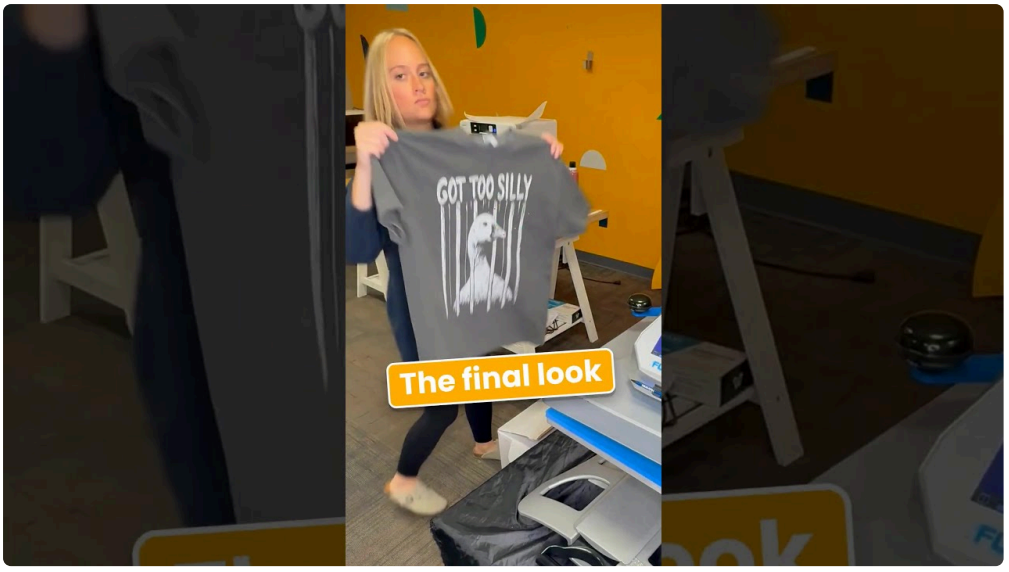
Is product placement taking the place of TV advertisements?

Probably not, at the very least now not within the near future, however that's commencing to get loads of recognition from the prone that have the tools to spend money on it. With TiVo delivering buyers the capacity to eradicate commercials, advertisers have needed to inn to extra creative techniques to achieve their objective industry. Staples took potential of this with the table apprentice, Home Depot has achieved it on TLC's Trading Spaces, and the Audi A8 accomplished an surprising stage of exposure within the Transporter 2 motion picture trailer.



So just how new is that this concept of product placement? It's now not new at all sincerely. It's many times customary inside the market that the product release of Hershy's Reeses Pieces learn more changed into jump began via product placement in E.T. the Extra-Terrestrial, however it is *latest update with timeline* going to come back even farther than that — Mobil oil used it in a 1949 film providing Harpo Marx which is called Love Happy.Product placement is neatly out of doors of the budget of such a lot establishments yet for those who suppose creatively, you are able to locate approaches to use small scale product placement on your desire. A physical games drink producer would furnish unfastened products to an up and coming athlete, a furnishings agency may just lend their fixtures for the set of an self reliant film, or a outfits corporation might present their clothing for a tune video. What can your industrial do?