



SPA
Future
Thinking

Insight Show

Product Placement



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→ Background Research



1



Literature Review

2



Expert Interviews





1.



Product Placement can capitalise on
‘para-social’ relationships





2.



Product Placement helps

normalise brands

by putting them into everyday situations





3.



Product Placement works at an

implicit level





4.



Our knowledge of one thing

informs our view

of the other





5.



Product Placement doesn't

prime consumers

in the way that traditional advertising does





What Can PP Bring to the Advertising Mix?





Examples Recalled

Viewers are easily able to recall examples of PP in American TV shows and films. However, there is confusion between PP, sponsorship and incidental use of brands on UK television

Films

	→				→	
	→				→	
	→					

British TV (Assumed PP)


	→			
	→			
	→			
	→			
	→			

US Content

	→		
	→		
	→		

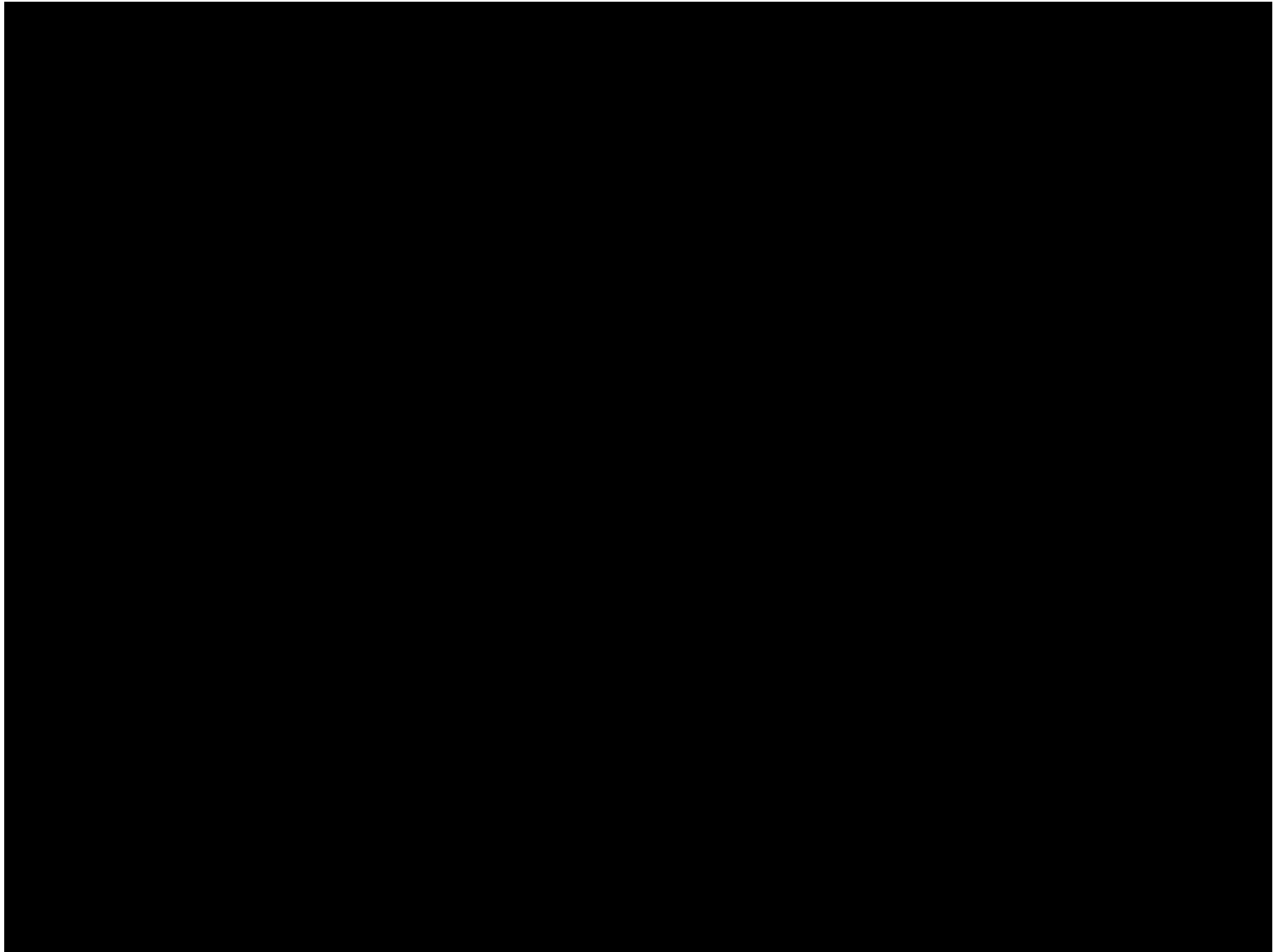
Sports

→ There was confusion between PP and sponsorship with some viewers linking sponsorship on football player's shirts with PP





Perceptions of Product Placement





What Can Product Placement Deliver?

Overall feeling that Product Placement has the potential to deliver benefits to both brand and viewer that are not possible through other forms of advertising

What It Delivers For The Viewer



Validate Consumers' Relationships With Brands/Products

Unique Potential to Increase a Viewer's Enjoyment of a Show

Less Obtrusive Than Other Forms of Advertising

What It Delivers For The Brand

Allows Brands to Engage With Rejecters of Traditional Advertising

Increase Sense of Aspiration Around a Brand

Builds Familiarity With the Brand/Product





Sensitivity to Product Placement

Whilst Product Placement is predominantly welcomed, recognition that taken too far it risks undermining the viewing experience



Add Realism to a Show

Be Subtle

Be Credible

Be too Overt/ Obtrusive

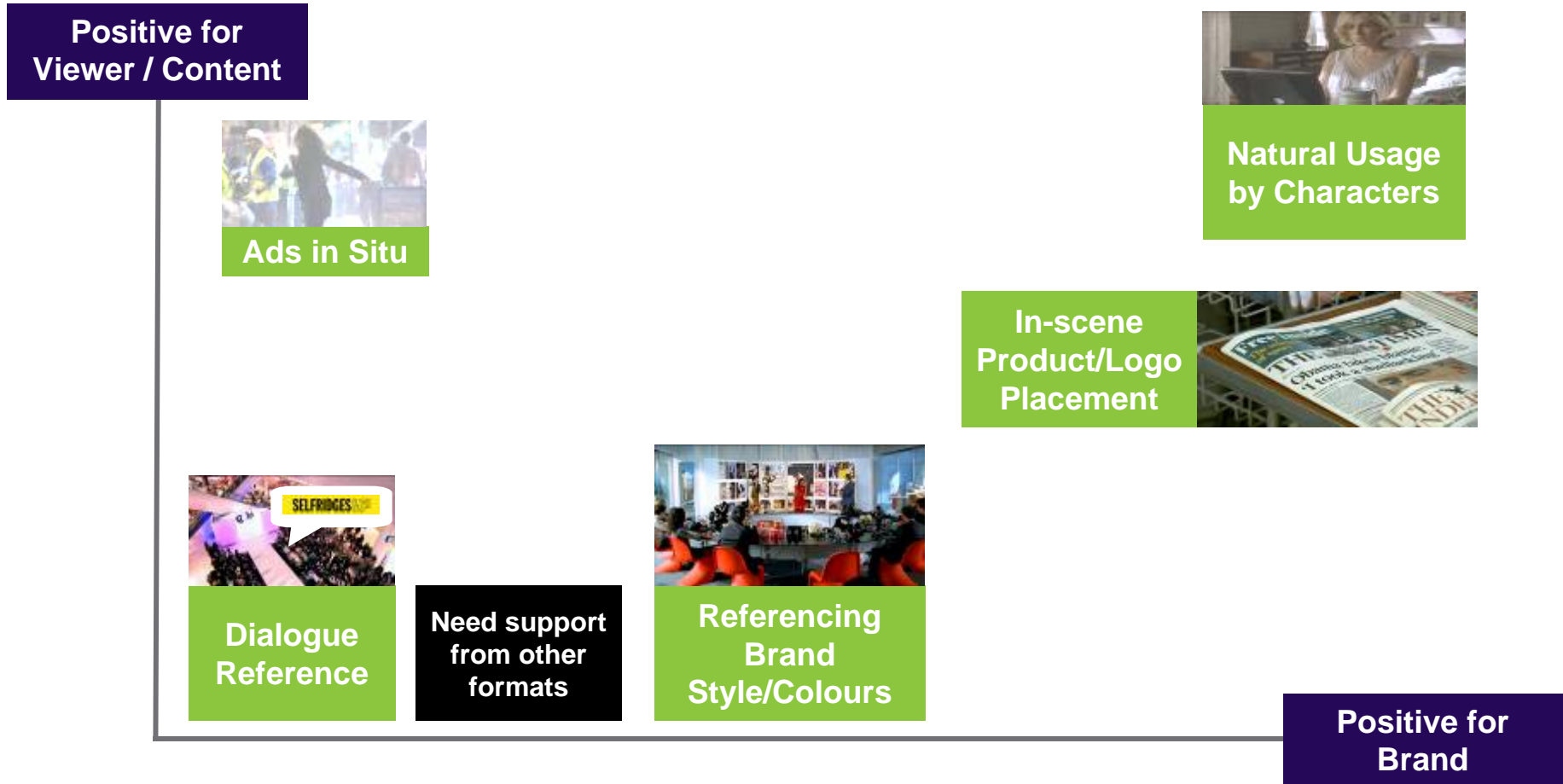
Impact/Change Content





Format Overview

All formats of Product Placement are in principle perceived to be acceptable to the viewer and positive for the brand on a general level, however natural usage is the format that has the potential to deliver the most for both brand and viewer





Product Placement Fit With Hollyoaks

Hollyoaks viewers positively welcome Product Placement as a mechanism to enhance content realism and credibility



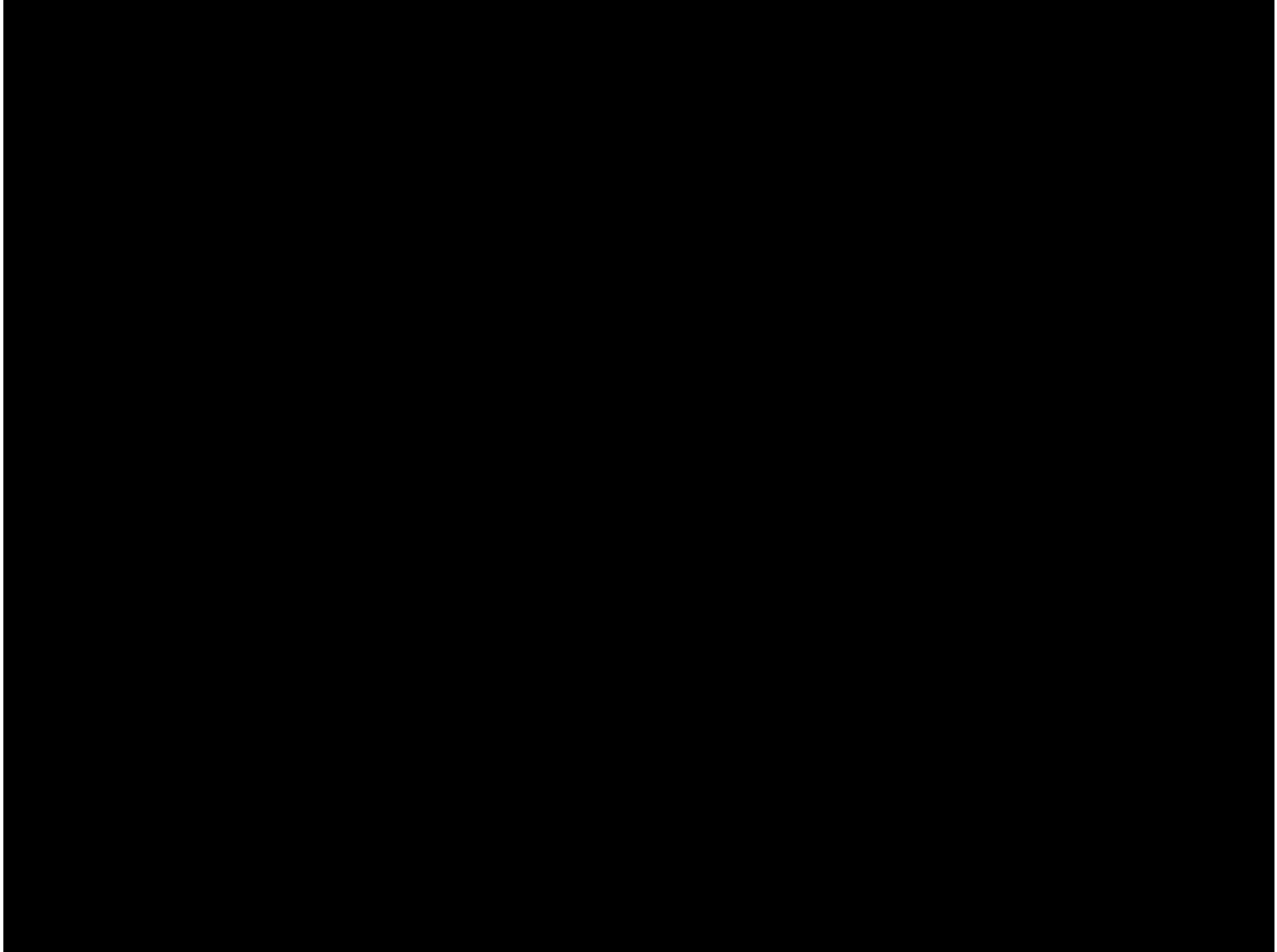
Fit With Content

- There was a strong support amongst viewers that Hollyoaks was an appropriate show in which to feature Product Placement
- However, our research process revealed that Heavier/ more engaged viewers were very unlikely to recall any examples of PP in their first, 'natural' episode view
- Demonstrates that highly engaged viewing can mean that PP executions lack stand-out

Impact on Enjoyment

- There was no feeling that the use of Product Placement within Hollyoaks would undermine viewer enjoyment of the show
- In fact, having brands and products in the background of scenes and being interacted with by characters has the potential to impact positively on enjoyment of the show
- However, given that viewers watch Hollyoaks to lose themselves in the storylines, it was felt to be very important that the use of Product Placement remains subtle

→ Hollyoaks Case Study





Golden Rules: Genre Customisation

		The Rules
Genre	Reality 	<ul style="list-style-type: none">→ Tread carefully to avoid undermining credibility→ Avoid dialogue references→ Product needs to behave as it would in real life
	Drama & Soaps 	<ul style="list-style-type: none">→ Advertising in-situ and natural usage are appropriate creative routes to support plot/ character development→ In-scene product/ logo presence works to create a more realistic environment→ Given audience engagement with content, PP spots may need to work harder
	Lifestyle 	<ul style="list-style-type: none">→ Natural usage by characters has particular relevance→ Must not be seen to be endorsing specific products→ Audience is looking for hints and tips, so PP can be more subtle
	Comedy 	<ul style="list-style-type: none">→ Natural usage appropriate creative route to support plot→ Opportunity for high visibility placements→ But low fit with stand up comedy



How do we Measure Effectiveness?



- Traditional pre /post ad effectiveness
- With the addition of an Implicit Response Test

