

## Global Scanning

# Special Feature

Researched and compiled by Gemma Ball, GDR Creative Intelligence

26

## Broadcast your brand

**The future of product placement, turning viewers into customers.**

Traditionally limited to the inclusion of products or brands in film and TV programmes, product placement is becoming rapidly more sophisticated as viewers start to respond to broadcasting in new ways. A recent study by marketing agency Digital Clarity found that over 72% of under-25s comment on social networks while watching a programme. Viewers now use different 'screens' such as laptops and smartphones to watch TV, as well as interacting with broadcast content online and through social media, bringing multiple branded content opportunities. Future developments such as the GOAB TV experience may extend the possibilities further still.

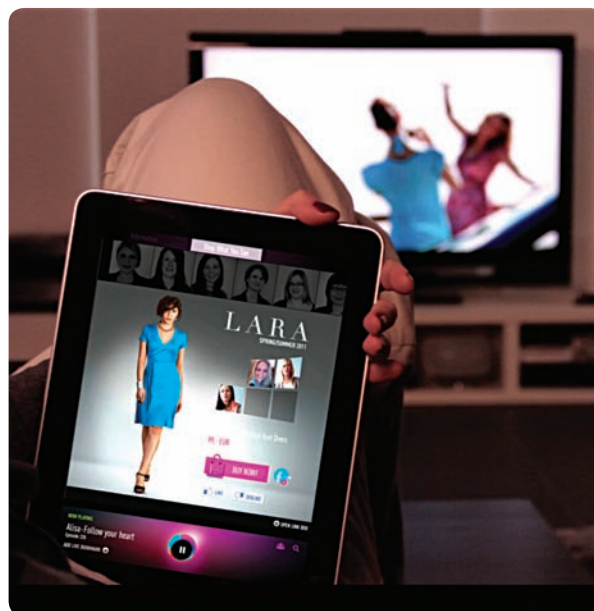
Created by internet agency Syzygy and still at development stage, GOAB is a technology based on cloud computing which enables richer and more interactive TV viewing. Accessed on a smartphone, laptop or tablet PC, the software provides users with extra content on the programmes they are watching on TV, such as information on the cast or location. A 'shop what you see' option could allow viewers to access information on clothing worn by actors on-screen and make purchases. They can also exchange real-time comments with friends, or participate in quiz shows. The app's cloud-based connection means that the customer's TV preferences can be stored online and then easily accessed by them from any other handheld device.

Savvy viewers are becoming wise to the ubiquitous promotional technique of paid advertising, and may begin to seek further interactivity in a manner more akin to web browsing. Developments such as Facebook Stories – which use member comments and check-ins to create mini endorsements – blend branded content into the individual's daily life in a relatively unobtrusive manner, while generating word-of-mouth endorsement.

Many brands have also taken to creating their own 'branded entertainment' by launching telenovelas (limited-run TV dramas), reality shows and online documentaries. Online content allows for connection to e-commerce, while a link to the real world through in-store merchandising and on-street advertising can create a 360-degree campaign.

There is still opportunity for new approaches and creative license when dealing with more traditional channels, such as film. One property developer took this a step further, using an entire residential estate - and some of its residents – as a branded setting for a film, while a new film documentary explores the concept of product placement by positioning the process and the brands at the centre of the plotline.

This issue, GDR looks at the greater transparency of product placement and how viewers can be turned into customers. Ulrich Proeschel, brand director Europe at advertising agency TBWA, introduces the burgeoning concept of campaign placement, referencing his advertising agency's recent work.





### 1 The Greatest Movie Ever Sold (1)

*The Greatest Movie Ever Sold* is a film documentary about the world of product placement, marketing and advertising – paid for through the inclusion of brands such as Hyatt Hotels, Carrera Sunglasses and JetBlue Airways. During filming, director Martin Spurlock travelled around the world staying in Hyatt Hotels and drinking POM Wonderful – a health drink made from pomegranates – while meeting brands to discuss featuring their goods within the film. Drinks brand POM Wonderful is the lead sponsor of the movie and has created a ‘Pom-Tini’ cocktail, which customers can try at Hyatt Hotels in the US. The hotel group also advertised the film on its room key cards. The film was released in April 2011 in the US and then globally, shown in cinemas and film festivals.

Website: [www.thegreatestmovieeversold.com](http://www.thegreatestmovieeversold.com)



### 3 New Look: Style the Nation (3 & 4)

In June 2011, UK broadcaster Channel 4 and fashion retailer New Look launched a six-week branded TV show. A style panel – which included British designer Giles Deacon – visited a different city each week, where local fashion followers competed against each other by styling catwalk models using New Look merchandise. People watching online could view and purchase items featured on the show. Each week viewers could also create and submit their own outfits from the New Look range to receive a discount voucher, and three designs were modelled during the show. In the final episode, the five winners competed for a job as a New Look stylist in London.

Website: [www.newlook.com](http://www.newlook.com)

Concept: In-house / Mother ([www.motherlondon.com](http://www.motherlondon.com)) / Twofour ([www.twofour.co.uk](http://www.twofour.co.uk)) / Monterosa ([www.monterosa.co.uk](http://www.monterosa.co.uk))



### 2 Levi's Curve ID for Mall World (2)

To promote its range of Curve ID jeans, Levi's partnered with Facebook game Mall World, which enables players to run their own virtual boutique and shop in those created by other users. During April 2011 the brand created its own pop-up boutique, offering a virtual fit experience, which involved taking a quiz to define the customer's real body shape. On completion, the ‘boutique’ recommended a style of jeans from the new collection, and the player's avatar was rewarded with a virtual pair in that style. The customer could also browse virtual merchandise and click on items to be redirected to the brand's website to make a purchase.

Website: [www.facebook.com/MallWorldGame](http://www.facebook.com/MallWorldGame)  
Design: WildTangent ([www.wildtangent.com](http://www.wildtangent.com))



### 5 Nigel & Victoria: 'The Search' (5)

In June 2011, electronics company Philips presented part two of its online weekly comedy series *Nigel & Victoria*. The first, launched in October 2010, was a mock documentary following a romance between two fictional characters, Victoria – who reviewed the brand's On the Go accessories, including headphones and iPad cases – and brand representative Nigel. The pair can now be seen searching for new product reviewers in a six-part series, aired on a dedicated Facebook page. An integrated Buy Now button lets users view and buy featured products. The series has received over 2 million views worldwide.

Website: <http://apps.facebook.com/nigelandvictoria>  
Concept: Hoot Comedy ([www.hootcomedy.com](http://www.hootcomedy.com)) / Tribal DDB Amsterdam ([tribalddb.nl](http://tribalddb.nl)) / Wenneker.tv (<http://wenneker.tv>)



### Chalet Girl trailer (6)

Film company Momentum Pictures used the Facebook 'like' button during the online trailer for its teen movie *Chalet Girl* to create an interactive experience for viewers and provide details of brands shown in the feature. At various points during the two-minute trailer – which was hosted on film website findanyfilm.com – a 'like' button appeared on-screen. Clicking it paused the promo and offered access to relevant content, including the company history and ethos of brands such as clothing retailer Roxy and gaming brand Nintendo, whose products were used in the film. Other content included information on the cast and locations. The trailer launched in February 2011, and is still available to view online.

**Website:** <http://chaletgirl.findanyfilm.com>

**Design:** Blue Barracuda ([www.bluebarracuda.com](http://www.bluebarracuda.com))



### Glamour Girls (7)

Online retailer Shop the Looks and women's magazine *Glamour* have partnered with clothing brand Gap to provide a new type of product placement in the US. In March 2011 the publication launched a free downloadable reality show for the iPad as part of its existing magazine app offering. The programme consists of four 10–12 minute episodes following the storyline of four female *Glamour* employees in their work. Each episode shows the cast wearing select garments from Gap's spring collection and by tapping on an individual character, the user can learn more about her look and be redirected to the Gap website to purchase the items.

**Design:** Gavin Aloen ([www.allow-in.com](http://www.allow-in.com))



### Facebook update (8 & 9)

An update to Facebook's photo-tagging feature means that brands can now be tagged within members' images on the social network. These tags can be clicked to direct users to the brand's Facebook page. Furthermore, Facebook's Sponsored Stories is a new development that enables user actions, including 'liking' a product or checking in to a brand's venue, to appear as a promotion for the company referenced. The product or venue associated with the action is turned into a mini-ad, visible in the user's newsfeed and right-hand page column. Brands already involved include Coca-Cola, Levi's and Starbucks, and a study of active US campaigns reported a 46% higher click-through rate with this new format compared with standard advertising. The Sponsored Stories cost the same as Facebook's usual premium ads.



### Cooper & the Castle Hills Gang (10)

US property developer Bright Realty has created a 60-minute family film to market its 2,500-acre real estate project in Castle Hills, north of Dallas, Texas. The film is set entirely within the local community, highlighting its multiple parks, hike-and-bike trails, fishing lakes, sports fields and outdoor plazas. Over 10% of the 9,000-plus residents participated as extras in the film, the plot of which centres on Cooper Callaghan, a fictional 11-year-old character and resident of Castle Hills, and his friends, who have to help a neighbour find a missing ring. The area was originally a family farm belonging to the company's vice president, Chris Bright. The film was launched at the 2011 Dallas International Film Festival.

**Website:** [www.castlehill.com](http://www.castlehill.com)