CHAPTER 5

CONCLUSION & RECOMMENDATIONS

PART CONTENTS :-

<table>
<thead>
<tr>
<th>CHAPTER 5 : CONCLUSION &amp; RECOMMENDATIONS</th>
<th>137-138</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 CONCLUSION</td>
<td>137</td>
</tr>
<tr>
<td>5.2 SCOPE FOR FURTHER RESEARCH</td>
<td>138</td>
</tr>
<tr>
<td>5.3 RECOMMENDATIONS</td>
<td>138</td>
</tr>
</tbody>
</table>
CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION

Since product placement is a new and fast growing area in the world of marketing, these findings indicate that general attitudes toward product placements could become more and more positive as each successive generation enters the marketplace. Currently in India, the practice of brand placement is in on the rise, among which there are still many mysteries waiting for people to explore, and the huge market is forming. For the marketing practitioners and brand managers of different industries, to go deep into brand placement, actually means an unprecedented idea, to go deep into the media and entertainment industry, and to discern their internal rules and operating knacks. Entertainment, experience and communication are the major trends of all industries in the future. Brand placement is filling an increasingly important role in marketing strategy as conventional techniques have been rendered ineffective by their own ubiquity.

The impact of product placement on audiences will vary, of course, depending upon their level of sophistication, familiarity with ad campaigns, and longevity in making purchase decisions. Since product placement is a relatively new tactic that is consistently reinventing itself to accommodate different media, products, and strategies, it is likely that consumers will become accustomed to this method of influence and adapt in a way that more crucially evaluates, interprets, and responds to these marketing attempts.

So, we can summarize by concluding that brand placement is emerging as useful additional form of marketing communication. With the growth of professionalism in Indian Cinema and the growing need for less cluttered communication Channels, Researcher feels that brand placement can emerge as a strong vehicle to communicate to the vast film-viewing population of India.


Chapter 5: Conclusion & Recommendations

5.2 SCOPE FOR FURTHER RESEARCH

1. Working on full length real movies and natural exposure conditions, can open
new perspectives of research in this field i.e. the authentic cinema experience
will investigate better if the consumers remember product placement to the
same extent when they are in a normal cinema –viewing environment.

2. Further it would be interesting to extend this research to a greater number of
movies to different parts of country as well as different age segments etc.
Investigating a large sample through a quantitative research could shed a
better light on some of the finding revealed in this research.

3. The Further the effectiveness of the product placement technique can be
empirically tested by focus on linkages such as film-product linkage, film-
individual linkage and the product-individual linkage.

4. The growing interest and attention on product placement in feature films
necessitate further investigation in context towards ethically charged product
placement, such as alcohol and cigarettes, could prove useful.

5.3 RECOMMENDATIONS

1. Product placement should be viewed as a communication vehicle to
complement the traditional media of marketing and advertising. Product
placement must be coordinated and integrated with the other seven
promotional elements: - advertisement, personal selling, sales promotion,
publicity, public relations, direct marketing and new media marketing. The
integration of brand placements into the marketing communication strategy of
the organization could enhance the general impact of product branding.

2. This research has provided some insight into the factors affecting recall of
product placements in film from an audience perspective. The findings suggest
that brand placement decision-makers should consider the following:
• Films that are likely to elicit high level of pleasure (i.e. feel-good movies) are conducive to brand placement effects

• Placements are more effective when the audience is already familiar with your particular product category / brand (i.e. it is important to match your product to the movie audience)

3. To maximize the effects of this form of advertising, they should try to increase the 'rate of exposure' of consumers to the placed products, since it was found that when brand awareness in a particular movie is not high enough moviegoers typically fail even to remember the names of the placed brands in the movie. Marketers should also try to have their brands seen or mentioned in the movie as many times as possible.

4. Because of the rise of digitally inserted product & brand placement. Some placements can be elaborated, replace or even erase, after the movie has been shot. In the near future this could lead to a more systematic use of previews to analyze the relevance of integrating a brand or not, maybe not right from the outset but after watching the final edited motion picture. It could then allow some sort of pre-testing step with elaborate concrete material, the kind traditional advertising already offers.

5. Viewers are usually attracted to famous directors and star casts of the movie. Therefore advertisers should usually team up with such famous directors who further team up with a famous cast. This is because, nevertheless if a director appeal or the actors appeal is already known by advertisers, still the success of the movie will remain uncertain, but the viewership and reach can be guaranteed to an extend. Knowing which stars are favored by your target market and having your brand or product category feature alongside them enhances recall / recognition.

6. Marketers should Choose the movie & the plot of the movie which runs parallel to the brands connotations and values. In this manner the brands unique image can be clearly ironed in people’s mind. It should build a close relationship with the positive associations of the respective brand. The brand
should simultaneously focus on other print advertisements and numerous PR-related activities of the particular film. A large scale promotion with the movie’s release will felicitate the effective use of resources of the goal of placing itself and strengthening placement impact with the wide-spread influence of the movie. If a commercial was aired at the same time in the same program each night the audience would come to expect it and the commercial would just remind them of information of which they were already aware.

The goal of brand placement is to allow the target audiences to identify and discover the brands, rather than forcing them to get the brands information. The effect of brand placement is to unite the brands information with the entertainment products’ contents to let the audiences get in touch with the brands information without losing the current happy experience. If we consider an entertainment product as a virtual place, the brands placement information must logically exist in this virtual place so that consumers will naturally accept it.