

One pager

Product Placement Intro

The value of brand in programmes



What is Product Placement?

Product placement is when a company pays a TV channel or a programme-maker to include its products or brands in a programme. From 28 February 2011 TV programmes made for UK audiences can contain product placement as long as they comply with Ofcom's rules.

What is the benefit to a brand to Product Place?

Brands that choose to product place have the benefit of being at the closest editorial placement available commercially for a brand. It brings brands right into the programming. Because of this it means that brands associating with programmes are endorsed by the characters or the type of programme it appears in, and can be demonstrated in use in real-life situations. Product Placement is the answer to ad avoidance and can change perception of brands. Sky Media research show that when done well, Product Placement can raise the profile and endorse the brand credentials in the eyes of the viewers. Some benefits bulleted below:

- Closest position to editorial
- Endorsement by onscreen characters/celebrities
- Raised brand credentials as chosen brand in show
- Exclusive in category excluding other competitor brands
- Lead character usage of product
- Product demonstration in situ

How does Product Placement work?

Two types of product placement are available:

- 1 Firstly you can product place in situ during the filming of programmes. This means that products are delivered to the set at the time of filming and they are placed in situations to be used and seen. This is the most common type of product placement.
- 2 The second way to product place is through digital post production. This enables brands to be edited into programmes after they have been filmed.

What brands can Product Place?

Everything except:

- Cigarettes and other tobacco products
- Medicines that are available only on prescription
- Alcoholic drinks
- Gambling products
- Food and drink that is high in fat, salt, or sugar
- Baby milk

What Programmes can accept Product Placement

Product placement is allowed in films (including dramas and documentaries), TV series (including soaps), entertainment shows and sports programmes.

Where can't products be placed?

Products cannot be placed in news or children's programmes. They also cannot be placed in religious, current affairs or consumer advice programmes made for UK audiences.

Some Sky Media examples of Product Placement

Right Guard in A League of their Own

For the last 4 series, Right Guard has been the sponsor and the product placement partner in Sky1's 'A League of Their Own'. The production placement takes part in the last part of the show and is called 'The Right Guard Challenge'. This big challenge, towards the end of the show, has various Right Guard logos posted all over the various equipment used. The product placement also takes shape through branded media boards, towels, robes, sweatbands and branded banner/flags for some of the VTs that take place outside of the studio.

Big Brother on Channel 5

Throughout each series of Big Brother, various brands have utilised product placement in the house. These are products placed incidentally around the house and also include still pack shots of products at the 'Time of Day' notices throughout the show. Previous partners have included L'Oreal, Tefal, Aquafresh, Maximuscle and Weetbix.