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## **Продакт плейсмент как глобальная стратегия продвижения товаров и услуг**

Одним из наиболее эффективных методов рекламы является скрытая реклама, воспринимаемая нами на подсознании и выступающая как альтернатива прямой рекламе, которую потребитель стал недолюбливать в силу ее агрессивности и навязчивости. Подобные «ненавязчивые» упоминания называют продакт-плейсментом (product placement).

### **Product placement as a global strategy of goods and services promotion**

World economy globalization process step by step tightens conditions of competitive scramble and, consequently, actualizes problem of the most effective product promotion. Nowadays, there are a lot of ways to advertise any kind of goods or services, but an average customer has become so experienced that using the biggest part of them is not only pointless, but even has an opposite effect on customer's behavior. Instead of being inspired to buy or use a product, customers are irritated by importunate advertising and are reluctant to become that company's client. Therefore, product placement role, as the newest sophisticated way to advertise, increases steadily.

Traditionally, the concept of product placement (PP) has been treated as an advertising technique used by companies to promote their products subtly through a non-traditional advertising technique, usually through appearances in films, television, or other media. However, this approach does not seem to be fulfilling: for understanding the nature of PP we should outline some of the keypoints.

First of all, the actual aim of the whole PP concept is to attract the customer's attention to particular goods, services or brands, i.e. advertising.

Secondly, the aim of PP is to build a strong connection between a TV or fictional character and a product for the latter to have something to be always associated with.

Thirdly, PP uses non-advertising sources. Thus, we can speak of a hidden or even not legitimate commercial.

Fourthly, a legal framework of such a kind of an activity is not worked out well, which allows to bypass the established rules.

Finally, PP is a major business sector, which accumulates considerable financial resources, but do not add to tax revenues.

The first case of deliberate use of product placement in movies is the film "E.T. the Extra-Terrestrial" (USA, 1982), in which a boy offered an alien from outer space Reese's Pieces candies. After the release of the movie the candies sales increased by 65%. However, there is another case where a non-existent brand Wonka became real after the film was aired.

In 1980s product placement transformed into a full-fledged, independent industry, and by the early 1990s all the major Western companies had organized departments specializing in non-traditional technologies to promote products. Since then, the PP has received widespread recognition as a global high-performance tool that integrates interests and efforts of the producers, sellers and representatives of mass media.

The growing popularity of this technology is primarily due to a catastrophic decline in the effectiveness of direct advertising. The usual format leads to dullness of perception, an emotional impact is reduced, and sometimes it provokes a backlash. In case of PP a consumer hardly notices that the product is promoted. Compared to the traditional commercial integrated advertising the message is viewed with much greater conviction and authenticity. Survey results are significant: 80% of customers are sure that everything is just so ordinary and there is no promotion, 10% notice advertising and only 1.5% show negative reaction.

According to experts, in 2009 the world spent about \$ 6 billion for product placement. In 2010, the total cost reached \$ 14 billion if the European Union will lift existing restrictions.

In the West, product placement has a lot of supporters. For example, the company Apple, known for its unconventional ways of doing business, uses a very small amount of direct advertising, relying precisely on product placement ("some kind of fruit company" in the movie "Forrest Gump" for example).

In Russia the era of product placement began in late 1990s with the heyday of commercial cinema and numerous TV series. In 1998 in the comedy "Ossobennosti Nacionalnoi Rybalki (Peculiarities of the National Hunt)" characters were smoking cigarettes "Petr I (Peter I)",

drinking vodka "Urozhai (The Harvest)", ate dumplings "Raviollo" and used mobile phones of North West GSM on a contractual basis. Nowadays PP can be noticed almost in each and every TV show or movie.

As a result, product placement in a short time has become a common worldwide strategy to promote high-performance products and services.

As practice shows, product placement has received the greatest use in the film industry. Above all, this can be applied to commercial Hollywood movies, where this form of advertising has become the most common.

According to BrandChannel.com the following movies have excelled with the widest range of PP:

- "Fantastic Four" - 56 promoted brands (Bentley, Corvette, Corn Flakes, Lay's, Maxell, Nestle, Porsche, Range Rover and others);
- "The Dukes of Hazzard" - 55 promoted brands (Castrol, Coca-Cola, Ford Mustang, Jeep, Levi's, Lexus, Liberty Safe, Miller, Motorola, Nissan, Optima, Sharp, Volvo, Yahoo!, Zippo and others);
- "Mr. and Mrs. Smith" - 44 promoted brands (BMW, Hummer, Jack Daniel's, Johnnie Walker, Martini & Rossi, Mercedes, Nokia, Panasonic, Tissot, and others.).

Product placement works with several channels of perception:

- Visual - viewers see a product, service, brand (e.g. logo Miller Brewing, presented in the background of the characters' dance in the movie "Dirty Dancing");
- Verbal - the actor or voice-over mentioning of a product, service or company (for example, the heroine of the film "Demolition man" says: "Only Taco Bell has survived during restaurant's war");
- Psycho-emotional - the use of the product eliminates the problems, brings joy, success, gives strength and confidence (the hero lights a cigarette «Marlboro» and wins);
- Kinesthetic - the characters interact with the product or service (the use of Nokia phones in the movie "The Matrix" and others.).

Product placement is a very serious source of revenues that grow with the growth of advertising rates. According to the planning group OMD Media Direction they have increased by 2-3 times in Russia over the past few years. At the beginning of the 1990s promotion of the brand in the film could have been done for a nominal fee or agreement with the operator or director. In 2003 a one-time appearance of the brand Panasonic in the film "Antikiller - 2" cost \$ 15000. By now product placement in television series costs about \$ 100000-700000, speaking of big television projects on federal channels such as "Fabrika Zvezd (Star Factory, a

Russian analogue of American Idol)" – from \$ 150000, and in films – from \$ 200000. The cheapest cost is for books and computer games –the promotion rate is about \$ 2000-5000.

As a technology of goods and services promotion product placement has certain advantages over traditional forms of commercial offers:

- Psycho-emotional (positive outlook, unobtrusiveness, integration into an interesting plot, imagery, emotive impression);
- Economic (a one-off contribution, the possibility of subsequent repetitions, high efficiency);
- Organizational and technical (mass coverage, the viewer does not switch the movie or flip through the pages of the book with the product placement).

These advantages provide a greater degree of product placement impact on the accuracy and depth of penetration into the consciousness of the consumer.

However, the PP in terms of technology has a number of drawbacks:

- Uncertainty as to how, when and where PP carrier will "work";
- Low efficiency in the deployment of new products;
- The time gap between the investment funds, the release of the film (the book) and the achievement of results;
- The lack of precise criteria and methodology for evaluating the effectiveness of PP.

As a result, it can be concluded that product placement as the technology advancement of goods and services is quite productive in the Russian market. This may explain its ubiquity, however, under the predominance of quantity over quality PP turns into the personification of financial power over the freedom of creativity. In a short time this technique has reached frightening scope and has made a frank fashion show of brands and trademarks. Solving the problems identified in the article, the use of this tool of commercial promotion will not only bring commercial benefits, but also will allow to achieve matching of interests of all contact groups and audiences.

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## **V. Современные информационные технологии**

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### **Шрифтовая разборчивость**

Статья посвящена шрифтовой разборчивости в современной типографике, как на печатных, так и на электронных носителях. Также рассмотрены труды ученых из Германии в методике оценки удобочитаемости шрифтов и немецкий стандарт DIN1450. Предложены методы улучшения разборчивости шрифта и ее оценки в газете и журнале, на электронных носителях, а также официальных документах. Рассмотрено влияние геометрических параметров шрифта на его удобочитаемость. Произведено сравнение этих методик, что в дальнейшем должно помочь типографам и дизайнерам при выборе шрифтовой гарнитуры. Также произведены исследования, проведенные с помощью айтрекинга, что позволяет следить за движением глаз и скоростью чтения текста.

### **Lesebarkeit der Texte**

In der modernen Welt jeden Tag stößt der Mensch auf die Lektüre zusammen. Man liest alles und überall. Bei der Lektüre übergeben die