



# Chinese Product Placement in the 80s and 90s

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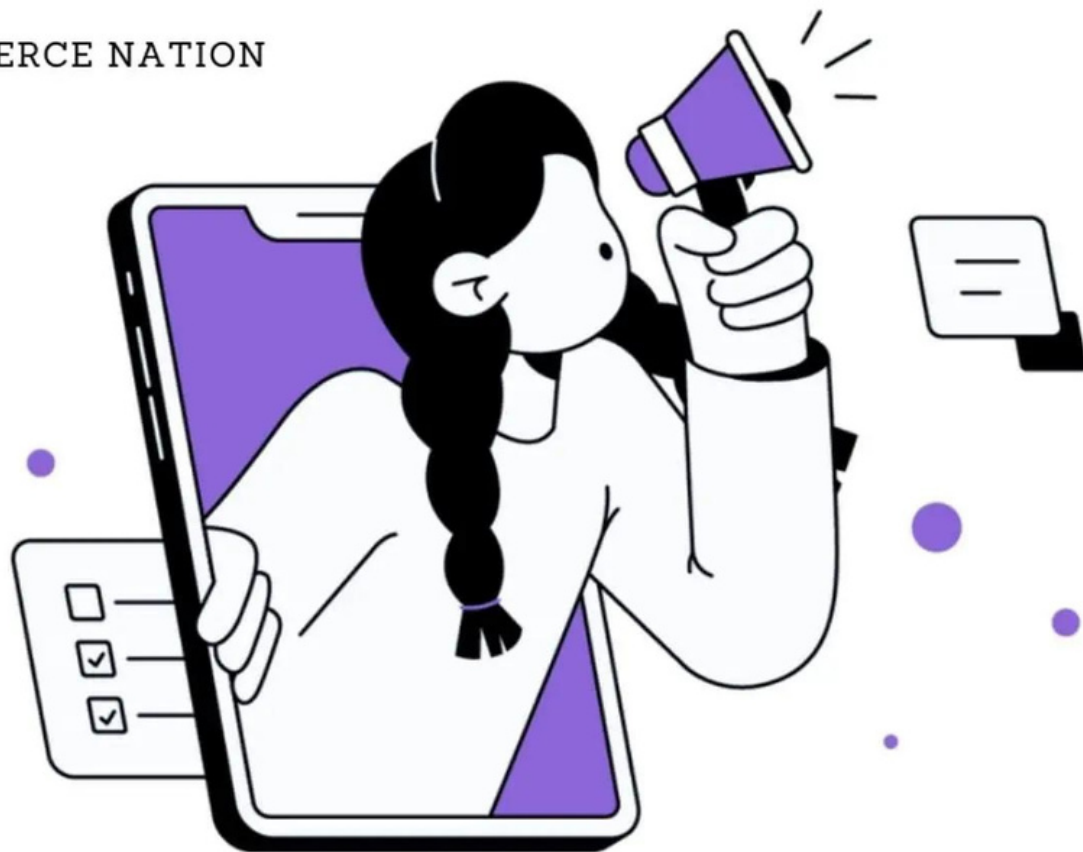
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Findings

## Product Placement

E-COMMERCE NATION



# Introduction *Context*

Characteristics of Chinese Society and Culture:

- Economic Reform and Opening-Up
- Socialist Market Economy





# Introduction *Context*

Development of the Advertising Industry

- Rise of the Advertising Industry
- Diversification of Advertising Forms





# Introduction *Context*

## Introduction of Product Placement Advertising

- Commercialization Demands
- International Influence



# Introduction

## *Research Question*

During the 1980s to 1990s, how did the implementation of product placement in China impact the commercialization of the advertising industry and audience reception?

# Methods

## Case Study: Stories From the Editorial Board

## Qualitative Research: Interviews





# Primary Sources

## Stories From the Editorial Board

- Video Clips: Collect video clips of actual product placements to thoroughly analyze how advertisements were integrated into the series.

## Interviews

- My parents: they lived through the time period I am researching and have insights into the cultural context of that era





# Findings #1

## The commercialization of the advertising industry

- The introduction of product placement advertisements has facilitated the commercialization of the advertising industry
- The company's brand received extensive exposure, increasing brand awareness and recognition
- Advertisers and producers have gained additional revenue streams by partnering with the brand, boosting the production and promotion of the TV dramas

# Findings #2

## Audience reception

- The form was relatively simple and underdeveloped, with viewers being able to clearly perceive the implantation of advertising content and feel commercially promoted during the viewing process
- Promoted purchases and branded products were out of stock at the time





# Thank you!

Have any questions?  
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