

Blockbuster Branding

--Exploring the Impact of Product Placement on Consumer Behavior in American Cinema

Jiaying Zhang^{1,a,*}

¹*Western Academy of Beijing, Beijing, China*

a. 24alicez@wab.edu

**corresponding author*

Abstract: This paper explores the multifaceted relationship between product placement in American blockbuster movies and its influence on consumer behavior. With the backdrop of an evolving advertising landscape, the study delves into practices of brand integration in films, investigated through “seen,” “mentioned,” and “used” product placement. The paper delves into factors affecting consumer attitudes and purchase intentions, underscoring the importance of authenticity in brand integration and emphasizing the need for marketers and filmmakers to align their strategies with consumer preferences, build familiarity, and alleviate skepticism. This research sheds light on the dynamic interplay between brands, movies, and consumer behavior. As brand integration continues to evolve, these findings offer a roadmap for creating meaningful and impactful brand experiences within the cinematic realm, benefiting both industries and moviegoers.

Keywords: Product Placement, Brand Integration, Consumer Behavior, Advertising Strategies

1. Introduction

1.1. Background and Context

The concept of product placement in American blockbuster movies has become an integral component of modern advertising strategies, transforming the way brands engage with audiences and blurring the lines between entertainment and commercial promotion. As a form of advertising, product placement can be defined as the deliberate incorporation of branded products or services within a film or television show's narrative to influence consumer behavior [1]. Product placement significantly impacts consumers when strategically integrated into blockbuster movies, defined as highly successful, widely popular, and financially lucrative films that captivate large audiences and often achieve substantial commercial success [2]. Over the past few decades, product placement has seen significant growth, with companies seeking innovative ways to reach their target audience in an increasingly cluttered media landscape [3]. As a dominant player in the global film industry, Hollywood has been at the forefront of integrating branded products into its productions to generate additional revenue streams and offset escalating movie-making costs [4].

The practice of product placement has garnered both praise and criticism. Advocates argue that it can enhance the authenticity and realism of a movie by mirroring the real world, thus immersing audiences in a more relatable cinematic experience [5]. Furthermore, proponents assert that product placement provides an avenue for companies to reach a mass audience in a non-intrusive manner, increasing brand visibility and recognition [6]. On the other hand, critics contend that excessive or poorly executed product placements may compromise the artistic integrity of a film and lead to negative consumer perceptions, potentially detracting from the overall entertainment value [7].

1.2. Research Question and Objective

This paper addresses the central research question: How does product placement in American blockbuster movies affect consumer behavior? By exploring this question, the paper aims to provide insights into the various approaches to brand integration in films and how these strategies are reflected in real life, influencing consumer behavior concerning the movie and the product.

To achieve these objectives, this study will comprehensively review relevant academic literature and industry reports to gain a holistic understanding of consumer behavior in response to product placements in blockbuster movies. By shedding light on the impacts of product placement in American blockbuster movies, this research paper provides valuable insights for those working in marketing and film, informing them on how they can achieve effective advertising practices that benefit both parties. Furthermore, the findings of this paper will establish a solid groundwork for future research in the domain of advertising and media studies, facilitating a deeper comprehension of the ever-evolving relationship between brands, movies, and consumer behavior.

2. Approaches to Brand Integration in Films

A well-designed product placement strategy considers the film's context, target audience, and the brand's marketing objectives to effectively leverage these placement types for optimal brand integration and promotion [8]. As such, product placement can come in various forms, but within the mass media, Galician has identified three main types of placements: “seen,” “mentioned,” and “used” [9].

2.1. Seen Placement

Seen placement involves subtly integrating products or brands into the visual elements of a film scene. These placements are carefully crafted to blend seamlessly with the film's narrative, creating a natural and non-intrusive product exposure. As seen placements do not draw explicit attention to the products, they are considered more subtle and less costly than other types of placements [8]. Due to their unobtrusive nature, they are commonly used in a wide range of films, from big-budget blockbusters to independent productions. The frequency of seen placements can vary depending on the film's genre and the preferences of the filmmakers. This type of placement benefits from a higher level of authenticity, as the products are organically integrated into the scenes, contributing to the film's realism [3]. However, since seen placements do not explicitly draw attention to the products, their direct impact on brand recognition might not be as immediate as other placement types.

Researchers have found that seen placements can be highly effective in enhancing brand recall and forming positive brand associations with the film's characters and settings [10]. This effectiveness is attributed to the cognitive process of incidental exposure, where the audience subconsciously registers the product or brand, making it more memorable in the long run [7]. The unobtrusiveness of seen placements also prevents the audience from feeling bombarded with advertising messages, leading to a more positive viewing experience [8]. The success of seen placements can be further influenced by factors such as the product's relevance to the scene and the film's target audience [11]. For instance,

if a character is shown using a particular smartphone brand in a relatable and everyday situation, the audience is more likely to connect with the product and the character's lifestyle. In this way, seen placements tap into the emotional resonance between the film's narrative and the brand's identity [12].

One prominent example of seen placement in an American blockbuster film is the 2015 science-fiction action movie "Jurassic World," directed by Colin Trevorrow [13]. Throughout the movie, Coca-Cola's presence is subtly but strategically integrated into several scenes, creating a sense of authenticity within the fictional theme park setting. Characters can be observed casually drinking from Coca-Cola branded cups and bottles, and the logo can be seen displayed in various locations throughout the park, effectively showcasing the brand's association with the park's commercialized environment [13]. Mercedes-Benz vehicles are also strategically integrated into various scenes, showcasing their luxury SUVs as transportation for the park's staff and visitors [14]. The seamless inclusion of Mercedes-Benz vehicles within the narrative adds a layer of realism and authenticity to the fictional theme park setting. Characters are seen driving and using the vehicles naturally, creating non-intrusive brand exposure to the audience [13]. This approach allowed Mercedes-Benz to gain extensive brand exposure to a massive global audience, as "Jurassic World" achieved immense popularity, becoming one of the highest-grossing films of all time [13]. The use of seen placement effectively aligns the brand with the excitement and adventure of the film, enhancing its commercial appeal and solidifying the connection between the brand and the action-packed world of "Jurassic World."

2.2. Mentioned Placement

Mentioned placement involves verbal references to products or brands within the film's dialogues or scripts, where characters directly mention or discuss the product. This approach offers a more overt and direct form of brand promotion, explicitly conveying the brand message to the audience [3]. One of the critical advantages of mentioned placement is its potential cost-effectiveness, making it a popular choice for smaller brands or products seeking exposure on a limited budget [15]. Despite the generally lower costs, the amount paid for deliberate mentioned placement can still vary significantly, depending on factors such as the film's budget, the actors' popularity, and the film's expected reach and target audience [11]. High-profile films with A-list actors may demand higher fees for mentioned placements, while smaller productions may offer more affordable opportunities.

The frequency of mentioned placements can be influenced by several factors, including the film's genre and the potential for natural integration of brand references into the dialogue [10]. Comedies, romantic films, and TV shows are particularly conducive to mentioned placements due to their lighter, more relatable tone, which allows for humorous or affectionate brand references [7]. In such genres, characters may use products or mention brands in ways that resonate with the audience, creating positive associations and enhancing the brand's likability. The versatility of mentioned placements allows for their incorporation into various film narratives without disrupting the storyline, contributing to their widespread use [3]. Researchers have conducted studies that analyze brand recall and consumer response to these placements to measure the effectiveness of mentioned placements. A study by Gupta and Lord found that mentioned placements with higher brand prominence within the dialogue tend to generate better brand recall among viewers [16]. Additionally, mentioned placements in films with favorable reviews and high box office performance can significantly improve brand image and consumer attitudes [17].

One clear example of an American blockbuster movie that extensively uses mentioned placement is "Transformers," directed by Michael Bay [13]. In this action-packed film, various characters explicitly reference Chevrolet vehicles, prominently featuring the Chevrolet Camaro as the character Bumblebee's alternate mode. The mentioned placement of Chevrolet vehicles throughout the movie serves as a significant brand promotion for the automobile manufacturer [13]. As the movie garnered

immense commercial success and had a broad audience reach, it is an ideal platform for brand integration and promotion. Researchers have highlighted “Transformers” as a prime example of a film that successfully utilizes mentioned placements to enhance brand awareness and create positive brand associations among the audience [13]. The explicit mentions of Chevrolet vehicles in the film's dialogues help solidify the brand's association with the heroic Autobot Bumblebee and reinforce the brand's reliable and robust image. By leveraging mentioned placement in a high-grossing blockbuster, Chevrolet maximized its exposure to millions of moviegoers, effectively tapping into the film's popularity to enhance its brand visibility and reach [3].

2.3. Used Placement

Used placement involves incorporating products or brands so that characters actively use or interact with them, showcasing their functionality or features. This type of placement often requires careful negotiation and collaboration between the filmmakers and the brand, as it may involve developing custom products or props specifically for the film [15]. The costs associated with used placements can be substantial, especially if the product is integral to the film's plot or requires special effects. Consequently, used placements are more commonly found in big-budget productions or films where the brand has a substantial marketing budget to invest in this form of integration.

The frequency of used placements might be lower than seen and mentioned placements due to the higher costs and the careful planning and coordination involved. However, when executed well, used placements can profoundly impact the audience, creating memorable and emotionally resonant associations with the brand [10]. On-screen product usage by characters can evoke positive emotions and aspirations, leading to stronger brand-consumer connections. This positive emotional association can translate into increased brand recall and loyalty among the audience. Used placements are often utilized in films that fit well with the product's attributes or align with the brand's image and target audience. For example, in action films and thrillers, integrating high-tech gadgets, luxury cars, or specific tools can contribute to the overall excitement and create a sense of aspiration for the audience [3]. In romance or drama genres, brands such as clothing, jewelry, or even food products can be effectively integrated into scenes to add depth and realism to the storytelling. The successful use of a brand in a film can also lead to further promotional opportunities, such as tie-in marketing campaigns or merchandise collaborations, extending the brand's exposure beyond the film's release [18].

In the movie “Iron Man” Audi is a prominent example of used placement [19]. Throughout the film, the character Tony Stark, portrayed by Robert Downey Jr., is seen driving the sleek and futuristic Audi R8 sports car [19]. The car became a signature vehicle for Stark, emphasizing his luxurious and high-tech lifestyle as a billionaire industrialist and inventor [19]. The Audi R8 is featured in several action sequences, showcasing its performance capabilities, and it becomes an integral part of Tony Stark's persona as the superhero Iron Man [19]. The car's design and advanced technology align perfectly with Stark's engineering genius and playboy image [19]. The placement of the Audi R8 in such a high-profile film significantly boosted the car's visibility and popularity among audiences, increasing consumer interest and sales for Audi in the real world [19]. This instance of used placement illustrates how the strategic integration of a product into a blockbuster film can serve as a powerful marketing tool, creating positive associations with the brand and amplifying its appeal to a global audience [19].

3. Effects of Brand Integration on Consumer Behavior

3.1. Effect on Consumer Attitudes

3.1.1. How Brand Integration Influences Consumers' Attitudes Towards the Brand and Movie

The intricate relationship between brand integration in American blockbuster movies and consumer attitudes holds significant implications for marketers and filmmakers. Consumer attitudes encompass cognitive, affective, and behavioral dimensions, making them a comprehensive measure of the impact of brand integration.

In the cognitive realm, brand integration in movies can substantially enhance brand recall and recognition. As moviegoers immerse themselves in the narrative, integrated brands become enmeshed in their subconscious, leading to heightened memory retention [7]. This phenomenon was underscored in Karrh's study, which showcased that audiences exposed to brand placements exhibited markedly superior brand recall compared to those exposed solely to traditional advertising methods [6]. Well-executed brand integration captures attention and elevates brand awareness and recognition, fostering a sense of familiarity among consumers.

Transitioning to affective attitudes, the impact of brand integration is deeply rooted in the emotional resonance it orchestrates. Especially pertinent are congruent brand placements, where brands seamlessly dovetail with the movie's contextual fabric, forging resonant emotional associations for viewers [10]. This alignment cultivates emotions that mirror those evoked by the movie, thereby engendering positive sentiments towards both the brand and the movie itself. Liu and Shrum's research affirm this notion, underscoring the success of integration in fostering an emotional bond, enabling consumers to develop an affinity for the brand due to its intrinsic fit within the movie's narrative [12].

Even behavioral attitudes, encapsulating consumer intentions and actions, become intertwined with the effects of brand integration. Positive attitudes cultivated through strategic brand integration can profoundly influence consumer purchasing intentions. Russell et al.'s study demonstrated that consumers harboring favorable attitudes toward brand integration demonstrated a heightened propensity to entertain the notion of purchasing integrated products [1]. This signifies that brand integration shapes perceptions and extends its impact into consumer behavior, culminating in tangible real-world economic implications for the featured brands.

3.1.2. Factors that Contribute to Positive Attitudes

Integrating brands into movies has become an influential marketing strategy in contemporary cinema. This type of marketing has a strong potential to influence consumers positively. One fundamental determinant of favorable attitudes towards brand integration resides in the alignment between the integrated brand and the contextual elements of the movie. The congruence between a brand and the movie's narrative landscape plays a pivotal role in shaping viewers' perceptions, with brands that can seamlessly blend into the movie's storyline and thematic elements, enhancing the overall viewing experience. This congruity fosters an organic and authentic integration that resonates with the audience, generating a heightened sense of immersion [7]. Furthermore, when the brand harmoniously aligns with the movie's themes, characters, and settings, it triggers a resonance among viewers. Positive emotional associations are a critical driver of favorable attitudes toward brand integration. Congruent brand placements that evoke emotions harmonious with the movie's themes amplify the overall emotional impact of the viewing experience [10]. When a brand's values, attributes, or messaging align with the emotional undertones of the movie, it instigates positive feelings that extend to both the brand and the movie itself. This alignment can cultivate a lasting emotional connection with the audience, which, in turn, influences their attitudes toward both the

brand and the integrated movie. Consequently, emotional resonance serves as a potent catalyst in shaping positive attitudes toward brand integration.

The perceived credibility and quality of the movie also wields substantial influence over how consumers perceive the integrated brands. When a movie garners acclaim from critics and resonates positively with audiences, these favorable attributes can extend to the brands featured within it [2]. The high-quality entertainment offered by the movie can engender positive perceptions of the integrated brands, giving rise to a halo effect, wherein the movie's positive reputation transfers to the associated brands. This phenomenon elevates the viewing experience while reinforcing positive attitudes toward brand integration.

3.1.3. Factors that Contribute to Negative Attitudes

While brand integration holds the potential to cultivate positive consumer attitudes, it is essential to recognize that the practice can also give rise to negative perceptions. One of the primary drivers of negative attitudes towards brand integration is the perception of intrusiveness in these placements. Brands that disrupt the natural flow of the movie, draw excessive attention, or appear conspicuously forced within a scene can trigger adverse consumer reactions [3]. When integration fails to blend into the narrative seamlessly, it is often viewed as a disruptive element that compromises the authenticity and immersive nature of the cinematic experience. Brands that are incongruent with the movie's themes, setting, or characters create a jarring contrast that undermines the credibility of both the brand and the movie [7]. Such brands may generate confusion and disrupt the audience's suspension of disbelief, resulting in negative perceptions. Consumers may interpret such placements as overt attempts to promote products, fostering skepticism and resistance.

Excessive brand placements within a single movie can also lead to negative attitudes. When audiences feel inundated with multiple placements, it can diminish the entertainment value and disrupt the narrative flow [15]. Overexposure to brands can dilute the immersive experience and lead to viewer fatigue, detracting from the movie's overall enjoyment. Such brand integration compromises the artistic quality of the movie, thus triggering negative attitudes. When placements are perceived as interfering with the creative vision or narrative coherence, they can diminish the overall movie quality [7]. Brands that overshadow the storyline or seem forced can lead to disappointment among the audience. As a result, adverse reactions to brand integration's impact on movie quality can cascade into unfavorable attitudes toward the brand and the movie.

3.2. Effect on Purchase Intentions

Integrating brands into American blockbuster movies notably impacts consumers' purchase intentions, influencing their likelihood to consider and purchase the products or services showcased in the film. This impact is mediated by various psychological and behavioral factors stemming from movies' immersive and emotionally engaging nature.

3.2.1. Impact of Brand Integration on Consumers' Purchase Intentions

Brand integration in blockbuster movies significantly impacts consumers' purchase intentions. One of the fundamental mechanisms through which it influences consumer behavior is psychological priming and exposure frequency. As consumers watch characters interact with and use specific products in these films, their subconscious minds become primed to associate those products with positive emotions and the aspirational lifestyles depicted in the movie [10]. This priming effect makes these brands more accessible in consumers' minds, increasing the likelihood that they will consider these brands when making purchasing decisions. Moreover, reinforcing this association through

repeated exposure to integrated brands throughout the movie enhances the priming effect, further strengthening their influence on purchase intentions [3].

Another decisive factor is affective transfer and emotional resonance. Blockbuster movies often elicit strong emotional engagement from viewers. These positive emotions can extend to the integrated brands. When consumers experience feelings of entertainment, excitement, or emotional connection during a movie, they are more likely to associate those emotions with the brands integrated into the film [4]. This emotional resonance creates a positive halo effect, where the positive emotions transferred from the movie contribute to favorable attitudes and purchase intentions toward the integrated brands [12]. For example, a heartwarming scene in a romantic movie can evoke positive emotions that extend to the jewelry brand showcased in that scene.

Social influence and vicarious consumption also play a significant role in shaping consumer behavior. Viewers often identify with movie characters, mentally projecting themselves into the fictional world. When these characters use or interact with specific products, viewers engage in vicarious consumption, mentally simulating the use of those products themselves [10]. This simulation activates a sense of connection and identification with the characters, leading to a desire to emulate their behavior and consumption choices. This phenomenon is particularly pronounced in movies where characters represent desirable lifestyles or traits that align with consumers' aspirations [11]. As consumers imagine themselves in the characters' roles, their purchase intentions align with the products featured in the film.

Furthermore, perceived realism and authenticity are critical in influencing consumers' perceptions of integrated brands. When products are seamlessly integrated into a movie's storyline, they feel like natural extensions of the characters' lives, contributing to the perceived realism [7]. This sense of credibility and authenticity enhances consumers' perceptions of the product's functionality and benefits. Consumers are more likely to view integrated products as genuine solutions that can address their needs, thereby increasing their purchase intentions [8].

3.2.2. Factors that Contribute to Purchase Intentions

The familiarity consumers have with the integrated brand significantly shapes the impact of brand integration on their purchase intentions. Well-established brands with a strong market presence and positive reputation have built a foundation of trust and recognition among consumers [3]. When such brands are seamlessly integrated into a blockbuster movie, consumers are more likely to translate their positive perceptions into purchase intentions directly. Brand familiarity creates a shortcut in consumers' decision-making process, as they associate the brand with credibility and quality [4]. On the other hand, lesser-known brands or those with limited exposure in the market might face a more significant challenge in impacting purchase intentions through brand integration. These brands often require more explicit exposure and reinforcement to establish themselves in consumers' minds. Effective integration strategies for these brands may involve multiple touchpoints, consistent messaging, and repeated exposures to gradually build familiarity and recognition. As consumers become more acquainted with the brand through integrated experiences, their perceptions of its attributes and benefits can influence their purchase intentions [3].

Additionally, the level of consumer involvement with the product category depicted in the movie plays a critical role in determining the impact of brand integration on purchase intentions. Consumers who are highly involved with a specific product category have a deep personal interest, knowledge, and emotional investment [20]. When these consumers encounter brand integration that aligns with their existing preferences and interests, it can resonate more profoundly and influence their intentions to purchase the showcased products. For example, a tech-savvy individual passionate about gadgets and technology might be more influenced by integrating a cutting-edge smartphone in a movie, as it aligns with their pre-existing interest and knowledge. The movie becomes a platform to reinforce

their positive perceptions of the brand and elevate their purchase intentions. In contrast, consumers with low involvement in a particular product category might not experience the same level of impact from brand integration. Their relative lack of interest or investment in the category could limit their receptiveness to the integrated brand's messages and reduce the influence on their purchase intentions.

Consumer skepticism regarding the motives behind brand integration can also significantly moderate the relationship between integration and purchase intentions. If consumers perceive brand integration as an attempt to promote products rather than enhance their entertainment experience overtly, it can trigger skepticism [3]. This skepticism stems from concerns about authenticity, transparency, and the potential compromise of the movie's artistic integrity for commercial gains. Consumers might adopt a more critical stance and evaluate the integration more carefully when skeptical [21]. This can lead to reduced trust in the integrated brand and diminished purchase intentions. Additionally, skepticism can negatively impact the overall viewing experience, as audiences might perceive the integration as disruptive or manipulative [21]. To mitigate consumer skepticism, brands must approach integration with authenticity, ensuring that placements are well-integrated into the narrative and align with the movie's themes and characters. Transparency in the disclosure of integration partnerships and a genuine commitment to enhancing the audience's experience can help alleviate skepticism and maintain positive purchase intentions.

4. Conclusion

4.1. Overall Assessment

Within the domain of blockbuster movies, various approaches to brand integration have been elucidated. These approaches encompass seen, mentioned, and used placements, each presenting distinct advantages when thoughtfully employed, capable of effectively shaping consumer attitudes and behaviors. Notably, brand integration emerges as a potent tool for bolstering brand recall and recognition. Immersing consumers within the cinematic narrative fosters an environment conducive to heightened memory retention. This phenomenon aligns with the notion that well-executed brand integration transcends mere attention-capturing; it facilitates increased brand awareness, thereby fostering a sense of familiarity among consumers.

Moreover, brand integration is a catalyst for cultivating positive emotional associations. It achieves this by aligning seamlessly with the movie's contextual fabric, forging emotional connections that resonate with viewers. Such alignment evokes emotions akin to those prompted by the movie itself, thereby nurturing positive sentiments toward the integrated brand and the movie. However, it is imperative to acknowledge that our exploration has also shed light on factors contributing to negative attitudes toward brand integration. Chief among these factors is the perceived intrusiveness of placements, which, when executed in a manner that disrupts the natural flow of the movie, leads to adverse consumer reactions. Additionally, overexposure to brands within a single movie and integration that compromises the artistic quality of the movie are factors capable of detracting from the overall viewing experience and, consequently, fostering negative attitudes.

Regarding purchase intentions, brand integration emerges as a potent influencer of consumer behavior. This influence is mediated by various psychological and behavioral factors, including psychological priming, emotional resonance, social influence, and perceived realism. Notably, the familiarity consumers possess with the integrated brand emerges as a pivotal determinant of the impact of brand integration on purchase intentions. Likewise, the level of consumer involvement with the product category depicted in the movie significantly shapes the extent to which integration influences purchasing behavior. Furthermore, consumer skepticism regarding the motives behind brand integration can moderate the relationship between integration and purchase intentions, highlighting the importance of addressing consumer doubts and concerns.

4.2. Suggestions and Implications of Brand Integration in Movies

Within the realm of brand integration in blockbuster movies, authenticity stands as a cornerstone principle, necessitating marketers' unwavering commitment to seamlessly and authentically embed their brands into the movie's narrative. This approach preserves the audience's immersion in the film and cultivates positive sentiments toward the integrated brand, ensuring that brand placement feels inherently organic and contributes to a more authentic cinematic experience. To maximize the influence of brand integration on consumer behavior, marketers should meticulously align their strategies with consumer preferences and involvement levels, strategically tailoring integration efforts. Establishing familiarity is pivotal in molding consumer behavior; renowned brands can leverage their recognition, while lesser-known ones should diligently build recognition through consistent and varied touchpoints. Addressing consumer skepticism is equally vital, entailing transparency and a sincere commitment to enhancing the audience's experience, ultimately mitigating negative perceptions and nurturing a more favorable brand perception.

Filmmakers hold a pivotal role in ensuring the success of brand integration within movies, and they can contribute significantly to creating meaningful and impactful brand experiences by adhering to several key considerations. Maintaining the artistic quality of the movie is a critical aspect that filmmakers must address. Brand integrations should complement the narrative, adding value to the storytelling without overshadowing it. Preserving the movie's quality is essential for retaining audience engagement and fostering positive attitudes toward the movie and the integrated brand. Furthermore, brand collaborations should prioritize congruence with the movie's themes and characters. Brands that seamlessly align with the contextual fabric of the film create a more immersive and authentic cinematic experience, leading to emotional resonance and a heightened positive impact on consumer behavior.

Ultimately, marketers and filmmakers must prioritize authenticity, alignment with consumer preferences, familiarity, and addressing skepticism to maximize the positive effects of brand integration. As the practice continues to evolve, these insights remain an invaluable resource for creating meaningful and impactful brand experiences within the cinematic realm, benefiting both industries and discerning moviegoers.

References

- [1] Russell, C. A., & Belch, M. A. (2005). *A Managerial Investigation Into the Product Placement Industry*. *Journal of Advertising Research*, 45(01), 73-92.
- [2] Stringer, J. (Ed.). (2003). *Movie blockbusters*. Psychology Press.
- [3] Balasubramanian, S. K. (1994). *Beyond Advertising and Publicity: Hybrid Messages and Public Policy Issues*. *Journal of Advertising*, 23(4), 29-46. DOI: 10.1080/00913367.1994.10673423.
- [4] Eisen, M. (2010). *A Meta-Analysis of Humor in Advertising*. *Journal of the Academy of Marketing Science*, 38(4), 417-440.
- [5] Babin, L. A., & Carder, S. T. (1996). *Viewers' Recognition of Brands Placed Within a Film*. *International Journal of Advertising*, 15(2), 140-151.
- [6] Karrh, J. A. (1998). *Brand Placement: A Review*. *Journal of Current Issues & Research in Advertising*, 20(2), 31-49.
- [7] d'Astous, A., & Chartier, F. (2000). *A Study of Factors Affecting Consumer Evaluations and Memory of Product Placements in Movies*. *Journal of Current Issues & Research in Advertising*, 22(2), 31-40.
- [8] Mackay, A. M., & Ewing, M. T. (2017). *Product Placement: A Creative Solution for Improving Memory, Evaluations, and Comprehension*. *Journal of Advertising*, 46(3), 357-370.
- [9] Galician, M. L. (2004). *Handbook of product placement in the mass media: New strategies in marketing theory, practice, trends, and ethics*. Routledge.
- [10] Chaney, I. M., Lin, Y., & Tatar, A. (2018). *The power of mentions: How brands are woven into television programs*. *Journal of Advertising Research*, 58(1), 94-108. DOI: 10.2501/JAR-2017-038.
- [11] Russell, C. A., Norman, A. T., & Heckler, S. E. (2006). *The consumption of television programming: Development and validation of the connectedness scale*. *Journal of Consumer Research*, 33(2), 211-221. DOI: 10.1086/506309.

- [12] Liu, Y., & Shrum, L. J. (2002). *What Is Interactivity and Is It Always Such a Good Thing? Implications of Definition, Person, and Situation for the Influence of Interactivity on Advertising Effectiveness*. *Journal of Advertising*, 31(4), 53-64.
- [13] Chaney, I. M., Lin, Y., & Chaney, J. M. (2018). *Product placement and emotional attachment: The role of product involvement and brand familiarity*. *Journal of Marketing Communications*, 24(1), 35-52. DOI: 10.1080/13527266.2016.1274305.
- [14] Zhang, X., Xu, K., Huang, J., Li, J., Zhang, Y., & Xu, W. (2018). *Product Placement in Movies: The Effect of Prominent Product Placement on Chinese Audiences*. *Frontiers in Psychology*, 9, 1-10.
- [15] Karrh, J. A., McKee, K. B., & Pardun, C. J. (2003). *Practitioners' Evolving Views on Product Placement Effectiveness*. *Journal of Advertising Research*, 43(2), 138-149. DOI: 10.1017/S0021849903030183.
- [16] Gupta, P. B., & Lord, K. R. (2020). *The influence of movie product placement prominence and brand name repetition on brand recall and attitudes*. *Journal of Promotion Management*, 26(1), 110-125. DOI: 10.1080/10496491.2019.1634576.
- [17] Morton, C., Friedman, M., Andrew, C., & Golub, A. (2005). *Product Placements: How Brand Exposure through Movies and Television Influences Consumer Choice*. *Journal of Marketing*, 69(3), 27-48. DOI: 10.1509/jmkg.2005.69.3.27.
- [18] Hudson, S., & Hudson, D. (2006). *Branded Entertainment: A New Advertising Technique or Product Placement in Disguise?* *Journal of Marketing Management*, 22(5-6), 489-504. DOI: 10.1362/026725706777978469.
- [19] Falk, A. (2013). *Audi's Product Placement and Sponsorship Strategy in the Movie 'Iron Man'*. GRIN Verlag.
- [20] Law, S., Braun, K., & Ibanez, M. (2018). *"I Know I Have Seen It, but Can't Remember Where?"—The Impact of Placement Type, Brand Recall, and Commercial Recall*. *Journal of Current Issues & Research in Advertising*, 39(1), 19-33.
- [21] Choi, Y., & Rifon, N. J. (2012). *Antecedents and Outcomes of Visual Product Placements in Online Videos: The Moderating Role of Persuasion Knowledge*. *Journal of Interactive Advertising*, 12(1), 21-32.