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IMPACT OF PRODUCT PLACEMENT STRATEGIES ON BRAND RECEPTION – LITERATURE REVIEW

WPŁYW STRATEGII LOKOWANIA PRODUKTU NA ODBIÓR MARKI – PRZEGLĄD LITERATURY

Abstract: Considering the changes in media consumption, many well-known brands decided to invest in product placement. Companies apply various strategies of placing the brand inside the media programming, not only in movies or television programs but also in social media, computer games and music videos. Present paper is aimed on investigate the influence of chosen product placement strategy on product placement effectiveness and is based on literature review. Research on product placement in movies shows that a mixed type of

placement which encompass visual presentations of a branded product, company name or logo, and verbal reference to the embedded brand is better remembered in comparison to only visual product placement. There are also recognized product placement strategy based on various plot-relation level. According to research made in computer games, higher brand and game congruity result in better attitude but a brand incongruent with the game plot is better remembered. The authors also frequently mention about product placement visibility. Prominent placement in movies and computer games led to worse brand attitudes, is perceived as more disruptive, less realistic and interferes with the plot than subtle placement. The advantage of prominent placement in both medias and video sharing sites is better influenced on brand remembering. When it comes to social media, product placement takes a form of written placement or video placement. Some studies proved that video placement exert greater impact on attitude, better brand impression and cause higher users' intention to click. Similarly in computer games it can be listed animated or as a static ads. In quoted study, brand recognition for the animated billboards was significantly higher than for static billboards and attitudes toward the animated ads were better.

Keywords: product placement, brand placement, brand reception, placement types

Streszczenie: Biorąc pod uwagę zmiany w konsumpcji mediów, wiele znanych marek zdecydowało się zainwestować w lokowanie produktu. Firmy stosują różne strategie umieszczania marki w programach medialnych, nie tylko w filmach lub programach telewizyjnych, ale także w mediach społecznościowych, grach komputerowych i wideoklipach. Niniejszy artykuł ma na celu przeanalizowanie wpływu wybranej strategii lokowania produktu na skuteczność tego lokowania i jest oparty na przeglądzie literatury. Badania nad lokowaniem produktu w filmach pokazują, że mieszany typ lokowania, który obejmuje wizualną prezentację markowego produktu, nazwy firmy lub logo oraz słowne odniesienie do osadzonej marki, jest lepiej zapamiętywany w porównaniu do tylko wizualnego lokowania produktu. Zidentyfikowano również strategie lokowania produktu oparte na różnych poziomach zgodności marki i fabuły. Według badań przeprowadzonych w grach komputerowych wyższy poziom zgodności marki z wątkiem gry skutkuje bardziej pozytywnymi postawami, jednak lepiej zapamiętywane są marki niezgodne z fabułą gry. Autorzy często wspominają również o widoczności lokowania produktu. Widoczne umiejscowienie w filmach i grach komputerowych prowadzi do pogorszenia postaw wobec marki, jest postrzegane jako bardziej nachalne, mniej realistyczne i zakłócające fabułę niż lokowanie subtelne. Przewaga widocznego lokowania zarówno w mediach, jak i na stronach służących do udostępniania plików wideo służy zapamiętywaniu marki. W przypadku mediów społecznościowych lokowanie produktu ma formę pisemną lub wideo. Niektóre badania wykazały, że stosowanie filmów ma większy wpływ na postawy i wrażenia związane z marką oraz powoduje, że użytkownicy częściej klikają o odnośniki. Podobnie w grach komputerowych można wyróżnić reklamę animowaną lub reklamę statyczną. W przytoczonym badaniu rozpoznawalność marki animowanych billboardów była znacznie wyższa niż w przypadku billboardów statycznych, a postawy wobec animowanych reklam były korzystniejsze.

Słowa kluczowe: lokowanie produktu, lokowanie marki, odbiór marki rodzaj lokowania

Introduction

Growing ranks of enterprises move their financial sources to product placement because they believed it can affect audiences' purchase behavior. Managers are convinced about profitability of this promotional tool in regards of numerous examples of placement's influence on consumer demand. Pottery Barn gained popularity after exposure in TV series "Friends" in THE 1990s[1]. BMW Z3's placement in the "James Bond: Golden Eye" made the Z3 model the company's most recognized car in the 90s. In the next part of James Bond movie "Tomorrow Never Dies", BMW's featured the new motorcycle, the R1200c, and then this model became the best-selling motorcycle in 1998. BMW had also experience with placing car in other movie, "The Italian Job". Placement of MiniCooper resulted in increase in demand for this car. Totally, BMW gained over $100 million in audience exposure value after exposure the brand in James Bond and The Italian Job[2].Coca-Cola had an experience of 13 year partnership with American Idol. Large size red cups with Coca-Cola logotype were featured on the judges' table, in the front of the camera. The sandwich chain Subway has invested in product placement in numbers of TV shows, including Community, Chuck, Nashville and Hawaii Five-O. Product placement is a broadly used marketing tool for many brands in various of categories[3].

The rationality of using product placement is justified by forecasts for changes in media consumption. According to the report of the KPMG consulting company, the number of digital televisions is increasing, which makes it possible to receive standard television offers as well as multimedia Internet content. Consumption of non-linear content, such as video on demand, is steadily increasing. It is anticipated on 18% in 2020. It can suspect that this phenomenon foster advertising avoidance by audiences and thus product placement may be a reasonable promotional tool. The second trend is so-called media multitasking, namely parallel use of various media. An example is watching TV and using a tablet or smartphone at the same time. According to the "GSMA Mobile Economy 2015" report, yet in 2014, consumers watching TV had their second screen turned on for 36% of the time watching TV. At this time, television content competes for attention with content obtained from other sources[4].

Many scientific studies proved that product exposure is correlated to product preferences[5]. However it is prevalent belief that product placement should be part of

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[1] E.L. Paluck, P. Lagunes, D.P. Green, L. Vavreck, L. Peer, R. Gomila, *Does product placement change television viewers' social behavior?*, "PloS one" 2015, 10(9), p. 1.

[2] F. Guennemann, Y.C. Cho, *The effectiveness of product placement by media types: Impact of image and intention to purchase*, "Journal of Service Science (Online)" 2014, 7(1), p. 29-30.

[3] S. Mummalaneni, Y. Wang, P.K. Chintagunta, S.K. Dhar, *Product Placement Effects on Store Sales: Evidence from Consumer Packaged Goods*, 2019, p. 2.

[4] KPMG report, retrieved 16.12.2019, p. 7-8.

[5] E.L. Paluck, P. Lagunes, D.P. Green, L. Vavreck, L. Peer, R. Gomila, *Does product placement…*, p. 1-2.

the integrated marketing communication there are different placement strategies employed by practitioners. The strategy should be designed to improve the placement's results and to meet marketers' expectations or at least create awareness of the brand[6]. Present paper investigate the popular product placement strategies, or the types of placement in other words, and their impact on brand reception. The author applied the literature review. An article is organized as follows. In first part, the concept of product placement is presented. Second part constitutes the review of product placement strategies according to available literature. The paper is final with some conclusions.

1. Product placement in various media type

It is difficult to estimate the beginning of product placement. According to the scholarly literature, the first instances of product placement use can be find before 1980s. Eckert noticed some activities that today could be define as product placement yet in 1930. Acknowledged examples identified Wasko few years later, in the mid-1940s[7]. Soba and Aydin stated that the movie producers started to introduce branded products into films yet in 1960s. They hopped to bring some reality in fictional stories. It was a time when companies (brand owners) did not make any payments for products which appeared in movies. Parallel to the decline of U. S. economy in the 1970s, Hollywood's producers tried to compensate their loss related to lower ticket sales by charging the companies for placing their brands in movies. From this time, product placement became a source of revenue for film industry[8].

One of the first scholarly researches was made during the 1980s. After 1982 when Reese's Pieces appeared in "The Extra-Terrestrial"[9]. Scholars were attracted by huge success of the placement which resulted in sales growth about 65%, three months after the film was released[10].

The definition of product placement has evolved over the years. One of the first stated that product placement is "a paid, intentional and inconspicuous message about the branded product embedded in a movie or TV program"[11]. Patel and Patel supplemented the definition by the assumption that the message is featured in the film or program in order to exert influence on audiences. The other definition stated that

[6]   E. van der Westhuizen, D. Mulder, *Guidelines to enhance recall and recognition of product placement strategies*, "Communitas" 2019, 24, p. 24.
[7]   J. Newell, C.T. Salmon, S. Chang, *The hidden history of product placement*, "Journal of Broadcasting & Electronic Media" 2006, 50(4), p. 576.
[8]   M. Soba, M. Aydin, *Product placement efficiency in marketing communication strategy*, "International Journal of Business and Management" 2013, 8(12), p. 2.
[9]   A. Walton, *The evolution of product placement…*, p. 71.
[10]   P.B. Gupta, K.R. Lord, *Product placement in movies: The effect of prominence and mode on audience recall*, "Journal of Current Issues & Research in Advertising" 1998, 20(1), p. 47.
[11]   K. Jan, K. Martina, *Product Placement: A Smart Marketing Tool Shifting a Company to the Next Competitive Level*, "Journal of Competitiveness" 2013, Vol. 5, p. 100.

brand placement is "a paid placing branded products or brand identifiers through audio and/or visual means, within mass media programming"[12]. According to American Marketing Association (1960), brand is "a name, term, sign, symbol, design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors". It can be also observed the emotional involvement of customers with a brand and special perception of branded products. Firstly, the term "brand" was associated with physical products or services. Nowadays, the concept of brand can be related to a various kinds of entities such as corporations, geographical places, political parties, movies and celebrities[13].

Over the last 25 years, the increase of persuasion knowledge among consumers and decline of effectiveness of traditional advertisements caused the grow in use of product placement in advertising campaign[14]. People avoid traditional advertisement, especially during the television programs by changing the channel, what is tougher in terms of product placement. Product placement have a longer span in comparison to traditional commercials[15]. Product placement spending worldwide was estimated for 8,250 million U. S. dollars in 2012 and 10,580 in 2014[16]. U.S. Product Placement Market noted 13.7% growth in 2017. The fastest growing product placement channels were online and mobile media, which increased 25,3% in 2017. Brands are endorse by stars on You Tube and engage younger target market and gear toward websites popular amongst influencers[17].

Previous studies of product placement effectiveness were limited to placement activities in movies or television programs. In the last decades, the scholars extended research to other media such as radio programs, game shows, print media, computer games[18] music videos and social media sites. Product placements gain popularity in music, particularly in rap and hip-hop. An example is a song Flo Rida's "Low", from 2008, that contained references to wide range of brands including Apple, Reebok, Cadillac, Maybach, Patron, Hennessy and Glock. Another example presents Lady Gaga's "Telephone", which includes 10 separate product placements. The video were seen by more than 4 million people in the first 24 hours after was released[19]. Marketers also placed brands in computer games, for instance Pizza Hut

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[12] C.R. Patel, P.V. Patel, *Brand Recall for Product Placement in Hindi Movies*, "Global Journal of Management And Business Research" 2015, 15(7), p. 10.
[13] L. Muzellec, T. Lynn, M. Lambkin, *Branding in fictional and virtual environments: Introducing a new conceptual domain and research agenda*, "European Journal of Marketing" 2012, 46(6), p. 812-814.
[14] B. Gibson, C. Redker, I. Zimmerman, *Conscious and nonconscious effects of product placement: Brand recall and active persuasion knowledge affect brand attitudes and brand self-identification differently*, "Psychology of Popular Media Culture" 2014, 3(1), p. 19.
[15] C.R. Patel, P.V. Patel, *Brand Recall for Product Placement*…, p. 10.
[16] Statista GmbH report, retrieved 16.12.2019.
[17] PQ Media report, retrieved 16.12.2019, p. 1-2.
[18] F. Guennemann, Y. C. Cho, *The effectiveness of product placement*…, p. 29.
[19] L. Eagle, S. Dahl, *Product placement in old and new media: examining the evidence for concern*, "Journal of Business Ethics" 2018, 147(3), p. 605, 610.

and KFC appeared in Crazy Taxiand AXE and Nokia in Splinter Cell: Chaos Theory[20]. In 2006, Coca-Cola bought ITS own island inside Second Life game to promote the brand and gather public community. Residents could visit "Coke Studio" to record music, purchase virtual products and get free virtual drinks[21]. During the 2008 election campaign, Barack Obama placed billboards with early voting advertisement in Burnout Paradise computer game and other online sport video games such as EA SPORTS NBA Live 09, NHL 09 and Madden 09. Research carried out by Walsh, Clavio, Mullane, Whisenant (2014) showed that the recall and recognition percentages of Barack Obama after exposure product placement were similar to brands like McDonald's and Nike[22].

2. Product placement strategies and brand reception

Ferle and Edwards (2006) investigated placement techniques in various types of programming, including storied programming (e.g. dramas and situation comedies) and nonstoried programming (e.g. news programs, game shows, and sporting events). They identified visual characteristics of brand appearances, verbal characteristics and placement combined visual and verbal characteristics.

Visual placement take place when the brand, product, company name or logo is featured on an actual product. The brand, product, company name or logo can be also placed on the other items, that are not a branded product. An examples represent Coca-Cola placed on a shirt of a main character. Brand placement can also take form of "traditional advertisement" when brand identifier is located on a billboard during a sport event or inside a text of question during quiz show. In regards to visual presentation of brand, the authors indicated the concept of brand prominence. Brand prominence depends on whether it can be clearly seen, whether the brand is shown at the center of the screen, whether the brand is shown with other branded product in the same time and how many branded products are visible during transmission.

Verbal placement includes the brands mentioned in the scene, for instance "Hand me a Diet Coke", mentioned product category such as "May I have a soda" and showing Coca-Cola at the same time or using a pronoun like "give me that"[23].

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[20] J. Martí-Parreño, J. Bermejo-Berros, J. Aldás-Manzano , *Product placement in video games: The effect of brand familiarity and repetition on consumers' memory*, "Journal of Interactive Marketing" 2017, 38, p. 56.

[21] G. Sharma, L. Baoku, W.L. Juan, *Online marketing in second life virtual world*, "Asian Journal of Marketing" 2011, 6(1), p. 13.

[22] S. Batra, *E-campaigning: The present and future*, "International Conference on e-Democracy" 2009, pp. 89-98). Springer, Berlin, Heidelberg, p. 92; P. Walsh, G. Clavio, S. Mullane, W. Whisenant, *Brand Awareness and Attitudes Towards Political Advertisements in Sport Video Games*, "Public Organization Review" 2014, 14(2), p. 127-128, 131, 135.

[23] C.L. Ferle, S.M. Edwards, *Product placement*, "Journal of Advertising" 2006, 35(4), p. 65, 67-67.

According to "Pentagon Research" agency, published in 2017, visual placement constitutes more than half (51%) of product placement, verbal placement is using in 13% of cases and 14% of marketers decide on mixed type of placement (figure 1)[24].

Figure 1. The use of product placement type
Rysunek 1. Zastosowanie poszczególnych typów lokowania marek

■ visual placement
■ verbal placement
■ mixed type of placement
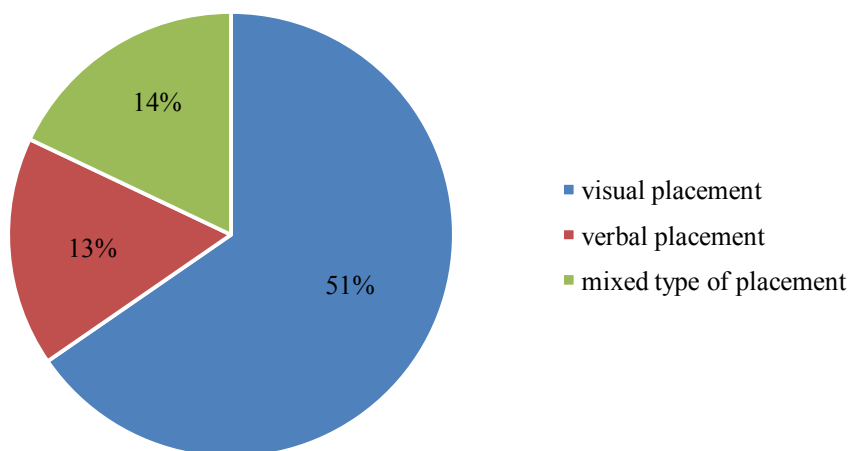
Source: A. Kowalkowski, A. Rudzewicz, A. Ciećwierz, K. Orzechowski, *Product placement jako narzędzie promocji w opinii konsumentów*, „Zeszyty Naukowe Wyższej Szkoły Ekonomiczno-Społecznej w Ostrołęce" 2018, (29), p. 104-115.

Ferle and Edwards's classification is supplemented by the third type of product placement in classification of Kuhn and Pope (2010). They listed visual placement, auditory placement and plot-related placement. Visual placement occurs when a brand appears as the background of an action. Auditory placement relates to a situation where a given brand is mentioned during a dialogue. Plot-related placement refers to placement based on the brand's congruence with the story of the movie, program or game[25].

Panda (2004) carried out a research investigated how different strategies of brand placement influence on memory for the brands and attitude toward the brands. The author proposed following classification of strategies: implicit placement, used in scenes and integrated explicit brand placement. Implicit placement occurs when a brand is shown without verbal reference to brand name or benefits (there is no auditory support). Brand can also be used in a scene without verbal elements (no

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24   A. Kowalkowski, A. Rudzewicz, A. Ciećwierz, K. Orzechowski, *Product placement jako narzędzie promocji w opinii konsumentów*, „Zeszyty Naukowe Wyższej Szkoły Ekonomiczno-Społecznej w Ostrołęce" 2018, (29), p. 108.
25   K.A. Kuhn, N.K. Pope, *The effect of video game placements on brand attitude*, "Proceedings of American Marketing Association Summer Marketing Educators' Conference" 2010, American Marketing Association, p. 3.

auditory support) but with high plot connection. Integrated explicit brand placement takes place when an attribute of a brand (or product) is mentioned by a main character and the usage of this brand (or product) is presented. In the third case, there can be observed auditorial and visual elements with plot connection.

For experiment purposes, short clips showing scenes with product placement were created. The author also prepared a list with films and relevant brand placement. The films contain three types of placement, namely implicit placement, used in scene and integrated explicit brand placement.

Firstly, respondents watched the films and after that they filled in a questionnaire. The author gathered 100 correctly filled in questionnaires, 60 from men and 40 from women.

The respondents were consecutively given some clues in the form of music, names of the actors in the movie, etc. They were asked to recall the brands that they remembered from the film. The presence of brand inside the movie plot was recognized by the subjects and varied from 5 persons that indicated "HMV" brand to 100 persons who noticed placement of "Coke". Table 1 shows further details about particular brand scores.

Table 1. Brand recall of brand placed in the film
Tabela 1. Przywoływanie marki dla marek ulokowanych w filmie

Brand recalled	Unaided Recall Score	Aided recall score
Coke	100	100
Pass Pass	75	80
Stroh	70	75
Santro	70	87
Hero Cycles	63	63
Swatch	42	45
Akai	30	32
HMV	5	5

Source: T.K. Panda, *Consumer response to brand placements in films role of brand congruity and modality of presentation in bringing attitudinal change among consumers with special reference to brand placements in hindi films*, "South Asian Journal of Management" 2004, 11(4), p. 16.

Panda proved that the type of placement played a significant role in brand reception. Research confirms the hypothesis that the stronger the brand and film congruity, the more is the consumer positive evaluation toward the brand[26]. Brand

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[26] T.K. Panda, *Consumer response to brand placements in films role of brand congruity and modality of presentation in bringing attitudinal change among consumers with special reference to brand placements in hindi films,* "South Asian Journal of Management" 2004, 11(4), p. 13-16, 20.

congruity describes the perceived level of matching between the content of the medium and the brand being promoted in this medium[27]. When the congruity is high, the audience feels that the placement is appropriate. On the other hand, when the brand is not connected with a plot, recipients are irritated and do not accept the placement. Research shows that brand and plot connection exert impact on ethical judgement. The results of recall test suggest that explicit brand placements are more effective than the implicit placement. The brands that were mentioned in the scene by the character and the use of branded products are better remembered than those which were only show in the scene without verbal reference. Based on the responses from the open-ended questions also indicate that implicit placement is perceived less ethically compared to explicit placement[28].

The issue of plot and brand congruity attracted the attention of scholars also in the other medium, computer games. Vashisht (2015) was interested in the impact of product and game congruity on players' brand recall and brand attitude. On the experiment purposes, non-existent brands were embedded in a car racing games. There were seven brands related to the plot of the game and seven that did not match the story of the game. Some games were fast paced and some were slow speed. 235 students aged 17 to 20 participated in the study, 90% of whom were regular players. After exposure to these advergames, subjects were asked to fill in the questionnaire. The results of the conducted experiment suggest that brands are better remembered in racing games characterized by a slow pace of the game and a lower level of game and the product congruity than in the case of the same games and high congruity between the placed product and the game genre. The slower game speed makes it easier for players to process marketing information. As for games with fast-paced action, there was no significant difference between games with a highly congruent or incongruent product and the game plot. The fast pace of the game means that the player is forced to pay more attention to the purpose of the game, so less attention is left to processing information about the brand, including remembering[29].

Homer (2009) distinguished prominent and subtle product placement. Subtle placement includes only visual images of the placed product whereas prominent placement contains visual images and direct verbal references. Prominent placement can be perceived as more attention-getting and more intrusive[30]. Gupta and Lord stated that prominent placement is defined as placement characterized by

[27] S. Verberckmoes, K. Poels, N. Dens, L. Herrewijn, P. De Pelsmacker, *When and why is perceived congruity important for in-game advertising in fantasy games?,* "Computers in Human Behavior" 2016, 64, p. 871.
[28] T.K. Panda, *Consumer response to brand placements in films…*, p. 20.
[29] D. Vashisht, S.S., *Impact of nature of advergames on brand recall and brand attitude among young indian gamers: Moderating roles of game-product congruence and persuasion knowledge*, "Young Consumers" 2015, 16(4), p. 456, 459, 462-463.
[30] P.M. Homer, *The impact of placement type and repetition on attitude*, "Journal of Advertising" 2009, 3(3), p. 23.

a high degree of visibility by size or position on the screen or place in the center of the action. As an opposite, the authors suggest subtle placement, characterized by small size, placement outside the place of the game or short display time[31].

Homer organized an experiment with participation of 70 undergraduate students. On the purpose of experiment four short movie clips were prepared with different visibility of product placement (subtle and prominent brands). The subtle placement included only visual images of McDonald's products such as food, drinks, employee uniform, without verbal reference. The prominent placement contained visuals as well as verbal references during the scenes. In addition, the author manipulated the number of brand repetition. Respondents firstly were asked a few questions about well-known fast-food brands, to assess previous attitudes and feelings. Secondly students watched the clips and after that they filled in the questionnaire. The study were repeated with the same procedure but with the use of other television clip with Dell notebook computers.

The results showed that brand attitude depends on type of product placement. For subtle placement consumer's attitude was better and relatively positive. In terms of prominent placement the attitude toward placed brand was much worse. Moreover, prominent placement is perceive as more disruptive, less realistic and interferes with the plot. The effect is escalated with repeated exposure[32].

Brand visibility and above mentioned plot-connection were also investigated in the other medium, namely computer games. Lee and Faber conducted a study involving 155 students, where 98% were between 18 and 25 years old and 67% were women. Participants played a car racing game, previously adapted to the needs of the experiment. The brands embedded inside the game were divided into the following categories: gasoline, deodorants, and animal feed. It was fictitious ads created for the research purposes. This treatment was aimed at eliminating the impact of previous player experience with the brand. The brand name and brand image indicated the product category. Each brand appeared 10 times during the game of each participant and the type of placement differed with the degree of product visibility and the degree of product and game congruity. The brands were placed in the central places of the game, e.g. on the gates that the race car had to cross and in places less visible, such as billboards in the background. After playing the game, participants were asked to answer questions assessing their level of previous experience as players, brand recognition and brand recall. Demographic information was also collected and control variables were measured.

The research results confirmed that the location of the brand in the game is important for the effectiveness of the promotion. Products embedded in a more

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[31] V. Cauberghe, P. De Pelsmacker, *Advergames. The impact of brand prominence and game repetition on brand responses*, "Journal of Advertising" 2010, 39(1), p. 6.
[32] P.M. Homer, *The impact of placement type…*, p. 24, 26, 28.

visible way have been remembered much better by players than those placed in the background. The difference was the more the player was less experienced (the less he played computer games in the past). It has also been confirmed that the congruity between the game and the product also affects the recipient of the promotional message. Very incongruent products with the game have been better remembered. It can be said that the high congruity of the product and the game is not favorable from the point of view of remembering the brand by the player. However, Lee and Faber pointed out that remembering the brand is not the only goal of advertisers. While the player remembers brands that are not connected with the game plot, the incongruence may contribute to the player's negative attitude towards this brand[33].

Negative effect of product placement strategies were explore by Martí-Parreño, Aldás-Manzano, Currás-Pérez and Sánchez-García (2013). They focused on feeling of irritation as a factor influence on formation of negative attitude toward the ads and featured brand. The authors noted that the reason for consumers' negative attitudes toward brands lies in too obtrusive type of placement called „increasingly prominent presence". Too obtrusive advertising interferes with obtaining the goal of the game and leads to brand avoidance. Moreover, negative brand attitude can be caused by incongruence, understood as the degree to which the product category of the embedded brand is contradictory with the content of the game. Martí-Parreño, Aldás-Manzano, Currás-Pérez, Sánchez-García chose the simple in use Pepsi Max Pinball game. They applied very prominent placement, the Pepsi logo in the center of the game, and less visible, the Pepsi logo as part of the mechanical elements of the game. The study involved 100 students from eastern Spain, whose average age was 29 years and 51% of the sample were male. After playing the game, participants filled in a questionnaire. The results suggested that irritation is caused by the persistence of the located brand and the incongruence between the game and the brand. If the game is disturbed by the featured brands, the positive experience of playing the game is reduced and then the players feel irritated. Irritation consecutively raises negative attitudes towards the placed brand[34].

Verhellen, Dens, De Pelsmacker (2013) focused on product placement in video on user-generated content sites for example of YouTube. For the experiment purposes the authors prepared 4 versions of a cooking tutorial explaining how to bake a pancake. They applied prominent vs. subtle placement strategies and celebrity expert vs. unknown amateur endorser. The celebrity expert was a national celebrity who played many roles in Belgian television shows, mainly in cooking shows, and

[33] M. Lee, R.J. Faber, *Effects of product placement in on-line games on brand memory: A perspective of the limited-capacity model of attention,* "Journal of Advertising" 2007, 36(4), p. 79-81, 86-87.
[34] J. Martí-Parreño, J. Aldás-Manzano, R. Currás-Pérez, I. Sánchez-García, *Factors contributing brand attitude in advergames: Entertainment and irritation*, "Journal of Brand Management" 2013, 20(5), p. 375-376, 378-381.

movie productions. Each person appeared in two videos, one with prominent focal brand placement and one subtle brand placement. Prominence was obtained by having the endorser explicitly pronounce the focal brand name and/or placing the product in central part on the screen. This solution incorporates several dimensions of prominence. The focal brand were "Solo", a leading Belgian brand of margarine. Besides one focal brand, four following brands were subtly and noticeably incorporated in the videos: Coca-Cola (soft drink, on a table next to the furnace where the action takes place), Inza (milk, flagon standing on a table next to the furnace), TienseSuiker (sugar, pack standing on a table next to the furnace) and Tefal (frying pan, used to cook the pancake).The link to videos and online questionnaire were sent by e-mail to students from a major Belgian university. Respondents were given randomly A video with one of the four conditions. The respondents watched the video as many times as they wanted.

Following the findings of research from celebrity endorsement in television, Verhellen, Dens, De Pelsmacker confirmed that prominent placement enhances the accessibility of the brand in memory and IT'S easier to recognize than a subtle placement.

In contradiction to authors' expectations the effect of celebrity expert endorsers were only marginally in the case of prominent placement. Prominent placement of focal brand noted recognition level on 93.4% without celebrity expert endorsement so it can be inferred that additional factors cannot increase the results. A prominent integration of the focal brand Solo with a complementary brand Tefal produced higher recognition of Tefal. This did not apply to non-complementary brands Coca--Cola, Inza and TienseSuiker.

When it comes to purchase intention the authors received better results in prominent placement (figure 2). It should also be noted that, on average, purchase intention was near equally high when an amateur or a celebrity expert endorser was used. The person of celebrity expert do not increase the purchase intention in meaningful way.

In terms of subtle placement, presence of celebrity expert had a negative impact on purchase intention. This particular result disagrees with findings from the other media research that well-known celebrity demonstrate the positive impact on brand reception.

Figure 2. Purchase intention of focal brand
Rysunek 2. Intencje zakupowe centralnej marki
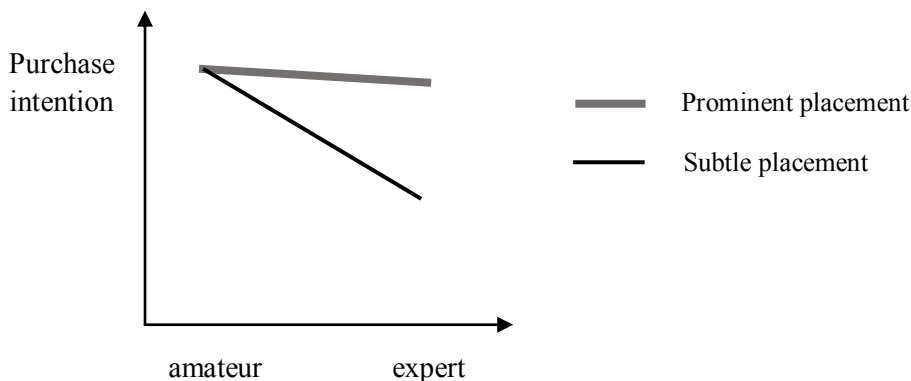
Source: Y. Verhellen, N. Dens, P. De Pelsmacker, *Consumer Responses to Brands Placed in Youtube Movies: the Effect of Prominence and Endorser Expertise*, "Journal of Electronic Commerce Research" 2013, 14(4), p. 296.

In video sharing sites like Youtube, videos show people who are not a celebrities and are not well-known persons for audiences. Based on obtained results, the authors suspect that appearance of celebrity in this kind of video can rise a suspicion toward the goal of the exposure and awareness of persuasive intent of message. This is can lead to resistance to purchase branded product[35].

Noteworthy are also an exploratory studies of product placement in social media performed by Liu, Chou and Liao in 2015. Most of product placement promotional actions within social media takes a relatively simple format. Frequently, it consists of a written, engaging content such as an article and incorporated with a promotional message like a picture with product information. An example can be Facebook post talking about latte with an image of Starbucks's featured in the article. In other words, the article is the engaging content which deliver the promotional message of Starbucks Café. Based on assumption that videos attract more attention from the audience Than still images, the author hypothesized that the type of placement (video and pictures) influence on brand reception. Brand reception was consider as attitude, brand impression and intention to click the advertisement.

One the experiment purposes the authors involved users of the most popular community web sites in Taiwan, SogiKing platform. Internet users visited the web site to read articles about cell phones and exchange their own experience. Liu, Chou and Liao gathered 242 participants (females 56%, 106 males 44%), invited from

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[35] Y. Verhellen, N. Dens, P. De Pelsmacker, *Consumer Responses to Brands Placed in Youtube Movies: The Effect of Prominence and Endorser Expertise*, "Journal of Electronic Commerce Research" 2013, 14(4), p. 292, 298.

SogiKing community. Vast part of this group were at the age between 21 and 25 (61%). Participants were randomly assigned into four groups. Each group was asked to read five articles pertaining to test reports of new launched cell phones on the SogiKing portal with different product placement types. The groups numbers 1 (53 participants) and 2 (63 participants) received an article with video presentations. An article assigned to groups number 3 (62 participants) and 4 (64 participants) contained only image presentations. The images were 640 by 480 pixels in JPEG format and the videos were 15 second long. After browsing assigned articles, the subjects were asked to complete A questionnaire.

According to results, the type of product presentation significantly affects brand impression, advertising attitude and intention to click. The authors found significant difference between video placement and image placement in affecting advertising attitude. A video presentation has a greater impact on attitude than an image presentation. A significant difference was also found between video and image presentations. Video presentation exerted better brand impression than an image presentation. Video placement also led to a higher users' intention to click than an image presentation[36].

Similarly in computer games, Huang and Yang (2012) characterized two product placement strategies, animated billboards and static ads. Animations are one of the most popular forms of advertising in online environment. As determined in previous studies, practitioners are convinced that movable elements attract attentions of Internet users and keep them focused on particular part of the screen. Huang and Yang suspected that animated forms of brand placement will obtain higher brand recognition and better brand attitude than static billboards. They distributed invitations to study by posts in various game's discussion forums. Internet users were asked to play one of the prepared football games. They were browser games with two embedded types of product placement, animated billboard and static ads. The animated billboard contained three moving advertising items. The static billboard had no moving objects. After playing the game, participants were asked to fill in an online questionnaire. Finally the author collected 122 correctly filled in questionnaires. All participants had played the games used in the current study first time so they had no previous experience with those games. The sample consist of 54 males (44.3%) and 68 females (57.7%), in age from 15 to 29. To measure brand recognition for particular product placement type, subjects were asked to select the brand logo, brand name and product picture which they saw while playing the game. Attitude toward the ads was measured with a five-point semantic differential scale.

As expected, brand recognition for the animated billboards was significantly higher than for static billboards. The authors confirmed also second statement, rela-

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[36]   S.H. Liu, C.H. Chou, H.L. Liao, *An exploratory study of product placement in social media*, "Internet Research" 2015, 25(2), p. 302-308.

ted to attitude toward the ads. Players attitudes were more positive toward animated than static billboards[37].

Conclusions

Over the years, the role of product placement have increased. Considering the changes in media consumption, many well-known brands decided to invest in this promotional tool. According to literature review, companies apply various strategies of placing the brand inside the media programming. The range of used media types have also evolved. It is not only confined to movies or television programs. Product placement is present in social media, computer games and music videos.

Many research confirmed that the chosen placement strategy influence on product placement effectiveness. One of the first and prevalent typology of product placement distinguish visual placement, verbal (auditory placement) and mixed type of placement. Research on product placement in movies shows that mixed types of placement that encompass visual presentation of branded products, company's name or logo and verbal reference to the embedded brand is better remembered in comparison to only visual product placement.

There are also recognized product placement strategies based on various plot--relation levels. According to research made in computer games, higher brand, and game congruity result in better attitude but a brand incongruent with the game plot is better remembered.

The authors also frequently mention about product placement visibility. Prominent placement in movies led to worse brand attitudes, is perceive as more disruptive, less realistic and interfere with the plot than subtle placement. The same situation can be observed in computer games. The advantage of prominent placement in both medias is better influence on brand remembering.

When it comes to social media, product placement takes a form of written placement or video placement. Some studies proved that video placement exerts greater impact on attitude, better brand impression and cause higher users' intention to click. Similarly in computer games it can be listed with animated and static ads. In quoted studies, brand recognition for the animated billboards was significantly higher than for static billboards and attitudes toward the animated ads were better.

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[37] J.H. Huang, T.K. Yang, *The effectiveness of in-game advertising: the impacts of ad type and game/ad relevance*, "International Journal of Electronic Business Management" 2012, 10(1), p. 63-66.

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