

Product Placement and Advertising in Chinese Internet Dramas

Authors : Patricia Portugal Marques de Carvalho Lourenco

Abstract : This paper presents the richness of product placement usage in Chinese IP dramas. It shows the artistry of storytellers in craftily intertwining the drama's storyline with the items promoted, resulting in a flawless Chinese tapestry that perfectly blends internet visual entertainment with advertising, significantly enhancing the production's worth. Successful IQIYI drama We are all alone, is a flawless example of that, attracting collaborative interest from products and brands across a spectrum of market segments, motivated to showcase their utility, value, benefits, and appeal to viewers.

Keywords : product placement, band-aid ads, post ads, barrage advertising, China, internet drama series, Latin Europe

Conference Title : ICAOM 2023 : International Conference on Advertising and Online Marketing

Conference Location : Barcelona, Spain

Conference Dates : May 22-23, 2023