (2) media programming may not be successful, (3) possibility of negative character association, (4) difficulty in pricing product placements.

The first downside to using product placements is that marketers may have a lack of control over how products are portrayed or incorporated into a scene or storyline. Products may end up being misused, ignored, criticized, associated with questionable values, or used unethically. This can be especially true in reality shows. So, advertisers must exert greater control over product or brand appearances to ensure their prominence. Most appearances are visual or verbal but rarely both. In addition, most brands are portrayed neutrally and for less than five seconds. The second downside to using product placements is that marketers have little if any influence over how successful media programming will be. That is, it is difficult to predict where to place brands for maximum positive exposure. Also, if one places too many product placements, then consumers may feel that they have had enough and the saturation may have negative effect. Product placement cannot be so overwhelming that it detracts from the television show, movie, or content vehicle. A third downside to using product placements is the possibility of negative character association. If the product is associated with a particular character, then when that character falls from grace or does something inappropriate, the product or brand may be tarnished as well. That is, the target

audience may shift its attitude about a character in such a way that products associated with the character also will be diminished. The fourth downside to using product placements is the difficulty in pricing product placement. Typical placement fees are based on a fairly standard scale of expected audience size for the media vehicle. Product placements typically are seen as an acceptable practice, frank, amusing, pleasant, and dynamic. In general, viewers consider product placements to enhance realism, aid in character development, create historical subtext, and provide a sense of familiarity.

Product placement in Bollywood films

Product placement, which has become an established marketing tactic due to its clear effectiveness in building brand recall and recognition, is not just for Hollywood. Hollywood's "big players" of product placement also play in Bollywood. Coca Cola in India, for instance, has benefited from placement in movies along with a celebrity endorsement with Bollywood movie star Amir Khan and won Pepsi for its market share. (Business Week, February 2003) McDonalds has also been quite active in Bollywood product placement. In "*Love Ke Liye Kuch Bhi Kareja*" the main character is seen holding a ball with the Mac "M" on it. Product placement is not a new or recent phenomenon in Bollywood, which makes about a thousand movies every year with rapidly increasing audience attention both at home and abroad. Bollywood producers have learned to place products not only to effectively reduce their production costs but also to successfully boost exposure to the brands being placed. The Indian audience has always been emotionally involved with onscreen actors. It has always looked to the actors and actresses for new trends, fashions, and hairstyles. Thus, it did not come as a surprise when advertisers and marketers saw mainstream cinema as an opportunity to advertise their products and to rely on stars to set trends for costumes, accessories, and many other products. Some of the early movies featured a few brands; however, there are no accounts available to determine whether those placements took place in exchange for money. Coca-Cola was ahead of the game even in Bollywood movies. In a scene from the film *Shree 420* (1955) when Raj Kapoor, the protagonist, enters Mumbai for the first time, a large Coca-Cola banner was visible right above his head. In the movie, *An Evening in Paris* (1967), Coca-Cola was featured more than once. Rajdoot motorcycle was featured in Raj Kapoor's *Bobby* (1975). Similarly time and again we have witnessed so many brands like ICICI, Yamaha, Pepsi, Lays in movies *Aakhein*, *Baghban*, *Dhoom*, *Khushi* and *Krishh* respectively. Product placement, as the numbers suggests is bringing revolutionary change in entertainment economics. The practice of placing brands in Bollywood films for money began in the late 1990s Yash Chopra's *Dil To Pagal Hai* (1997) featured several brands such as Pepsi, Levis, and Killer jeans. However, it was *Taal* (1999) by Subhash Ghai, which

played the same role in Bollywood. It was after Coca-Cola's placement in *Taal* that people started becoming aware of the practice of product placement. The 2002 film *Road*, shot mostly on roads with the lead characters driving the 24 cars, featured Tata Motors' Safari 4-wheel SUV. Films such as *Fashion* (2008) and *Dostana* (2008) included several brands that were integral to the movies' themes. *Fashion* featured products such as Sunshine and Kimaya, which the protagonist, who is a model, endorses. The storyline of *Dostana* included one of the main characters working for the magazine *Verve*. Most Bollywood movie producers now have separate departments to handle product placements in their movies. Since this type of advertising is likely to grow, it is important to study the practice in detail. New Zealand as a destination was positioned well in the movie *kaho na pyaar hai*. Infact such was the impact it became a popular holiday destination after that. *Lage Raho Munnabhai* featured Worldspace, Indian Oil Corporation, Go Air, MSN, Good Day, Kurkure, Bright Outdoor and Reliance Communications. *Krrish*, on the other hand, prominently featured Singapore Tourism Board, Sony, John Players, Bournvita, Tide, Hero Honda, Boro Plus, Lifebuoy, HP Powe and Lays chips. *Krrish*, in fact, showcased a brand every nine minutes and highlighted 37 brands in the entire movie. *Phir Hera Pheri* effectively delivered Dominos' consumer promise of —pizza delivery within 30 minutes or free by creating a comic scene around this notion. Lenovo used clips from the movie *Corporate* in the form of a commercial. Kotak Life Insurance tied up with the film *Babul* for an in-film insertion as well as an ad commercial. Mountain Dew's tag-line is integrated into the title of a film —*Mission Istanbul* – Darr ke aagey Jeet hai). This is the first time that a brand is incorporated in the film and its tagline incorporated in the film's title. *Bum Bum Bole* revolves around a pair of shoes. The lead character is a small-town boy who bends the rules and wins against all odds a theme that resonates with Adidas' slogan —Impossible is nothing. Louis Philippe, a clothing line for men associated with the movie *Don*, developed its —Don line of clothing and promoted it with the tagline "inspired by Don". The Louis Philippe collection was, in turn, promoted in the film. *Namaste London*, which revolves around a wedding. The producers brought in Bharatmatrimony.com for associative marketing via a multimedia campaign. *Ta Ra Rum Pum*, a film on car racing, sketched brand associations with Goodyear and Castrol. Both associations were relevant to the theme of the movie. The action film *Dhoom* created such an impact on the Indian youth that motorbike sales increased 300 percent. The most successful movie branding for Coca-Cola in India was probably that of *Rang De Basanti*. Sonam Kapoor used loreal products in *Aisha* and Kareena Kapoor had a sony vaio laptop in *Bodyguard*. In *Heroine*, Lakme, Head and Shoulders and Monarch Universal are the brands Kapoor endorses and brands such as Cera, Rupa, Jealous 21 and the likes too have

now associated with the film for in-film and other media associations. Lakme has launched Heroine branded make-up under the Absolute range endorsed by Kapoor. Apparel brand Jealous21 launched a special clothing line inspired by the clothes worn by her in the film.. Emami had tied up with '3' for brand placement in 'Kolaveri Di' song. The Kolkata-based FMCG maker's Himani Navratna hair oil will have its place in front of the camera when the viral hit song is shown in Tamil film '3'. The maker of Zandu Balm pain reliever rub and BoroPlus anti-septic cream has had its brands present in some Bollywood super hits such as **Dabang**. In **Cocktail** online shopping address myntra .com was effectively emphasised. Now in **Dabang 2** the product name fevicol features in a song

VI. CONCLUSION

In an environment where a plethora of brands are fighting to get the consumers attention, a good marriage of content and communication using both in film advertising as well as brand association around good, bankable content should do the trick. Bollywood film makers have been exploring different types of product placement. Apart from just a brand placement in a movie or a prominent character talking about it, the producers have started placing a product integral to the storyline. The intent behind product or brand placement or partnership is to create a connection with its consumers. The placement is considered successful only if the association translates into curiosity, awareness, recall, reference or trial. Young people are now the "Buyers/ influencers" for several products and are significant consumer segments from marketers' perspective.. For marketers, the availability of a captive audience with greater reach than traditional advertisements, and the advantage of showing brands in their natural environment provide motivation for product placements. The globalization of media allows brand placements subtle ways to reach local and international consumers. The length of Bollywood movies (they typically last 3 hours) offers additional opportunities for brand placements. Bollywood benefits from a large audience eager for consumption..viewers like product placement because they enhance realism, aid in character development, create historical subtext and provide a

sense of familiarity. Typically either the product or logo or both are shown or favourable qualities of the product mentioned, in such cases either the product logo or the product itself is flashed and some features of the brand may be highlighted. The price of the product and its comparison with other brands are not mentioned. The fact that India has the second largest population in the world, the huge market size and potential makes it favourable and lucrative market for businesses and marketers. Due to an increasing popularity of Indian movies in the West, established brands are making their entry to the massive Indian market through placement Bollywood already. For a diverse market like India, well segmented targeting through product placement will have an impact on consumers' awareness. As consumer markets become increasingly saturated with competing brands, resulting in ever-increasing costs of traditional marketing communications, it will become even more important for marketers to explore alternative communication tools to successfully promote their products and services. Product placement may become an even more popular and effective means of creating and reinforcing brand awareness and positive attitudes, particularly among younger mass markets, where the potential consumer is likely to be highly influenced by films, video games and other specialised media.

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