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Viewers facing brand placement in movies: new insights about viewers contribute to better understand the efficiency of the technique

Abstract:

Several studies have shown the potential of product placement use. Since traditional media becomes saturated, this communication technique benefits from a growing interest. Consequently, product and/or brand placements mushroomed, especially in Hollywood movies, but not always with the same efficiency. Rather than focusing on the placement itself, this research proposes to explore new insights about viewers during the second step exposure. A sample of 3,532 DVD French viewers has been used to link the way the movie has been viewed, chosen and appreciated (or not) with a spontaneous brand placements recall, the day after the film has been watched at home. Results contribute to strengthen the professionals' interest for the technique, and complete the academic knowledge on the topic. A profusion of brand placements does not increase artificially the number of brands recalled, and a first viewing of the movie at the theatre, just as watching it at home on a large home cinema screen, improves the brand placement recall. Such an improvement also occurs when DVD movie is chosen because of the movie director and when the viewer likes the movie he watched.

Key words:

Consumer, product placement, brand placement, movie, branded-entertainment, spontaneous day after recall.