

# Product placement in Movies, Research Paper

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## Abstracts

Product placement is considered most effective and efficient tool for introducing and placing products in markets and minds of customers. It is estimated that companies are spending more than 58% on placement of products and services. A promoting method utilized by companies in which actual commodities and facilities come in media such as movies and films is known as product placement. It is evaluated in a record that more than 40% people enjoy the watching movies and shows. So the introduction of commodities in movies and films are increasing rapidly (Paivio, 1990). Cont... (3000 words of this report)

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