

Case study

A now a word from our sponsor

- Should Bryant Pharmaceuticals approve Laura's idea for product placement?
- Why or why not?

In favour	Against
It can be the new and fresh approach Laura has been looking for.	Not necessarily a “new” approach. Has been around for a while and may be ignored. Also, existing campaigns have worked well. Why change them and lose consistency?
Non-traditional campaigns can generate buzz and word of mouth.	It’s younger audiences that respond better to placements (and buzz).
Endorsements and placements can make the product stand out.	Product placements on TV tend to have short term effects. Traditional means are still more long-term.
Effective way to get people’s attention.	Limited reach compared to mainstream advertising.
Company can provide guidance to spokesperson on what to say etc.	Unpredictable. Can lose control over how the brand is depicted.
Carries more credibility and appears less biased.	Potentially deceptive, misleading, immoral and illegal. Could cause a PR blunder.
Placements make brands feel more “real”.	Is the brief exposure worth \$1m?
Endorsements work with likeable and credible people, which Jeanne seems to be.	Endorsements work better when there is an element of surprise. Is this endorsement surprising?