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**Review Form**

2. Manuscript Information

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| **Manuscript Title:** | **Promoting brands through product placement in successful and unsuccessful films in emerging market** |

3. Scoring

Please tick the score that best reflects your evaluation of the paper.

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|  | Excellent (5) | (4) | (3) | (2) | Poor  (1) |
| Originality |  |  | **x** |  |  |
| Contribution/Significance |  |  |  | **x** |  |
| Presentation –clear and logical |  |  |  | **X** |  |
| Scholarship- synthesis of relevant literature |  |  |  | **X** |  |
| Conceptualisation- theoretical development |  |  |  | **X** |  |
| Is the analysis/interpretation sound? |  |  |  | **X** |  |
| Methodology- appropriate and justified |  |  | **X** |  |  |
| Data- relevant and credible |  |  | **X** |  |  |
| Interpretation/analysis- logical and evidence based |  |  | **X** |  |  |
| Discussion- grounded in relevant literature and findings |  |  | **X** |  |  |
| Conclusion- relevant and logical |  |  |  | **X** |  |
| Implications for promotional communications practice- relevant |  |  |  | **X** |  |

**4. Comments**

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| **Ambitious piece of research which needed better articulation.**  **Research context (Indian film industry / Bollywood) should have been better addressed. For instance, there was no reference to the related academic research on product placement in the Indian context such as the study by Nelson and Devenathan (2006) on product placement in Bollywood.**  **The conceptual framework and the formula derived needed better articulation. The researchers might have been better off focussing on fewer variables within the scope of this study. Moreover, some variables should have been operationally defined for more clarity.**  **There were issues with referencing. Several authors cited in-text do not appear in the reference list in the end. Referencing style was also inappropriate.**  **This article will also require substantial editing and proofreading to achieve an acceptable level of academic English suitable for publication.** |