Abstract

This bachelor thesis on Product placement – an efficient marketing tool goes in for the analysis of the new form of advertising. The work examines the concept of product placement, its history and explains the different forms of this tool and its practical use. The analysis considers the individual factors those need to be taken in count when implementing into a certain TV show. The strengths and weaknesses of this marketing tool have been analyzed in SWOT analysis. The thesis also presents the current trends such as celebrity product placement. In 2010 the amendment act that allows producers to place products came into force and there is more to be found about the legislative process in this thesis.

I implemented my own marketing research that shows opinions of people working in media and studying media on product placement. These opinions were further compared to the results of public opinion researches on product placement those were conducted in the past.