

STUDY OF PRODUCT PLACEMENT IN BOLLYWOOD MOVIES IN 2010

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ABSTRACT

Product placement refers to the practice of including a brand name product, package, signage or other trademark merchandise within a motion picture, television or other media vehicles for increasing the memorability of the brand and for instant recognition at the point of purchase.^a This paper examines the type of Products /Brands are placed in Bollywood movies especially in 2010 and for that top 10 movies were selected as sample on the basis of box office earning. The finding shows that products were placed in the movies in verbal form (when product mentioned in dialog of characters) and non verbal form (when product shown as used by movie characters and shown in behind the scene). In the movies more tangible products were placed than intangible service. Major finding shows that product/brand placed in the movies was form FMCG, Automobile, Retail chain, Media, Aviation sector. The movies which were developed in abroad have fewer product placements.

KEYWORDS: Product placement, Types and forms of Product, Bollywood Movies, Marketing.

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INTRODUCTION

In recent time, research has found that the effectiveness of advertising on television is reduced due to increases commercial clutter, increased “zapping” and “zipping” of commercials. Furthermore, television advertising costs have risen faster than other media costs. Therefore many marketers are looking for alternative media and one alternative is place advertising or out-of-home advertising. It is a category that includes many creative and unexpected form of advertising to capture consumer’s attention and one option is product placement.^b

PRODUCT PLACEMENT: (DEFINITIONS)

The term ‘Product Placement’ refers to the practice of including a brand name product, package, signage or other trademark merchandise within a motion picture, television show or music video (Steertz, 1987)^c

- Product placement is a form of advertisement, where branded goods or services are placed in a context usually devoid of ads, such as movies, music videos, the story line of television shows, or news programs.^d
- A paid product message aimed at influencing movie (or television) audiences via the planned and unobtrusive entry of a branded product into a movie or television program (Balasubramanian, 1994).^e
- Paid inclusion of branded products or brand identifiers, through audio and/or video means, within mass media programming (Karrh, 1998).^f

PRODUCT PLACEMENTS IN BOLLYWOOD MOVIES

There is little research about product placement in the early bollywood movies. Some of the early movies featured a few brands; however, there are no accounts available to determine whether those placements took place in exchange for money. Followings are the examples provide evidence that product placement is definitely not a new trend in the Hindi cinema industry (Table no 1 and 2).^g

Table 1

Name of movie	Brand/Product
Shree 420 (1955)	Raj Kapoor (the character) enters Mumbai for the first time; a large Coca-Cola banner was visible right above his head.
An Evening in Paris (1967)	The hero and heroine of the movie carried a Coke bottle everywhere they go, and an entire crate of Coke was clearly visible in one of the scenes.
Koshish (1972)	A crate of Coca-Cola placed right beside the central character in a scene
Bobby (1975)	The Rajdoot motorcycle was associated with the movie in such a way that it was famously known as the Bobby motorcycle among consumers

The practice of placing Products/brands in Bollywood films for money began in the late 1990s (Kripalani, 2006).

Table 2

Name of movie	Brand/Product
Dil To Pagal Hai (1997)	featured several brands such as Pepsi, Levis, and Killer jeans
release Bandhan (1998)	Starring Salman Khan and Rambha, included an entire scene in which the heroine insists on having a Pepsi with the hero.
Taal (1999)	Coke was featured very prominently in Taal. The main characters in this movie were shown not only drinking Coke but also saying the product name during their conversations
Kabhi Khushi Kabhi Gham (2001)	Hero Honda motorcycles Included a huge variety of product placements such as several stores, shows, women's magazines, and food chains such as Starbucks and Burger King.
Koi Mil Gaya (2003)	Not only featured Bournvita, but it also included a scene where the central character talks about its advantages

Products have become all the more important in the Hindi movie industry popularly known as Bollywood. Placement of products in movies was until recently a Hollywood concept only. Increasingly, the Indian film industry is using this tool for communicating and to earn revenue. Two specific reasons are attributable to such a change. Firstly, with **increase in production cost and launch of big budget movies**, such secondary sources of revenue act as a cushion to the financiers as well as producers of a movie. Secondly, with the growing size of the young urban

middle class in the Indian economy it becomes all the more important to satisfy the trends that this class follows. From the brand managers' point of view using product placements as a tool in movies provides his product and or brand with a higher reach and penetration level. It is true for India that many villages don't have electricity but they have cinema halls running on generator sets.^h

In 2006, product comes in Hindi films have been estimated at Rs 80 crore (Rs 800 mn). In the year 2007 year, they are expected to touch Rs 200 crore (or Rs 2 bn, i.e. \$45 million), which if true should place the industry amongst the leaders after the US. The US is currently the world's biggest market for product placement, valued at \$1.5bn (£800m) in 2005. Of that figure, \$941m (£496m) was spent on television, and \$500m (£264m) on film. Brazil and Australia are the next biggest markets, owing to fewer regulatory controls, with \$285m (£150m) and \$104m (£55m) spent respectively. France is ranked fourth at \$57m (30m) because of product placement in its films, and Japan completes the top five at \$53m (£28m). EU countries lag behind the rest of the world because of strict rules regarding advertising on television. However, EU regulations have been relaxed and one should see changes.ⁱ

REVIEW OF LITERATURE

An advertising technique used by companies to subtly promote their products through a non-traditional advertising technique, usually through appearances in film, television, or other media. Product placements are often initiated through an agreement between a product manufacturer and the media company in which the media company receives economic benefit. A company will often pay a fee to have their product used, displayed, or significantly featured in a movie or show. For example, Coca-Cola could pay a given fee to have the title character drinking a Coke, instead of a Pepsi beverage, or Toyota might pay to have one of the characters drive their newest automobile. Through product placement, companies hope that moviegoers will take note of the products used by the characters, and therefore think more strongly about using the products themselves. Some people consider product placement to be deceptive and unethical.^j

In this research work literature review involved the study of following research paper related to product placement.

- a. Tapan K. Panda study the Effectiveness of Product Placements in Indian Films and Its Effects on Brand Memory and Attitude with Special Reference to Hindi Films to highlights

the basic reasons for placing products and brands in films with special reference to Hindi films and the effectiveness of these placements as a tool for enhancing the recall value of the brands in the long run. The researcher has conducted an experiment with four films namely Dilwale Dulhaniya Le Jayenge, Phir Bhi Dil Hai Hindusthani, Tal and Yadein and ten clips from the movies representing various types of placements were shown to the respondents and their opinion was sought on the selected parameters. The results show that viewers were generally positive about product placement in movies. There is a 100% recall and recognition rate for brands like Coke. However, this might be due to the higher placement of that brand in the sequences selected for the study. Well-known brands were recalled more than lesser-known brands. An interesting observation is the rate of recall of products that were not formally placed, but made their appearance: 7 respondents identified brands which were incidental and not paid for.^k

- b. Subhadip Roy and Saurabh Bhattacharya, Product Placement in Bollywood Movies (2007). This study tries to analyze the level and types of product placements in Bollywood movies. From a sample of the top box office grosser, the study has used content analysis to identify the products/brands placed and the way they have been placed in the movie/s. The study is supposed to bring out the forms of product placement in Bollywood and encourage further research. The findings of the study indicate the fact that the phenomenon of product placement has started in the Indian Film Industry, more specifically in Bollywood movies, though the phenomena is in a growing stage in India compared to that of Hollywood. Product placement is taking place in both verbal and visual mode in Bollywood movies and sometimes both the modes are present at the same time. Second, products ranging from low involvement fast moving consumer goods (FMCG) to high involvement products such as automobiles are being placed in movies.^l
- c. Mahima Kapoor and Rohit Bhatt, Product Placement in Films: The new age branding mantra (2006). This paper studies the phenomenon of product placement in detail and to understand its nature and scope. This study has been done keeping in mind the growing popularity of this medium of promotion. There has been equal focus on both Hollywood as well Bollywood movies and we have attempted to elaborate a comprehensive history and listing of movies

and the products featured in them. The study has been more on the qualitative side with focus on the product placement process and its effects, advantages and disadvantages. The results from the study have been tabulated to provide easy access to information at a glance. This paper aims to serve as a comprehensive source of information for anyone looking for information about product placement, its origin, the process involved, its effectiveness and advantages.^m

- d. Mary P. Saladino (2008) studied the proliferation (rise) of product placement as a means of advertising communication. This paper will examine the growth and rebirth of product placement, a technique being practiced in the communication process of marketing. It will examine various models of product placement and present some reasons why it is ethically problematic in regard to protecting the consumer.ⁿ
- e. Shruti Vinayak Gokhale (2010). Comparative study of the practice of product placement in bollywood and Hollywood movies. This study is a content analysis of product placement in 15 Bollywood and 15 Hollywood movies from 2005 to 2009. Statistical tests showed that there were a significantly higher number of product placements in Hollywood movies that were integrated into the storylines, verbally referred to by characters in the movies, appropriate to the movie scenes, and containing implied endorsements by the actors than product placements in Bollywood movies. However, in terms of duration of the time that brands were onscreen, product placements in Bollywood movies in 2006 and 2007 were significantly greater than in Hollywood movies. The results also showed many similarities between the movie industries in the two countries. Transportation was the most prominent product category followed by electronics in both Bollywood and Hollywood.^o
- f. D.L.R. Van der Waldt, V. Nunes and J. Stroebel (2008). Product placement: exploring effects of product usage by principal actors. the purpose of this study is to investigate consumer attitudes towards prominent product placements and the principal actor using the brand in the film or broadcast programme. The survey method entailed that respondents had to observe a series of scenes from a film clip containing product placements; thereafter they were required to complete a questionnaire. Two hundred respondents, between the ages of 18

to 24 participated in this survey. Results indicated that their ability to recall prominently placed products is greater than their ability to recall subtly placed products. It further indicates that a principal actor using a brand in a film or broadcast programmes does not necessarily influence consumers' affective behavior.^p

- g. DLR van der Waldt, LS Du Toit and R Redelinghuys (2007) studied that does branded product placement in film enhance realism and product recognition by consumers? These objectives were tested by questionnaire, distributed to 220 undergraduate respondents in the age bracket of 18 to 24 years. Respondents were exposed to film stimuli containing product placements and thereafter were required to complete the questionnaire at a university in Pretoria. A conclusion drawn from the findings was that product placements in films do have an effect on the realism of the film. Branded products placed in films are thought to inject a sense of realism into the film. It was further concluded that product placements in films prompted brand recognition among respondents.^q
- h. Kristin Blondé and Irene Roozen. An Explorative Study of Testing the Effectiveness of Product Placement Compared to 30-Second Commercials. The main objective of this paper is to compare the effectiveness of subtle and prominent product placements with the effectiveness of 30-second commercials for the same brands. Two experimental groups were exposed to TV- drama series and 30-second TV commercials in the break of the TV-series. The most important research result is that product placements are found to be more effective than 30-second commercials.

OBJECTIVES OF STUDY AND METHODOLOGY

The study aimed at to analyze the product placement in top ten Bollywood movies in 2010 and identify form of product placement and types of products/brands were used in product placement. Top 10 movies of 2010 are selected on the basis of their collection (see table no.1 in appendix). All ten movies are downloaded on the website of www.thepiratebay.org.

FINDINGS

- a. In the movies DABANGG main character (Salman Khan) wearing famous sun glasses brand Ray Ban and famous song in this movie “munny badnam hui” used verbal product placement

- of “Zandu Balm”. Toyota Quails and Scorpio, Honda unicorn, Mahindra and Mahindra – bolero, Royal Enfield bullet were shown as used by the movie charecters.
- b. Various characters in the movie GOLMAAL 3 mentioned words in their dialog like Johnny lever mentioned Pan Parag, Café Barista, while main character Karina Kapoor used word Zandu Balm, Shreyas Talpade used pogo channel and Ajay Devgan used word fevicol. Two ice cream brand Kwality Wall and Amul shown behind the scene. Dog name in this movie was Facebook. More characters were shown using Tupperware (Kitchen Ware) in their daily life. In the two fight scene one in the middle of the movie TATA and at the end of the movie 7up (soft drink) and Jastdail.com are shown. At end of the movie Spicejet and Jet Airways were shown.
 - c. In the blockbuster movie Rajneeti main characters were shown as using cars like Mercedes, Chevrolet, Mahindra and Mahindra. The main character ranbir kapoor has shown using Apple Laptop and Nokia mobile. At the end of the movie Vodafone was well placed in the back scene. Media like Star News (TV channel), Divya Bhaskar and Dainik Bhaskar (Newapaper) are also shown in various incidents.
 - d. HUSEFULL movie was developed in London therefore fewer products were placed like Nestle Ice Cream, Chevrolet (car) and Divya Bhaskar behind the scene while Bentley car was shown as used by boman irani (one character) and Life Boy word was used in dialog of Arjun Rampal (one character).
 - e. In the hit movie my name is khan; the main character shahrukh khan has shown as using Reebok Shoes, TAGHeuer (Watch), Samsonite (Bag), Sony Handicap in entire movie. Star news, Ibn 7 and Nd Tv shown as media partner and IDBI bank shown as bank partner. More shahrukh khan mentioned word Wall mart (retail store) in his dialog. Pepsi was placed in movie in the behind scene when shahrukh khan was waiting at bus stop. One truck of FedEx (international courier service provider) also shown in this movie.
 - f. In the movie Tees Maar Khan Dollar Club (Premium Inner Wear) shown as the sponsor of Garba festival. Con air and Chevrolet (car) highlighted in the beginning of the movie. Main character katrina kaif has shown using Veet (hair removal products) while Akshay kumar has shown using Micromax Q5 (Mobile). Provogue (Provogue is a fashion & lifestyle retail business owned by Provogue (India) Limited), Airtel, V Mart (a leading chain of complete family lifestyle stores spread across India), Aiplex (Aiplex provides a seamlessly integrated

array of content protection solutions to Bollywood/Hollywood movies), pioneer (Pioneer India's core business covers the car audio and video segments), Dainik Bhaskar shown as partner.

- g. The hit movie *Ones upon time* in Mumbai had fewer products placed in the movie like *Bagpiper* and *Fly King Fisher* shown as brand partner. Main character *Ajay Devgan* shown using *Mercedes* (car). *B- Tex* (A largest & leading manufacturer of dermatological otc pharma products in india) is placed in one behind scene. In the end of *Coca Cola* was shown on the table besides *Emraan Hashm* (one character).
- h. *Kites* movie also had fewer product placements like *Provogue* and *Coca Cola* because it developed in abroad (L.A.).
- i. In the movie *I hate luv story* retail chain stores like *Big Bazaar*, *Café Coffee Day*, *Kfc*, *Archise Gallery*, *Mobile Store*, *Barista*, *Mc Donald*, and *Life Style* were shown in the behind scene. The main character *Imran Khan* shown as using *Skoda* (Car), *Apple* laptop and *Sonam Kapoor* has shown as using *Nokia* Mobile. *HDFC* Bank banner highlighted in back scene when two characters were in the restaurant. In one scene *Imran Khan* gives *Cadbury* dairy milk as a gift to *Sonam Kapoor*. More *Nike* bag carried by *Imran Khan* and at the end of movie *Air India* and *Fly Kingfisher* were shown.
- j. Finally in the movie *Anjaana Anjaani* in the beginning *IDBI* bank, *Provogue*, *Godrej* interio, *Aegon* religare were mention as partner. *Coca cola* was placed in *Priyanka chopras* house. *Mc Donald* and *Disney* were shown on road site. A big banner of super *WHY! (KIDS GAME)* was shown. In the movie one character shown as using *HARLEY DAVIDSON* bike and *Priyanka chopra* shown as using *Beetle*. *Panasonic* phone and *Pepsi* were also shown in the movie.

CONCLUSION

Products/brands were placed in the movies in verbal form (when product mentioned in dialog of characters) and non verbal form (when product shown as used by movie characters and shown in behind the scene). In the movies more tangible products were placed than intangible service and products/brands placed in the movies was mainly form FMCG, Automobile, Retail chain (restaurant), Media, Aviation sector. The movies which were developed in abroad have fewer product placements.

LIMITATION AND SCOPE FOR FUTURE RESEARCH

This study aimed at to analyze the product placement specifically top ten Bollywood movies in 2010 that only for one year in future study may be done for lone time period to analyze product placement trend let say for 10 to 15 years in Bollywood movies. Further in future it may be more important that to find out the effectiveness of product placement in the movies in terms of recall and recognition of products/brands by customers. More it is difficult to identify paid product placement and non paid product placement.



Table 3

Rank	Film	Year	Nett Gross	Gross	Verdict
1	Dabangg	2010	140,10,00,000	187,50,00,000	All Time Blockbuster
2	Golmaal 3	2010	107,56,00,000	144,00,00,000	Blockbuster
3	Raajneeti	2010	92,93,00,000	124,25,00,000	Blockbuster
4	Housefull	2010	72,07,00,000	95,50,00,000	Hit
5	My Name Is Khan	2010	72,74,00,000	96,75,00,000	Hit
6	Tees Maar Khan	2010	61,01,00,000	81,75,00,000	Semi Hit
7	Once Upon A Time In Mumbaai	2010	58,03,00,000	78,50,00,000	Hit
8	Kites	2010	48,56,00,000	65,00,00,000	Flop
9	I Hate Luv Storys	2010	43,68,00,000	58,75,00,000	Hit
10	Anjaana Anjaani	2010	40,03,00,000	53,50,00,000	Above Average
11	Khatt Meetha	2010	39,22,00,000	52,50,00,000	Below Average
12	Veer (Hindi)	2010	37,52,00,000	49,75,00,000	Below Average

Table 4

Film name	Product / brand
DABANGG	Toyota quails, bank of uttarpradesh, Colgate tooth powder , royal Enfield bullets, ray ban sunglass, Honda unicorn, Toyota Scorpio, Mahindra Mahindra -bolero , zandu balm,
GOLMAAL 3	Zandu Bam, Tata Indicom , Pogo Channel, Fevicol, Pepsi, Kwality Walls Ice Cream, Face Book, Tata Motors, Amul Ice Cream, Pan Parag, Café Barista, Rexsona Soap, 7up , Just Dail.Com , Tupperwaer- Kitchen Waer, Spicejet, Jet Airways.
RAAJNEETI	Fly King Fisher, Star News, Divya Bhaskar, Dainik Bhaskar, Mercedes, Amul, Coverlet, Mahindra & Mahindra, Apple, Nokia, Vodaphone.
HOUSEFULL	Nestle Ice Cream, Chevrolet, Bentley (Car), Cosmo(?), Divya Bhaskar, Life Boy
MY NAME IS KHAN	IDBI Bank, Reebok Shoes, Tagheuer(?), Samsonite (Bag), Sony Handicap, Star Media, The New York Time, Fedex, Wall Mart, Pepsi, Ibn 7, Nd Tv
TEES MAAR KHAN	Dollar Club (Premium Inner Wear), Veet, Provogue, Airtel, Dainik Bhaskar, Chevrolet, Con Air, Micromax Q5
ONCE UPON A TIME IN	Mercedes, Bagpiper, Fly King Fisher, B- Tex, Coca Cola,

MUMBAAI	
KITES	Coca Cola, Provogue,
I HATE LUV STORYS	Fashion At Big Bazzar, Nokia Mobile, Café Coffee Day, Kfc, Archise Gallery (1 Mts (?), Skoda (Car), Mobile Store, Barista (43.49), Planet M (?), HDFC Bank, Apple Computer, Nike, Air India, Mc Donald, Dairy Milk Cadbury, Life Style, Fly Kingfisher.
ANJAANA ANJAANI	Dimond (Matches), Coca Cola, M Tv, Mc Donald, Disney, Super Why ! (Kids Game), Sony TV, Ps3 (Play Station 3), Harley Davidson, Panasonic Phone, Beetle, Pepsi.

Source: Primary data

^a Effectiveness of Product Placements in Indian Films and Its Effects on Brand Memory and Attitude with Special Reference to Hindi Films By Prof Tapan K Panda Indian Institute of Management Kozhikode Kunnamngalam P.O. Calicut, Kerala, India

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