

Marketing in the movie, how people Product from Product Placement

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ABSTRACT

Marketing is expanding to every place. People are living with marketing and become part of their daily life. There are many marketing courses from school, university, organization etc.

The big number of marketing in television, billboard, and corner of the street, social media, newspaper, radio, or even the movie. Many movies show technique, strategy, and form of marketing inside the movie. Even though there is not the movie about marketing or management but there are an adventure, action, romantic, or even comedy. Those movies show marketing beneath the story. For example, the best practice of public relation and persuasion campaign from Hunger Game is the top generation idea of marketing from the movie. As well as, The Intern show the practice of growth strategy from Ansoff's matrix. Those two are the example of marketing that inside movie which is the popular one. Marketing is everywhere, you cannot live without marketing. Beneath from leaning marketing strategy from the movie, the main role of the marketing inside the movie that you can learn called "Product Placement". This is the tools to understand the marketing as well as selling the product at the same time.

Product Placement is one of the tools to let an audience know the technique and convince them to understand what the product can do for them. Therefore, you are learning marketing in every day as well as the addict to the marketing from every film.

Keywords

"Film", "Learning", "Marketing", "Movie", "Product Placement"

1. INTRODUCTION

"Once who hated marketing cannot live in this beautiful world" this is the true sentence as now a day you are living in the world that full of the marketing campaign. There are plenty of marketing campaign around you.

In the past, you might learn marketing from the school in the subject called "Marketing". Whereas, this century you may learn marketing from every corner of the street. There are many of billboard of product advertisement, in-store marketing campaign, product logo at the car surface, etc. It means that you are with the marketing in every step. This research will show you the marketing that you can learn in your daily life which is marketing inside the movie.

There are many marketing techniques that movie try to convince and teach you. Once like Hunger Game, that fulfils of marketing like public relation for another district to create riot from Katniss Everdeen. But this movie is quite hard to understand. If you are not

1 <http://www.fortressofsolitude.co.za/product-placement-movies/>

2 Mentioned in Lelu, J.M. (2009), Branded Entertainment: Product placement & Brand strategy in the entertainment business, 2nd edition, Pentonville Road, London: Kogan Page.

the marketing person. Once is easy to understand and learn marketing is called "Product Placement".

Product Placement is known as embedded marketing. This is the marketing technique to replace the brand within the media (Karrh, 1998)

Bubblebee¹ is the car kind of walking, talking, fighting car from the movie called "Transformer". What is this car? This is General Motor car. Chevrolet Cameo is the main character that placing into this film and run the aggressive sale afterwards. Superman was fighting around one of the most popular pancake store named "Shop" in Man of Steel film. Did Superman had pancake from IHOP? No, he did not but it shows the store for many minutes. Will Smith, he was the old fashion guy who addicted to sneaker named "Converse" in me, Robot movie. Even though, this is the high technology film but why the main character still purchases this kind of sneaker. Because of this is the product placement. Another great film ever called "Back to the Future", Nike was the main role of this film for the product placement.

All those mentioned films were the success in term of salary. Products had been learnt from the viewer and the mother of fact audience learn the benefit of the product and come up with purchase. Perhaps, investment in product placement creates a strong boost for sale after the film launch into the theatre.

People learn marketing from the movie, they learn product from the movie, they buy the product from the movie, the filmmaker got the money from the brand, the filmmaker show the benefit of the product to the audience, and both filmmaker and brand win over this campaign.

2. Literature Review

Product placement defined as a paid inclusion of branded products or brand identifiers, through audio and or visual means within mass media programing (Karrh, 1998). Investment in product placement into the movie with a strong boost is aggressively important within the mega project film. Products and services which look attractiveness to all target find the better way to serve consumer needs after watching the film.

A Deloitte study (2010) supports the notion that product placement should strongly growth in the next 5 years and it is. Panda (2004) defines brand placement as "commercial interactions within a particular media program, intended to heighten the visibility of the brand, type of product or service". Whereas, the exact definition of a product placement is still not shown (Fontaine, 2002)². Steorz (1987) said that product placement can be a logo, brand name, or product inside the package that show appearance.

As well as, if product placement is handled very well and show strong appearance, it would merge with the movie in a beautiful way (Lehu, 2009). Along with, product placement is considered to be a hybrid form of communication tools such as celebrity endorsement, sponsorship from any event and product public relation (Hackley et al., 2008.). Whereas, now a day there are plenty of technique for product placement.

3. Characteristic

3.1 The Evolution of Product Placement

The evolution of product placement had started before the 1st world war within the primordial times of Hollywood (Galician, 2004) in the year 1916. The silent film named “She wanted a Ford” in 1929 from LKO/Universal Studio was the first film with product placement which was Ford car.

The product inside the film was incorporated during the 30s when filmmaker or studio got the idea to promote products in the film by sending marketers promoting the product while shooting (Galician, 2004). Metro-Goldwyn-Mayer was the first placement office department to an allowed product to place inside the film.

E.T. from Steven Spielberg’s used Hershey’s Reese’s Pieces to attract the alien. This was the first time that product really attractive to audiences when watching the film. Product placement impacts the commercial and marketer become to get more involvement of specific product into the film.

3.2 Product Placement Today

Consumers nowadays are becoming more complex on attitude and behaviours. They are complex in receiving information. The information that giving to them must be clearly identified and show the right purpose. The communication techniques of product placement today is greater technique than in the start era of product placement. Lehu (2009) urged that “the placement principle rests in the fact that this unofficial ‘advertising insertion’ departs from the traditional screens that are generally reserved for it and therefore speaks to an audience in a context different from that of classic advertising communication”.

The high investment of product placement is now a billion dollar industry. Therefore, when placing the product inside the film today, the brand must consider on the quality as well as the name, and star of the movie as well. Both things must come along together at the right time to impact audiences. The high investing of money in both product and film and the high value of investing in target audiences from product impacted.

Methodology

The research methodology is specific to a qualitative method. Questions that asking

1. Do you notice any marketing from the movie?
2. What brand do you see from the movie?
3. Do you normally purchase the product afterwards?

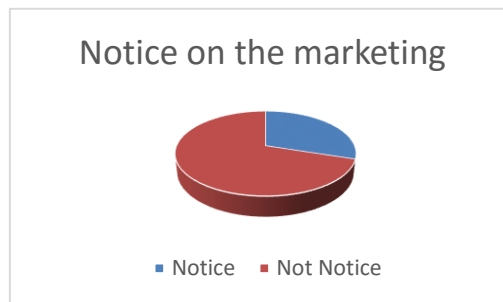
Those questions were asking from the film mania who watch many of films. This research found that some film does not has product

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placement inside the film by many of them (the popular one) always contain product placement.

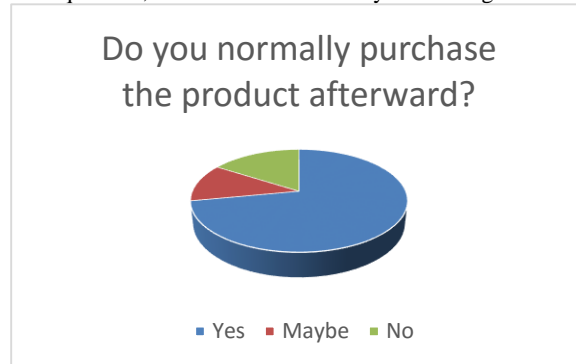
The movie-like Teds, Transformer, Avenger, Top Gun, Daddy’s Home, Back to the Future, etc. They are the most popular movie that film makers never missed out. So all those movies were mentioned while asking the specific questions.



From question 1, 70% of them did not notice anything about marketing from the movie whereas, 30% they understand there is the big amount of marketing in the film. Truly, they just watch the movie for fun and they did not graduate from marketing major.

Therefore, the 2nd question which asks about the brand that you saw in the movie. Majority of the answer, they saw and remember that brand as well as they happy and enjoy to notice the brand in the film. They saw Nike shoe in Back to the Future, Doritos in Ted, Rayban from Top Gen, Ford in Transformer and Dady’s Home, and Beats, Adidas in Avenger.

The last question, the research found very interesting that 72% of



the answer said that they rushing to purchase the product after watching the film especially if products are food and beverages. Only 12%, they want to think about it and 16% they never care.

Perhaps, from the research methodology found that audiences do not know much about the marketing that filmmaker put to the movie but this is not very important as the majority of them notice on the product and likely to purchase the product afterwards.

4. Model and Strategy

As audiences convince by marketing tool from the filmmaker (brand ownership), target audiences did not notice this is the marketing. Truly, they already accepted the marketing technique from the film and learn how to understanding marketing by instinct

without the knowledge accepted. They learn by brain order the purpose of receiving instinctual drive from what they saw along with the primary process from the brain. This is the big instinct that no one needs to teach to you before.

Filmmaker and brand ownership want this instinct in product and brand recognition. The most attractive film always ties in the product in for some scene as placing the attractiveness into eye view of the audience. But do not forget that products must be related to the scene. Due to people will find smoothly and not get abstain on what they watch.

With all those theories of product placement, this research found that they are some others techniques that audience can learn marketing on product placement from the film.

- I. “Crossover product placement to the scene” It means that rather than just put the product into the right scene, we will put the product in a NOT right scene. For example, placing Ben and Jerry’s ice-cream in the bag of Lala Croff in Tomb Raider while she rides a motorbike in the jungle. It is funny, isn’t it? In the mother of fact, audiences would notice that instantly due to it is really biased to the scene. This product would be the talk of the town product that Lala Croft love Ben and Jerry’s and carry to the jungle. Jacky Chan threw Oral-B electric toothbrush to the villain in Bleeding Steel. How funny is it? Sadly, this could be your memorized scene ever.

Therefore, this technique is out of the mind of movie maker but filmmaker must find the right gap on the scene that can put the product into it. No need to be 100% perfect but do not less than 30% match. Due to some film and some scene you cannot place the product in but some scene you can do so. Thinking out of the mind and find the right place and right time.

- II. Advertisers are now frequently majority involved in the films. Perhaps, they can buy a storyline from the movie. For example, Spiderman is watching sneaker advertising in his bedroom while waiting for the phone call from Tony Stark. Pitch perfect, the choir group has been the brand representative of Dove shampoo in the movie. This perfectly matches.

This would help filmmaker easily making the film as planned but just adding up some scene to fulfil the sponsor and earning up more budget from the brand. This is a win-win purpose of product placement and movie studio.

- III. Represent the brand from actor and actress, this actually happened before with Dwayne Johnson or the Rock in many films like Fast and Furious that he always wears Under Armor cloths. Some actor and actress can be brand representative to the cloth brand. Perhaps, lets them use that brand in every scene. It can easily happen to cloth brand. This is quite hard in term of you must use this brand in

every scene but it can be another option for the product placement.

As a result, all those 3 models of product placement can lead the big change and high value of marketing from the brand. As the majority of answerer notice brand and product and these techniques can lead to everyone to recognized product and instantly remember. This would help the brand to present strong value of the product to audiences and willing to get the brand relationship from this instinct learning on the instinctual drive of the brain.

Therefore, marketing in the movie can reach the sign of acceptance by the audience to learn and earn this marketing like product placement. Product placement can make movie more fun and excitement whereas, people can learn and understand the marketing of that tools.

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