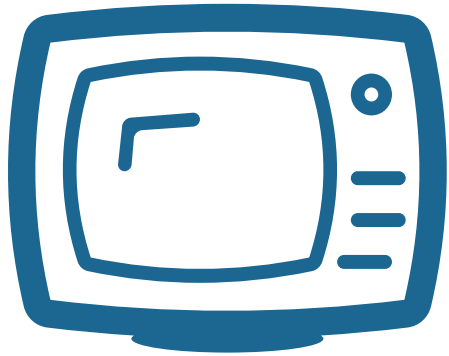


TV Product Placement Segmentation



The MRI-Simmons TV Product Placement consumer segmentation gives marketers the ability to measure consumer receptivity to product placement in television programs.

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

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

- **Emulators:** This segment has the strongest connection to branded goods or services placed into the context of television programming. 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 show.
- **Noticers:** Noticers are devoted to TV and notice branded goods and services that are placed in television shows. However, they are less likely than the average viewer to remember the product later and do not feel that placement in the television program affects their shopping behavior.
- **Indifferents:** Indifferents have neutral attitudes toward TV product placement. Members of this segment appear to be disengaged when it comes to noticing or remembering products placed in television shows.
- **Rejectors:** TV 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 television shows and may be less likely to buy them.

To learn more, contact us at +1 866 256 4468 or info@simmonsresearch.com