

Abstract

The aim of this diploma thesis, entitled “The Analysis of Product Placement in Movie: James Bond”, is primarily a quantitative and qualitative content analysis of five films, specifically those featuring Daniel Craig as Agent 007. Due to his announcement of the end in this longest running and most successful film franchise in history, I decided to conduct a comprehensive analysis of product placement, as it is very important to this film and one of the most significant if you say product placement in filmmaking. So, this is specifically an analysis of Casino Royale, Quantum of Solace, Skyfall, Spectre and No Time to Die.

The first part is devoted to product placement as such its definition, history, types, advantages and disadvantages or regulation. The second part contains information about the origin of James Bond, its creator Ian Fleming, the predecessors in the film franchise and the style of Agent 007. The third section is devoted to the individual films, and includes the names of the filmmakers and cast, the content of the film, and the curiosities and brands that appear in the film. The fourth section is a quantitative analysis that looks at the portrayal of product placement in the plot of the film and includes information on which brand or industry appears most often or the total minutes that product placement was seen on screen. The fifth section is a qualitative analysis, which was conducted through a questionnaire survey on a sample of sixty-four respondents who answered a questionnaire focusing on product placement in filmmaking in general and focusing on James Bond films only. The results of both analyses are summarized in the conclusion of this diploma thesis.