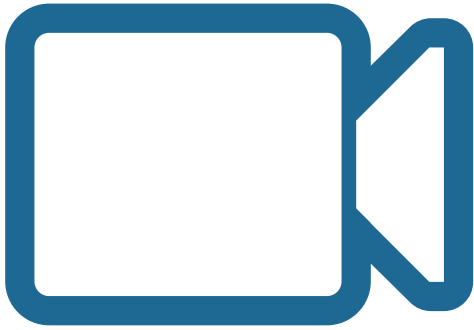


Movie Product Placement Segmentation



The MRI-Simmons Movie Product Placement consumer segmentation gives marketers the ability to measure consumer receptivity to product placement in movies.

These segments identify those consumers who are the best targets for product placement, and also their existing brand preferences along with the movies that they prefer.

The Product Placement Segmentation consists of four distinct groups for movies:

- **Emulators:** This segment has the strongest connection to branded goods or services placed into the context of movies. They are engaged and aware of product placement, and the recognition allows this segment to remember, try, and buy brands they have seen in a movie.
- **Noticers:** Noticers notice branded goods and services that are placed in movies, While they may be more likely to remember the placed products later, they do not feel that placement affects their shopping behavior.
- **Indifferents:** This segment has mostly neutral attitudes toward movie product placement. Indifferents are disengaged from most product placement attitudes but are slightly more likely to be influenced to buy when a character actually uses a product.
- **Rejectors:** Movie product placement has the opposite of the intended effect on this segment of viewers. Rejectors actually have negative attitudes toward branded goods or services that are placed into the context of movies and may be less likely to buy them.

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