Marketing distribution and engaging the audience from the media when placing the products of transport companies

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Abstract. Product placement, an advertising technique that precisely promote their products in a non-traditional advertising model, normally through appearances in cinematic and television. Marketing strategy of glowing the product interest is product placement of branded in film and television (drama). Marketing in cinematic and television come to part of audience while watching movie, many movies show technique, strategy, and form of marketing inside the movie. Even though there is not the movie about marketing or management but there are an adventure, action, romantic, or even comedy. Those movies show marketing beneath the story. The purpose is to propose the understanding concept of product placement in marketing strategy that integrated into cinematic and television.

1. Introduction

Product placement defined as a paid inclusion of branded products or brand identifiers, through audio and or visual means within mass media programming [1]. Investment in product placement into the movie with a strong boost is aggressively important within the mega project film. Products and services which look attractiveness to all target find the better way to serve consumer needs after watching the film. A Deloitte study [2] supports the notion that product placement should strongly growth in the next 5 years and it is. Panda [3] defines brand placement as “commercial interactions within a particular media program, intended to heighten the visibility of the brand, type of product or service”.

Whereas, the exact definition of a product placement is still not shown [4]. Product placement can be a logo, brand name, or product inside the package that show appearance. As well as, if product placement is handled very well and show strong appearance, it would merge with the movie in a beautiful way [4].

Along with, product placement is considered to be a hybrid form of communication tools such as celebrity endorsement, sponsorship from any event and product public relation. Whereas, now a day there are plenty of technique for product placement. People learn marketing from the movie, they learn product from the movie, they buy the product from the movie, the filmmaker got the money from the brand, the filmmaker show the benefit of the product to the audience, and both filmmaker and brand win over this campaign. Transportation vehicle in one of highly impact to audience from product placement and marketing distribution because it can easily show it performance while in the movie scene as well as audience need to be part of the show.
2. Theoretical and Analysis

The evolution of product placement had started before the 1st world war within the primordial times of Hollywood [5] in the year 1916. The silent film named “She wanted a Ford” in 1929 from LKO/Universal Studio was the first film with product placement which was Ford car. The product inside the film was incorporated during the 30s when filmmaker or studio got the idea to promote products in the film by sending marketers promoting the product while shooting [5]. Metro-Goldwyn-Mayer was the first placement office department to an allowed product to place inside the film. E.T. from Steven Spielberg’s used Hershey’s Reese’s Pieces to attract the alien. This was the first time that product really attractive to audiences when watching the film. Product placement impacts the commercial and marketer become to get more involvement of specific product into the film.

Consumers nowadays are becoming more complex on attitude and behaviors. They are complex in receiving information. The information that giving to them must be clearly identified and show the right purpose. The communication techniques of product placement today are greater technique than in the start era of product placement. [6] The placement principle rests in the fact that this unofficial ‘advertising insertion’ departs from the traditional screens that are generally reserved for it and therefore speaks to an audience in a context different from that of classic advertising communication”. The high investment of product placement is now a billion-dollar industry. Therefore, when placing the product inside the film today, the brand must consider on the quality as well as the name, and star of the movie as well. Both things must come along together at the right time to impact audiences. The high investing of money in both product and film and the high value of investing in target audiences from product impacted.

A 2-dimensional approach of Product placement in marketing strategy that effect to consumer engagement in cinematic and television into different type. One is the mode of presentation and the other one is level of prominence. The mode of presentation is type of visual that sense activated by the stimulus [7]. Therefore, the extend of product placement possesses characteristic designed to become the central focus from audience is the technique of level of prominence. Product placement strategies can be clarified into 3 modes for cinematic and television; (1) visual only; (2) audio only; (3) combined audio-visual.

![Figure 1. 2-Dimension of Product Placement that impact to Marketing Strategy](image)

The billboard and other visual image of brand without any of message or audio can draw attention to audiences. (e.g., Robert Downy Jr. drinking Coca-Cola without any words on the image). It exposes the perception to audience while seeing it. The second mode, audio only conveys the brand message via name of the brand without showing any product. This kind of mode can present in radio and even in television when actor or actress mentioned about the brand by speech. Audio-visual is showing the brand and mentioning the name of the brand at the same time. The restriction of product placements is those in that brand is not shown right image such as small in size, visual focus from audience, and the
brand perception[8]. Those brand perception means product that contain high number of items within the brand name that cannot leads audience understand what item is it.

All 3 modes of product placement strategy are incorporated into movie and television (drama). Visual only is the majority used by filmmaker but it possibly gets some risk that viewer will not accept the product from eye pleasance[9]. It is the cheapest way to just put product into the film but movie maker will not allow product into not right position. Audio only overcome this issue, therefore it quite expensive as actor and actress need to speak out. This must corporate into the film via the script.

However, the attention of audience can become limitation as well. Audience has to listen to all words. Audio-visual is perfectly fit for product placement that want to show the product to viewer as a main role. This is the most expensive way to marketer as well as it cannot out to every kind of movie or drama. Normally, audio-visual can represent in sit-com as one part of the show. The plot will definitely show product as well as talk about product in one scene. Audience will notice that this is the product placement that they would like to show and speak out[10]. It is not very good idea and not possible to put in every film but it can sell product. Another product placement strategy that found;

1. “Crossover product placement to the scene” It means that rather than just put the product into the right scene, we will put the product in an un-right scene. In the mother of fact, audiences would notice that instantly due to it is really biased to the scene[11]. This product would be the talk of the town product that Lala Croft love Ben and Jerry’s and carry to the jungle. Jacky Chan threw Oral-B electric toothbrush to the villain in Bleeding Steel. Therefore, this technique is out of the mind of movie maker but filmmaker must find the right gap on the scene that can put the product into it. Due to some film and some scene you cannot place the product in but some scene you can do so. Thinking out of the mind and find the right place and right time.

Advertisers are now frequently majority involved in the films. Perhaps, they can buy a storyline from the movie. For example, Spiderman is watching sneaker advertising in his bedroom while waiting for the phone call from Tony Stark. Pitch perfect, the choir group has been the brand representative of Dove shampoo in the movie. This perfectly matches. This would help filmmaker easily making the film as planned but just adding up some scene to fulfil the sponsor and earning up more budget from the brand. This is a win-win purpose of product placement and movie studio[10].

Represent the brand from actor and actress, this actually happened before with Dwayne Johnson or the Rock in many films like Fast and Furious that he always wears Under Armor cloths. Some actor and actress can be brand representative to the cloth brand. Perhaps, lets them use that brand in every scene. It can easily happen to cloth brand. This is quite hard in term of you must use this brand in every scene but it can be another option for the product placement.

However, all those 3 strategies can call as supporting role of 3 mode of product placement strategies that marketer can distribute and build high value engagement to all viewers. It can significantly change to role of product placement in the new century of marketer transferring to film marker. Transportation company always shows high visible of product placement in their way. Transformer, Fast and Furious, James Bond, Barr driver, Avengers, Mission Impossible are some of film that represent high value image of transportation in automotive, aircraft, and boat. They show fully impacted product engagement to audience in variety of techniques. All those 2-dimension mode of presentation are confirmed of product engagement in term of sale of products as well as word of mouth in both online and offline world. They are using all 3 kinds of modern product placement strategies that make audience easily recognized those brands.

3. Conclusion and recommendations
In conclusion, the result of this study added practice of the positive result of the strategies of product placement in the cinematic and television. The research demonstrated critical mode of product placement role that represent into visible of product in both audio and visual to viewers [12]. As a result, all those strategies of product placement can lead the big change and high value of marketing from the brand. As the majority of answerer notice brand and product and these techniques can lead to
everyone to recognized product and instantly remember. This would help the brand to present strong value of the product to audiences and willing to get the brand relationship from this instinct learning on the instinctual drive of the brain.

Figure 2. 3 Mode of Product Placement Strategy into Modern Strategy

Therefore, marketing in the movie can reach the sign of acceptance by the audience to learn and earn this marketing like product placement [13, 14]. Product placement can make movie more fun and excitement whereas; people can learn and understand the marketing of that tools. From figure 2, the 3 mode of product placement strategy that transform from one mode to one mode and extending into modern strategy of modern strategies that can force audience (consumer) notice and purchase products. Cross over product is a majority of self eye sight of audience on product which cannot ignorance from the screen. Imagination of product storyline that disposed from the movie storyline, it is totally impacted to audience perspective of product. Brand representative or brand ambassador that always wear specific product can show high brand loyalty to people who like those actor and actress. As a result, marketing distribution and audience engagement in transport product will dominate movie world and lead high value added to consumer on product.

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