

You see Pepsi, I see Coke, a new trick for product placement

First came product placement. In exchange for a payment, a TV show or a film would **prominently** display a brand-name product.

prominently 显著地

Then there was virtual **product placement**. Products or logos would be inserted into a show during editing, thanks to computer-generated imagery.

product placement 植入式广告

Now, with the rise of Netflix and other streaming platforms, the practice of working brands into shows and films is likely to get more sophisticated. In the near future, the products that appear on screen may depend on who is watching.

Streaming services could also drop in brand-name products based on when a show is being watched. Someone who watches a streaming show in the morning could see a carton of orange juice within a character's reach, while a different viewer watching the same thing in the afternoon could see a can of soda.

It could start within a year, said Stephan Beringer, chief executive of Mirriad, a virtual product placement company that has worked brands including Pepsi, Geico and Sherwin-Williams into ABC's "Modern Family" and CBS' "How I Met Your Mother."

This supercharged version of digital product placement is being developed at a time when the marketing business — which bet big on TV commercials for decades — needs new tricks to grab the attention of ad-hating cord-cutters.

Beringer, the head of Mirriad, said the current digital product placement technology has been successful enough to suggest that a **bespoke** version is a logical next step.

bespoke 定制的

"Viewers have been educated to look away from advertising," he said. "But we're putting something in that contextually makes sense. If you do it well, and it's not annoying, it can work."