

Why is organic  
**PRODUCT  
PLACEMENT**  
better?



**51%**

Of consumer respondents feel positively towards Product Placement/Brand Integration, calling it "Beneficial, Organic or Informative."

## Hollywood Branded Inc. Survey

The survey,  
carried  
out over a  
period of



Found that the majority of consumers prefer entertainment marketing to traditional forms of advertising as it allows them to see products in use and in a natural setting

## What Consumers Say:

Sometimes, seeing characters in media eating or drinking something makes me want to do it too. Or if clothing looks nice, I might want to get something like it.



### CONSUMER INSIGHT:

Many consumers believe that product placement can be useful and informative.



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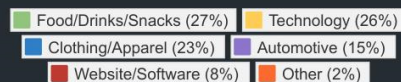
Consumers negatively criticize product placements that aren't organic, stating that they're distracting.

When a camera lingers on a car logo, or a character spouts off about how great their Dr. Scholl's insets are, I just roll my eyes and get angry they're distracting me from what I'm watching...

## Who Benefits Most from

### PRODUCT PLACEMENT?

Consumer respondents indicated that they believed food, beverage, consumer electronics, technology products and clothing categories benefit the most from product placement, followed by automotive.



# How do you create **ORGANIC PRODUCT PLACEMENT?**



## Keep This In Mind...



When creating a product placement strategy, think about how the product can be used to create a natural integration with the storyline. The more organic the integration, the more favorable the placement.



### THE RIGHT PLACE

The categories that consumers feel will benefit from product placement the most, happen to be actually products and items that can be most easily placed in natural and organic settings on set! Even if that 'right' setting is somewhat rare to find, it's out there.



### KEEP IT NATURAL

Don't look for major messaging to be built around the product in the scene - verbal mentions may be natural but a long story about the brand misses the mark. Star power is real - it rubs off, and a hands on appearance with a key actor gets a lot of notice!



### CREATE A MAJOR PRESENCE

For most brands, planning a continuous presence in Hollywood content is the best way to reap the rewards of organic product placement and become top of mind with current and future customers.



### IT MAKES IT REAL

When a product is needed to make the scene more real, then you know you have achieved organic product placement!



### CAPITALIZE WITH SOCIAL MEDIA

Remember to use social media to capitalize on the exposure - others have noticed the on screen exposure too, and it's worthy conversation fodder!

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