

New Trends in Advertising Research

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Part 2

Product Placement and Sponsorship

Product placement, the intentional incorporation of a brand into editorial content, is a fast growing practice today. The media industry has embraced brand placement as an attractive source of income in a fiercely competitive market. Advertisers see the phenomenon as an interesting way of promoting their brands outside the conventional advertising blocks, which have become less effective because of advertising clutter, lack of interest on the part of the audience, and technological developments that give viewers more control over what they watch. The number of studies on product placement has kept pace with the growth of the phenomenon. Van Reijmersdal (2007) found that half of the studies on product placement were published after 2000.

We have selected five fine studies on product placement and sponsorship for inclusion in this book. The studies show how a variety of factors influence perceptions and evaluations of product placement and the brand. These factors comprise programme genre and appreciation, engagement with the programme, type of programme, viewer characteristics, multiple sponsorship, and the inclusion of warnings. The studies included here apply a wide range of research designs: experiment, interpretative study, content analysis, survey, and literature study.

Cristel Russell and Dale Russell tested the impact of different warning conditions on viewers' responses to alcohol messages. An experiment was conducted to investigate whether pre- or post-warnings about the presence of pro- or anti-alcohol messages in the episode of a television series affected viewers' drinking beliefs. The moderating role of viewers' levels of connectedness with the television series was also tested.

Etienne Bressoud and Jean-Marc Lehu studied the factors that influence day-after recall of product placements incorporated in movies. They studied no fewer than 3,532 DVD viewers. They showed that characteristics such as liking the movie genre and appreciating the movie significantly influenced product placement recall.

Rungpaka Amy Tiwsakul reports on an interpretive study of consumers' subjective experiences of product placement in television programmes in the UK and Thailand.

The textual data of this study consisted of fully transcribed and translated focus group discussions and auto-ethnographic narratives. Findings suggest that the selected consumers were deeply engaged with television product placement in entertainment settings and actively sought out connections between the brands portrayed and their own lifestyle, values, and social identity.

Ole E. Anderson conducted a real life study combining a content analysis of programmes broadcast on the three most popular Danish television channels and a survey of a representative sample of the Danish population. He investigated the number and kinds of product placements broadcast on TV, as well as audience perceptions and evaluations of product placements in different specific programmes. His results show how socio-demographics and type of programme affected awareness and evaluation of product placement.

P. Monica Chien, T. Bettine Cornwell and Ravi Pappu aim to understand and conceptualise the effects of a brand's multiple sponsorship activities on consumer responses. Multiple sponsorship is defined as the simultaneous inclusion of multiple events or entities in a brand's sponsorship portfolio. Specifically, they focused on how and under what conditions sponsorship episodes interact to influence sponsorship memory (*i.e.*, sponsorship recall), as well as perceived sponsor brand image.

VAN REUMERSDAL, E. A. (2007). *Audience reactions toward the intertwining of advertising and editorial content*. PhD thesis University of Amsterdam.



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New Trends in Advertising Research presents a wide spectre of recent studies and works whose aim is to demonstrate how advertising works drawing special attention to the role of culture, the advertising content, new technologies, and to the way advertising agencies develop appropriate practices to make advertising campaigns efficient.

The book has 29 chapters framed in five parts. The first part – *How Advertising Works* – presents six studies that show dimensions of messages conception, the organization of motivations, the imply-benefit attributes, and how celebrities can contribute to the effectiveness of messages. The second part discusses effects of *Product Placement and Sponsorship*. The third part – *Advertising & Culture* – presents six studies that show the way in which cultures and subcultures may influence advertising and advertising effects. The fourth part on new *Technologies of Information and Communication (TIC)* includes five studies on new advertising platforms. The last part presents seven studies on *Content and Context Factors in Advertising*.

The book addresses itself to the advertising professionals, to advertising communication researchers, as well as to graduate and undergraduate students of advertising and communication, who want to be informed about the latest research within these areas.

