

Brand Placement Practices in the Movies and Their Importance on Brand Recall

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Abstract : Brand placement practices have become a popular advertising strategy, which is widely used in movies. Whether these brands are remembered by the audience after the film, or if they affect the purchasing preferences of the consumers has become one of the most important topics in the field of advertising. From this point, in this study, the "Devil Wears Prada" movie which includes high amount of brand placements is chosen. The movie watched to the undergraduate students in Turkey to measure the impact of brand placements on the attitudes of the consumers relating with a specific brand. In total 100 students were the subjects of this study. The participants were selected through using a simple random sampling method. The findings revealed that there is a significant difference between male and females in terms of brand recall. Female students were remembered the fashion brands more than the males, whereas males generally recalled the automotive brands and restaurant names.

Keywords : brand placement, brand recall, advertising, media

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