



PRODUCT PLACEMENT 101

Solving The Puzzle Of Entertainment Marketing

WHY PRODUCTIONS WANT TO WORK WITH BRANDS



SAVE MONEY

Just like brand marketing departments, productions have budgets – and when they can save dollars through getting products for free, and come in under budget, they look great to their bosses.

SAVE TIME (AND MONEY)

Every brand exposure on screen requires legal clearance, and having a brand willingly provide product, versus buying the product and then still having a production point hunt down the brand for official sign off, provides them this clearance and saves valuable (and billable) time.



MAKE MONEY

Money! Either cash that is paid to the production or assistance in helping make sure more eyeballs are exposed to the property's advertising makes this a win for productions as it gets more people to watch the content.

SEE THE THEME? **MONEY!!!**

WHO ARE THE DECISION MAKERS?



PROP MASTER



PRODUCTION RESOURCES



PRODUCER



DIRECTOR



WARDROBE STYLIST



SET DECORATOR



PROMOTIONS



WRITERS



SEGMENT PRODUCER



AD SALES



& SO MANY MORE...

TYPES OF ON SCREEN EXPOSURE



BEST WAYS TO MAKE SUCCESS HAPPEN

WORK WITH A SPECIALIST & EXPERT

Product Placement agencies like Hollywood Branded have been doing this a very long time and know how to safeguard your brand and ensure the FASTEST PATH TO SUCCESS.

CREATE YOUR BUDGET

Determine how much money you have for product, shipping and the agency's fee. The agency will charge a fee that is not only for their time and resources, but also for their RELATIONSHIPS & INDUSTRY KNOWLEDGE, which should provide the brand with a phenomenal Return on Investment that most brands will not be able to secure alone.

DETERMINE WHO TO PARTNER WITH

Determine the desired TARGETED CONSUMER DEMOGRAPHIC, and which properties have RELEVANT audiences to fit the brand's marketing goals.

AVOID NEGATIVE USAGE

All exposure IS NOT GOOD exposure. Talk with production decision makers how the brand will appear for every exposure opportunity.

HAVE ENOUGH PRODUCT

Make sure you have PLENTY OF PRODUCT if you are planning a comprehensive program, especially for no-fee opportunities.

GET IN FRONT OF DECISION MAKERS

The brand needs to be in LOTS OF PRODUCTIONS HANDS or will lose out on opportunities that get scripted into bigger wins at the last minute.



SET REALISTIC EXPECTATIONS

Don't expect every placement to result in success. Many placements won't make the final cut, and it can be a numbers game. You will have some just-ok placements and then you will have some mega wins that make your COMPETITORS CRINGE.

PRODUCT PLACEMENT CREATES SALES IMPACT

30%
SALES INCREASE



Audi

Ray-Ban



33%
SALES INCREASE



67%
SALES INCREASE



Reese's
pieces

67%
SALES INCREASE



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