

# PRODUCT PLACEMENT



HOW DO YOU ADVERTISE TO SOMEONE WHO IS CONSCIOUSLY TRYING TO AVOID ADS?

YOU DISGUISE YOUR AD!!

PRODUCT PLACEMENT IS DEFINED AS THE PHYSICAL EMBEDDING OF COMMERCIAL GOODS OR SERVICES AS PROMOTIONAL ADVERTISEMENTS WITHIN FILMS, TV, VIDEOGAMES, COMICS, ETC.



THE GENIUS OF PRODUCT PLACEMENT IS THAT I MIGHT HAVE BEEN BOMBARDING YOU WITH ADS WHILE YOU WONDERED HOW ONE CAN ADVERTISE TO SOMEONE TRYING TO CONSCIOUSLY AVOID ADS!

THIS IS SO META!



DURING PRODUCTION OF STEVEN SPIELBERG'S "E.T.", AMBLIN PRODUCTIONS CONTACTED MARS, INC ABOUT CONSIDERING SOME SORT OF TIE-IN BETWEEN THEIR M&M'S PRODUCT AND THEIR FILM. FOR WHATEVER REASON, MARS INC, DECLINED THE PROPOSITION AND THE OFFER WAS THEN TURNED TO HERSHEY'S, WHO WENT FOR IT.

NOW THINGS AT THIS POINT IN TIME WENT DOWN A LITTLE DIFFERENTLY BECAUSE LIKE I MENTIONED THE POTENTIAL OF PRODUCT PLACEMENT HAD NOT YET BEEN FULLY REALIZED AND ADVERTISEMENT AGENCIES HADN'T REALLY TAKEN AS MUCH NOTICE, TO THE POINT THAT MARS EVEN DECLINED THE OFFER. COMPANIES NOWADAYS SPEND LITERALLY HUNDREDS OF THOUSANDS OF DOLLARS TO HAVE THEIR PRODUCTS PLACED IN A MOVIE. HERSHEY'S DIDN'T ACTUALLY HAVE TO PAY ANY MONEY TO HAVE THEIR PRODUCT PLACED IN THE FILM, HOWEVER THEY AGREED TO PROMOTE "E.T." AFTER ITS RELEASE WITH A MILLION DOLLAR CAMPAIGN, IN RETURN THEY COULD USE E.T IN THEIR OWN ADVERTISEMENTS SO IN A WAY WE CAN SEE THE SYMBIOTIC RELATIONSHIP CREATED HERE, AFTER ALL IF THEIR PRODUCT WOULD BE IN THE MOVIE, AND THEY COULD USE THE MOVIE IN THEIR ADVERTISEMENTS, THEN IT WOULD BE IN THEIR ABSOLUTE BEST INTEREST TO ADVERTISE THE MOVIE TO THE BEST OF THEIR ABILITY, WHAT A GENIUS MOVE!



AND OH BOY DID IT PAY OFF! THERE IS A BIT OF DISAGREEMENT IN HOW MUCH THEIR SALES JUMPED EXACTLY BUT WITHIN TWO WEEKS OF THE MOVIE'S PREMIERE, REESE'S PIECES SALES WERE DESCRIBED AS TRIPLING, OR EXPERIENCING AN 85% INCREASE, THAT IS SIMPLY INCREDIBLE FROM ANY WAY YOU LOOK AT IT.

**THIS INCREDIBLE SUCCESS CAUGHT THE ATTENTION OF BOTH MOVIE PRODUCERS LOOKING FOR FUNDING AND SUCCESS FOR THEIR FILMS, AND OR ADVERTISERS WHO WERE NOW FULLY AWARE OF THE POTENTIAL INFLUENCE PRODUCT PLACEMENTS HAD ON CONSUMERS.** AFTER ALL, UP UNTIL THE MOVIE CAME OUT, REESE'S PIECES HAD BEEN NOTHING MORE THAN A MILDLY SUCCESSFUL CANDY AT BEST, AND NOW IT WAS BEING BOUGHT BY THE HANDFULS, THIS WAS NO COINCIDENCE, THE PRODUCT PLACEMENT WAS DIRECTLY RESPONSIBLE.

WHAT HAVE YOU DONE?!  
MONSTER.



HUSH IT OR THEY'LL  
PULL THEIR FUNDING

CHEESE  
AGAIN?

LETS LOOK AT "TEENAGE MUTANT NINJA TURTLES". ANYONE WHO WATCHED THE MOVIES OR THE CARTOONS, KNOWS THAT THE TURTLES LOVED THEIR PIZZA AND WHAT A PERFECT OPPORTUNITY THIS WAS NOT ONLY FOR DOMINO'S PIZZA BUT EVEN MORE SO FOR PIZZA HUT. BOTH COMPANIES HAD THEIR PRODUCTS PLACED IN THE MOVIES (THE TURTLES ATE A LOT OF PIZZA), BUT PIZZA HUT REALLY TOOK IT TO THE NEXT LEVEL HERE. PIZZA HUT PUT COMMERCIALS INVOLVING THE TURTLES AND THEIR PRODUCT AT THE BEGINNING OF EVERY VHS COPY OF THE MOVIE, NOT ONLY THAT BUT THEY INCLUDED COUPONS FOR A FREE PERSONAL PIZZA WITH EVERY VHS.



IN THE EARLY 1990'S THE TURTLES PERFORMED AS A BAND IN THE INCREDIBLY SUCCESSFUL "COMING OUT OF THEIR SHELL TOUR". THIS ONLY SERVED TO FURTHER CEMENT THEM AS THE CULTURAL PHENOMENON THEY HAD BECOME, AND GUESS WHO SPONSORED THE ENTIRE MARKETING CAMPAIGN? PIZZA HUT! TO THE AMOUNT OF \$20 MILLION DOLLARS! NOW THAT SEEMS LIKE A GIGANTIC AMOUNT OF MONEY TO SPEND, BUT THE TOUR ITSELF MADE NO ATTEMPT AT HIDING THAT PIZZA HUT WAS THE DRIVING FORCE BEHIND THE WHEEL HERE. AT SOME POINT DURING THE CONCERTS, A PIZZA HUT SPOKESMAN WOULD GO ON STAGE AND SPEAK ABOUT HOW PIZZA HUT WAS SO THRILLED TO GET HOOK UP THE "THE WORLD'S NUMBER ONE PIZZA EATERS WITH THE NUMBER ONE PIZZA COMPANY IN THE WORLD, PIZZA HUT" MILLIONS OF KIDS WERE JUST LIKE ME, WANTING TO BE A NINJA TURTLE AND READY TO CONSUME ALL THE PIZZA HUT IN THE WORLD FOR IT.

BUT THATS NOT ALL OF IT, PIZZA HUT EVEN WORKED ITS WAY INTO THE TMNT VIDEOGAMES FOR THE NINTENDO ENTERTAINMENT SYSTEM, IN THE EARLY 1990'S THIS WAS UNHEARD OF! NOT ONLY DID WE SPEND HOURS PLAYING THESE GAMES AS KIDS, AND STARING AT THE CONSTANT BARRAGE OF PIZZA HUT IN-GAME ADVERTISEMENTS, BUT WE ALSO GOT COUPONS WITH THE GAME TO FURTHER SEND US DOWN THE GOOEY CHEESY RABBIT HOLE. .



ONE REASON PRODUCT PLACEMENT IS SPECIALLY DANGEROUS IS BECAUSE THERE ARE NO REGULATIONS REGARDING PRODUCT PLACEMENT IN MOVIES! COMMERCIAL ALERT, A NPO FOUNDED BY RALPH NADER, HAS SAID THAT PRODUCT PLACEMENTS ARE "DECEPTIVE AND LACK BASIC HONESTY WHILE CAUSING RISKS TO CONSUMERS" AND YET THEY ARE NOT REGULATED BY THE FEDERAL TRADE COMMISSION, WHICH IS IN CHARGE OF REGULATING ADVERTISEMENTS ON PRODUCTS AND SERVICES. TO USE AN EXAMPLE, LET'S PRETEND MARLBORO WANTS TO ADVERTISE THEIR CIGARETTES, AND THEY WANT THEM TO EXUDE "COOL". LET'S PICTURE AN AD IN WHICH A HANDSOME YOUNG MAN, RIDES HIS MOTORCYCLE, HIS VERY ATTRACTIVE GIRLFRIEND RIDING WITH HIM, THEY PULL OVER ON THE SIDE OF THE ROAD, AND LIGHT UP A MALBORO CIGARETTE, THEY ARE THE EPITOME OF COOL, WE WANT TO BE THEM. YET BEFORE THE ADVERTISEMENT ENDS, SMOKING MAY CAUSE CANCER SHOWS UP ON THE SCREEN AND THE ILLUSION SHATTERS. THAT IS PARTLY DUE TO THE REGULATIONS IMPOSED UPON THESE ADS, NOW THEN, LET'S TAKE THE EXACT SAME SCENE IN A MOVIE. PICTURE JAMES DEAN, OR BRAD PITT, RIDING THEIR MOTORCYCLE, PULLING OVER, LIGHTING UP A MALBORO CIGARETTE, AND NO CANCER WARNING THIS TIME. WHY? BECAUSE FILMS DO NOT SOLELY ATTEMPT TO SELL THE AUDIENCE ON A SINGLE PRODUCT OR SERVICE, LIKE AN AD DOES, AND THEREFORE WOULD BE REGULATED BY THE FCC, BECAUSE THEY DON'T, THEN DIRECTORS AND PRODUCERS HAVE COMPLETE FREEDOM TO EMBED PRODUCTS INTO THEIR FILMS AND PORTRAY THEM HOW THEY WISH. THIS IS AN ADVERTISEMENT COMPANIES DREAM COME TRUE!

