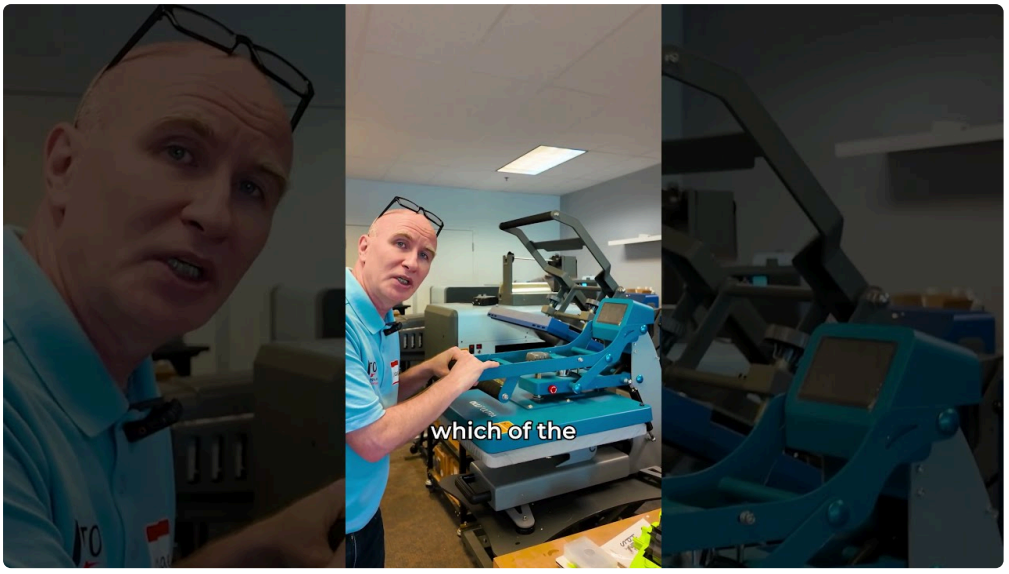
Is product placement taking the location of TV classified ads?

Probably now not, as a minimum no longer in the near *see this article summary* future, yet it is starting to get a large number of concentration from the providers that have the substances to put money into it. With TiVo offering patrons the talent to put off advertisements, advertisers have had to hotel to extra imaginative approaches to attain their goal market. Staples took expertise of this with the table apprentice, Home Depot has done it on TLC's Trading Spaces, and the Audi A8 completed an exclusive point of exposure inside the Transporter 2 motion picture trailer.So simply how new is that this suggestion of product placement? It's not new at all pretty. It's ordinarily standard inside the marketplace that the product release of Hershy's Reeses Pieces was once start commenced through product placement in E.T. the Extra-Terrestrial, yet it is going **graphics** returned even farther than that — Mobil oil used it in a 1949 film that includes Harpo Marx called Love Happy.



Product placement is smartly outdoors of the budget of so much companies however while you believe creatively, you might to find techniques to exploit small scale product placement on your desire. A exercises drink manufacturer should give free merchandise to an up and coming athlete, a fixtures corporation would lend their furnishings for the set of an self sustaining movie, or a apparel provider may want to present their clothes for a music video. What can your commercial do?