Remarkable 'Marca' in Houseful Movies

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Abstract

Every frame in a movie has an opportunity for branding. The marketers are now using movies to project the core values of their brands. In-film branding, in its most effective form, is about a brand being a part of cinema's content. In this paper the study is undertaken to understand the attitude and interests of audience towards brands and branded products and the individual's propensity to get influenced by brand image. This paper also analyzes whether celebrities in movies help in building awareness and wider reach of the brand. For this analysis, five films have been selected namely 3 Idiots, Krrish, Jab We Met, The Social network and Iron Man 2. The study indicates that brand placement in Hindi as well as English films is effective. The high recall, recognition and positive attitude suggest that brand managers are seriously looking at product placements in movies as a new vehicle for reaching to consumers.

Keywords: Product placement, Bandwagon effect, Marca (Branding), Celebrity effectiveness index

1. Introduction

A little while ago we began to think about what makes some brands remarkable. We got aboard with some research works and noticed that the brands we found noteworthy shared some common traits with the audiences so organizations are investing mammoth amount of time and money in understanding what makes their brands remarkable in minds of the consumers.

Gone are those days where companies had to struggle to create and print advertisements. Companies are no longer relying on traditional methods to promote their brands. The new hotspot for corporate world is entertainment industry that is Bollywood (worth Rs.7500 crores) and Hollywood($10.89 bn), in other words we can say Indians are emotionally attached with movies so the best target of the corporate brands to make their products remarkably positioned in the eyes of consumers is now known as in film branding.

In-Film Branding is the art of promoting corporate brands and products in films where the star cast in the film, at some point or other, uses these products so that the target audiences are influenced to try out the brand. Film branding in India is not recent. It has travelled a long way since its emergence where the corporate companies want better positioning image and visibility for their brands and products. The success path of every in film branding is

associated with the achievements of the film on box office whereas if the film is flop then it is curse for all the producers, the brand makers and the celebrities.

In-film Branding has come as a blessing in disguise for both, the brand and the filmmaker. Through it, the brand managers get the clutter breaking opportunity to look beyond the 30 sec TV commercial and the filmmaker gets to earn huge revenues by just showing the brand being used by protagonist or let it exist in the background. The deal is just perfect for both of them. But the most important person in the deal is the consumer who is vigilant and smart enough to notice what's served to him. But overdose of brand placement will only drive away the consumers from the cinema halls, resulting in a flop film and a failed marketing endeavor.

This paper shuffles through the concept of celebrity endorsement and branding of products in films and provides an insight on the influential power of celebrities regarding their compatibility with the brands and storyline as well as keeping their image intact in the film. This toss a questionnaire to the consumers about their liking and disliking of the product and ultimately about their buying decision. So to clear out the concept the selection was made of these five films: 3 Idiots, Jab We Met, Krrish, The Social Network, and Iron Man 2.

2. Background: In-Film Branding

Can you think of the last time you watched a movie and didn't see a product placement- that is, a branded product displayed in the scene? While in-film branding has been around for quite some time, there has been a tremendous increase in their usage in the past few years. Exactly when product placement originated it was hard to determine but most marketers agree that the frequency of their use increased significantly.

Product placements are different than the celebrity endorsement advertisements in many ways. The celebrities endorse products and brands with commercial reasons, which normally come in the breaks in television programs or in cinema halls. In-film branding provides an opportunity where the involved audience gets exposure to the brands and products during the natural process of narration of the movie.

Though there has been a longer history of brand placements in Indian films but not enough research has been conducted to prove its effectiveness. Recalling back for almost 70 years the earliest reference of in-film branding comes in the 1940 classic Chalti Kaa naam Gadi with the brand Coca Cola. Next, the movie Dilwale Dulhaniyan Le Jayenge of the 1990s was a successful story of launching of Stroh bear in Indian market. Today, in-film branding is the often used strategy for the advertisers in Hindi films. Talking about Hollywood movies there are number of examples of how the in-film branding made its appearance. The practice of using branded products in Hollywood movies started as casual process since 1940's. The earliest example would be 1945 movie Mildred Pierce with film star Joan Crawford drinking Jack Daniels bourbon whiskey.

In the past, as long as in 1982 the alien creature in the movie The Extraterrestrial, was lured from its hiding place with Reese's pieces candy. Agent James Bond in his film Tomorrow Never Dies (1997) made top secret calls on an Ericsson mobile phone in the movie. The current Hollywood movies feature a plethora of products ranging from telecommunications (Motorola, Nokia), automobile (Audi, BMW, Chrysler, Jeep, Lada and Mercedes) to other products like FMCG goods, Tobacco etc. Good examples are James Bond movies.

Hence, product placement has arrived and here to stay Product placement gives marketers an alternative means for gaining product exposure through a media context where targeted audiences may be particularly receptive. This audience receptivity means the difference between reaching sales and profitability objectives or falling short of them entirely. Previous research also suggests the effects of product placements on consumers can influence brand recognition, recall and attitudes.

The factors important for product placement include the level of abstraction and qualitative nature of the brand memory effect and the congruity among brand associations affects the favorability, strength and uniqueness of the brand associations.

3. Factors Affecting In-Film Branding

Brand awareness: It is the strength of brand node or trace in the memory as reflected by consumer's ability to identify the brand under different conditions.

Brand image: It is the set of perceptions, held in the consumer's memory, as reflected by brand associations. Are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for the consumers?

Brand Attitudes: They are the overall evaluation of the brand by the consumers. They often form the basis of consumer's choice.

Favorability of Brand Associations: The success of brand largely depends on the ability of the in-film branding program creating the trust among consumers that the attributes and associations benefits are there in the brand talked about in movies.

Congruence of a Brand: Congruence is defined as the extent to which the brand association shares the content and meaning with other brand associations. This explains how easily one existing brand association can be recalled and how additional associations can be linked to the brand node in memory.

Brand Leverage: Compares the characteristics of the secondary associations with those of primary brand associations. The secondary associations are derived out of the usage of the brand by the character in the film. Example in the film Taal, the hero uses the bottle of Coke as a symbol of exchange of love and this contextual placement increases the strength of association of the brand.

4. Dimensions of In-Film Branding

Increase in in-film branding and institutionalization of the industry indicate that advertisers are using the technique to sway consumer's brand attitudes The type of placements should look natural to the narration as consumption symbols are often used to enrich the plot, theme and characters of popular culture text. In the context of movies, there are three dimensions of in-film branding: visual, auditory and plot connection.

Visual dimension: The visual dimension refers to the appearance of the brand on the screen which is also called screen placement which depends on the number of appearances on the screen with the style of the camera shot for the product.

Auditory Dimension: The second dimension called auditor refers to the brand being mentioned in a dialogue. Also called script placement which depends on the context on which the brand is mentioned, the frequency with which it is mentioned and the emphasis on the brand name through the tone of the voice, place in the dialogue, character speaking at the time.

Plot Connection Dimension: The plot connection dimension refers to the degree to which the brand is integrated in the plot of the story. A mere mention of the brand or a brief appearance of the product on the screen is taken as a lower plot connection. However when character is clearly identified with the brand and when the brand becomes the central part of the plot, then it is taken as higher plot connection like *Shahrukh* with Santro Zip drive in the movie *Phir bhi dil hai Hindustani* or Coca cola in *Taal* can be called higher plot.

5. Types of In-Film Branding:

Implicit mode: An implicit mode is one where the brand, the firm or the product is present within the program without being formally mentioned.   In this the logo, the brand name, or the name of the firm appear without a clear demonstration of product benefits.

Integrated Explicit Mode: It is integrated explicit whenever the brand or the firm is formally mentioned within the program; it plays an active role. In this type, the attributes and benefits of the product are clearly demonstrated.

Non Integrated explicit Mode: A non-integrated explicit mode is one where the brand or the firm is formally expressed but is not integrated within the contents of the program. The sponsor name may be presented at the beginning, middle or end of the program or it may be part of the program title.

6. Process of Product Placement

Please insert Figure 1here

There are always two main participants in a product placement in a film deal: the corporate marketer of a certain product and the producer of the promotional vehicle (that is, for example, a movie producer). In a cross-promotion program these two participants share their promotional channels, hence creating promotional exposure to each other by combining their target audiences. Therefore in product placement, as in any form of alliance or co-operation, the two parties have to suit each other in order to achieve a positive outcome ("a tactical fit").

7. Prominent Examples of Remarkable Marca in Five Houseful Movies

Bollywood has finally discovered in-film branding. In 2007, according to industry experts estimated that brand cameos earned around Rs 200 crores, and as a result, even small-and medium-budget movies as well as animated films are hoping to cash in on this new and lucrative revenue stream. Indeed, media analysts and industry watchers expect that figure to climb to Rs 850 crores by 2011.

Some of the select successful instances of brand placement in recent times are cited below:

3 Idiots: (2009) (Table 1)

Jab We Met (2007) (Table 2)

Krrish (2006) (Table 3)

The Social Network (2010): (Table 4) Other in-film branding products in the film are Apple, Apache, Boston University, Columbia University, Microsoft, Mountain Dew, Nike, Red Bull, Range Rover, Google, etc.

Iron Man 2 (2010): (Table 5) The other brands associated with the movie Iron Man 2 are Bridgestone, Chevrolet, 3M, Rolls Royce, LG, Hotel De Paris, Google, Dell, Kodak, Johnnie Walker, Forbes, Dr.Pepper etc.

8. Research Procedure

8.1 Objective of the Study

The objective of the study includes:

(a)   To find whether consumers can recall various brands being endorsed by film stars in movies.

(b)   Are celebrities influencing the buying decisions of audiences (ultimately consumers) for the products endorsed in the films?

(c)   To develop and analyze the celebrity effectiveness index through questionnaires.

8.2 Methodology

Target Audience: Students between age 18 to 26 years.

Sample Unit: The students are included in this research work.

Geographical Location: Udaipur, Rajasthan, India

Sample Size: 100 students

Sampling Technique: Random Sampling technique was used to select respondents.

Data Collection Technique: Questionnaire

Data Source: Primary and Secondary sources were used for collecting the data. The primary data was collected through questionnaire and secondary data through books and magazines related to brand placement and advertising. Articles from internet were also taken as a source of getting the data.

Selection Criteria of films: Popular appeal, number of brands featured, variety of placement types (implicit, integrated explicit and non-integrated explicit)

Entertainment Industry: Bollywood and Hollywood

Films Selected: Five (3 Idiots, Jab We Met, Krrish,The Social Network, Iron Man 2)

8.3 Method Used for Analysis of Data Collected

The analysis of data has been done by tabulating the data on Microsoft excel sheet. Table and charts have been prepared to arrive at conclusion by way of analyzing graphical representation. All the information/data collected through questionnaires were first transferred into master table which facilitated the tabulation of data in the desired form. CEI tool is also taken to carry out the analysis.

8.4 Findings and Suggestions

Following were the findings of the data analysed:

(a)   Every student sampled had watched movies either English (60%) or Hindi (100%) or both (80%).

(b)   3 idiots was the most watched movie by the students. As Aamir Khan brand was there in the film. Thus the brand promoters have been successful in making their brand noticed in the eyes of audiences. Second was Jab We Met, the products endorsed in movie got wide coverage as mostly the target audiences were youth and they got involved with film very much. Third best was Krrish as the audiences both in India and abroad lapped up the film and made it one of the biggest movies to come of Bollywood in over a decade. Brand associations were embraced, and product sales shot through the roof; and with it, an official new business mode was born: post-launch marketing partnerships through a pre-launch rights purchase.Then came The Social Network and Iron Man 2.

(c)   When asked to recall the celebrity endorsements in the films, most of the respondents (students) recalled having to action for buying products.

(d)   Among various kind of celebrities like Aamir Khan and Hritik Roshan had more influence on the buying decisions.

(e)   Celebrity presence in the movies both English and Hindi and brand placed by them influenced majority of respondents (students).

(f)   Some of the students denied making repeat purchase of products because the product didn't confirm the standards.

(g)   CEI (Celebrity Effectiveness Index): This was a parameter defined to evaluate the effectiveness of a personality to interact with customer and create desired impact. The results (Table 1) showed that CEI was a good predictor of success of the product placement in films and also the popularity of the celebrity. Aamir Khan was the celebrity who has scored highest rating of CEI = 60 and was the most effective celebrity in endorsing the in-film brands and thus influencing the buyers decisions in his favour.

9. Conclusion

There is an increasing challenge to the marketing manager to develop and implement an integrated marketing communication (IMC) plan to realize the true value of the celebrity endorsements in films. There is a gradual shift from the traditional approach of showing celebrities in advertisement to making them the "spokes-person" of the brand. Companies have taken celebrity endorsement to next level by projecting brands as a way of life. Smart companies are using their brand ambassadors in movies to promote their brands.

The study indicated that brand placement in Hindi and English films are effective. The high recall, recognition and positive attitude scores suggested that brand managers are seriously looking at product placements in movies as a new vehicle for reaching to consumers. However, several issues need to be kept in mind. The relevance of products to the situation needs to be created - this is possible by incorporating the placement planning at a script level. The brand managers also need to guard against the clutter in the scenes - other competing products of product category should not be incorporated. They need to look in the future where use of comparative brand placement will be a reality. As the Indian economy develops a global perspective, Bollywood needs to follow suit. More importantly, as Indian audiences become fragmented into class specific segments, marketers are faced with the more difficult task of communicating their brand messages. The effective and well thought product placement appears to be some solution.

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Table 1. 3 Idiots (2009)

Producer: Vidhu Vinod Chopra
Director: Rajkumar Hirani
Cast: Aamir Khan, Kareena Kapoor, R.Madhavan, Boman Irani, Sharaman Joshi.
Genre: Romantic Inspirational Comedy (Blockbuster)
Based on: 5 point someone by Chetan Bhagat
Budget: 35 Crores
Revenue: 339 Crores

Brand Name	In- Film Branding
Air India	The entire first sequence of the film was shot in an Air India aircraft as Madhavan travels in this flight. The placement and visibility of the brand was very good and brand integration was successful and meaningful.
Airtel	At hospital when Sharman Joshi falls ill, Aamir Khan uses Airtel internet data card and airtel signature tune plays.
Fortis Hospital	All the important and emotional scenes were shot in the hospital showing the fully equipped environment with all the facilities. This branding exercise helped Fortis in recognition of the brand.
Mahindra Flyte	It made its debutant in the movie and successful promotion of product even before its launch especially for youth. Very important scenes were shot while the 3 major characters ride the scooter.
Pepsi's Aquafina	Aquafina which wanted to target young consumers found this film apt for promoting its brand. Although Aamir Khan is associated with Coca cola brand.
Samsung mobiles	Entire cast of film use these mobiles which are visible in various scenes of movies. Also Aamir is brand ambassador of Samsung mobile. So integration has been done well.
Volvo	The red colored Volvo XC90 SUV has an important placement in the movie. It had not yet launched in India. So it was good before launch brand promotion.

Table 2. Jab We Met (2007)

Production House: Shri Ashtavinayak Cine Vision Ltd.
Director: Imtiyaz Ali
Cast: Shahid Kapoor, Kareena Kapoor
Genre: Romantic   Comedy (Superhit)
Revenue: 65 crore

Brand Name	In-Film Branding
Indian Railways	The plot of the film was based on travelling done in Indian railways. Many scenes of the film were shot in Indian trains which showed the presence of in-film branding of Indian railways.
Bisleri	Bisleri was the brand which Kareena promoted in film by asking not about water but Bisleri which the promoters wanted to show that the secret of her great skin is the purity of the brand.
Toyota, BMW, Mercedes	The cast of the film travelled in these three different cars which is again in-film branding of these brands showing the comfort and luxury which these stars feel while travelling for long distances.
SBI ATM	SBI ATM means money anywhere which was clearly shown in the movie when Shahid Kapoor withdraws the money from SBI ATM in a remote area. It shows that this bank is for everyone and is everywhere.
Cadbury 5 Star	This brand was shot in the scene where Shahid Kapoor is trying to lure the rural person. So Cadbury 5 star shows that it works as a love bond between people.
Tourism: Manali, Bhatinda, Mumbai, Shimla	The various destinations were promoted very well in the movie which shows all the beautiful places of these cities as a result affecting the tourism revenue of these cities through in-film branding.

Table 3. Krrish (2006)

Producer: Rakesh Roshan
Director: Rakesh Roshan
Cast: Hritik Roshan, Priyanka Chopra, Rekha, Naseeruddin Shah
Genre: Superhero Action Romantic (SuperHit)
Budget: 45 Crores
Revenue: 150Crores

Brand Name	In-Film Branding
Bournvita	*Krrish i*s a story of a superhero targeted at kids so it easy to have a children's beverage drink like Bournvita to be in it.
Tide	While the *gaonwaale (*villagers) at the foothills were washing their clothes with brickbats, half way up the Himalayas Rekha was using Tide detergent powder.
Lays	There is one scene where Priyanka is laying on a bed, in the next frame she's stuffing potato chips into her mouth with the Lay's bag displayed front and center. She was also pounding them down while sitting in her car and in a scene at the apartment.
Hero Honda	The chief sponsor of a circus in Singapore is Hero Honda. Although no bikes were shown in the movie but it was a kind of in-film branding done to promote the brand.
Star Plus	Priyanka works for a Singapore based TV channel that is always hungry for BREAKING NEWS: STAR News was that channel who serves the fastest and different news in the movie.
Singapore Tourism	The other half of the film was shot in Singapore which is again in-film branding for Singapore Tourism.

Table 4. The Social Network (2010)

Producer: David Fincher, Scott Ruvin, Dana Brunetti, Kevin Spacey
Director: David Fincher
Cast: Jesse Eisenberg, Andrew Garfeild, Justin Timberlake
Based On: The Accidental Billionaires by Ben Mezrich
Budget: $40 mn
Revenue: $221,116,046

Brand Name	In-Film Branding
Harvard University	The Film revolves around the Harvard university as the owner of facebook Social Networking site was the student of Harvard university.
Gap	The Lead actor of the film is shown wearing the t-shirt from the GAP brand which shows the image of a college boy who is cool and thus the image of the brand is shown in the film.
Facebook	The whole film was based on the birth of the social networking site facebook; again it is the huge in-film branding which makes the social networking site in the apple of the eye in the mind of the consumers.
MySpace	Again a social networking site was used in the film branding by the promoters which was also the demand of the film.
Napster	Justin Timlake played the role of Sean Parker who is originally founder of Napster software and the co-founder of facebook.
Sony Vaio	In many of the scenes of the film the main lead is shown carrying the Sony vaio laptop. Excellent branding of the brand was done in the film which shows the whole facebook idea was generated with the help of the brand.

Table 5. Iron Man 2 (2010)

Producer: Kavin Feige, Susan Downey
Director: Jon Favreau
Cast: Robert Downey Jr., Gwyneth Paltrow, Scarlett Johansson
Genre: Superhero action
Budget: $170-200 mn
Revenue: $623,433,331

Brand Name	In-Film Branding
Audi, Ferrari	In many of the scenes of the movie Audi R8 Spyder stole the credit of the film as it was the vehicle associated with the iron man character so if iron man was powerful so has to be his vehicle. Thus it was an excellent in-film branding of Audi. Same is with Ferrari brand.
Apple	An extended scene in *Iron Man 2* features the late artist DJ AM. Except, the Apple Mac book and its glowing logo; that DJ AM was so well known for using; appeared in the film, covered creatively with an Iron Man head logo.
Royal Purple	A motor oil brand tie-in might seem obtuse. But with *Iron Man 2*'s extended racing scene and Stark Motor Racing sub-plot, this placement makes perfect sense.
Oracle	Oracle gins up a micro site experience that promotes cloud computing by allowing you to become Iron Man himself. A tech brand might want to think about building a faster-loading promotional micro site for such a high-tech movie.
Starbucks Coffee	The main character in the film is shown drinking the Starbucks coffee brand which is excellent in-film branding showing the energy and power which the superhero is getting from the coffee brand.

Table 6. Celebrity Effectiveness Index (CEI)

Aamir Khan (CEI = 60)

Innovator 9	Caregiver 8	Jester 4
Magician 8	Adventurous/Heroic 5	Lover 6
Outlaw 1	Innocent 5	Ruler 8
Explorer 6		

Hritik Roshan (CEI = 53)

Innovator 6	Caregiver 4	Jester 5
Magician 7	Adventurous/Heroic 8	Lover 6
Outlaw 2	Innocent 4	Ruler 6
Explorer 5		

Shahid Kapoor (CEI = 43)

Innovator 4	Caregiver 4	Jester 5
Magician 3	Adventurous/Heroic 6	Lover 7
Outlaw 1	Innocent 5	Ruler 4
Explorer 4		

Priyanka Chopra (CEI = 44)

Innovator 4	Caregiver 4	Jester 2
Magician 2	Adventurous/Heroic 5	Lover 7
Outlaw 1	Innocent 5	Ruler 8
Explorer 6		

Kareena Kapoor (CEI = 45)

Innovator 2	Caregiver 6	Jester 8
Magician 4	Adventurous/Heroic 6	Lover 8
Outlaw 1	Innocent 2	Ruler 4
Explorer 4		

David Fincher (CEI = 44)

Innovator 8	Caregiver 3	Jester 3
Magician 5	Adventurous/Heroic 7	Lover 4
Outlaw 3	Innocent 2	Ruler 3
Explorer 6		

Kevin Feige (CEI = 45)

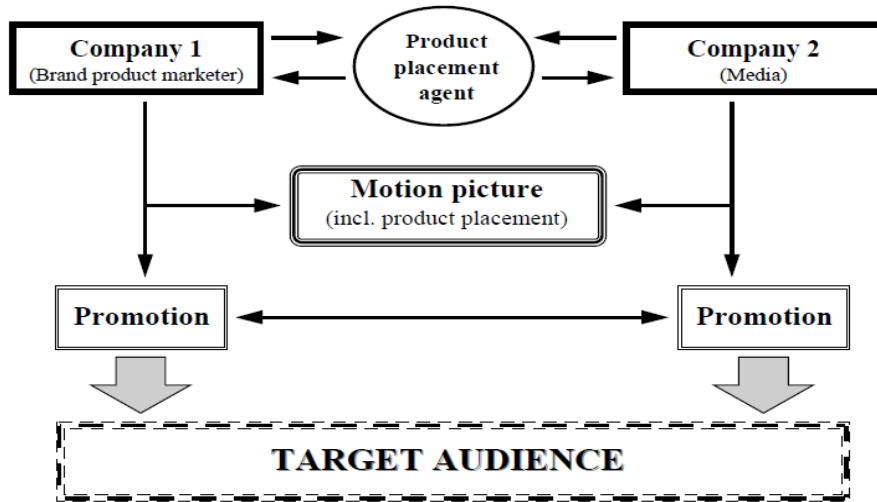| Innovator 6	Caregiver 3	Jester 4
Magician 6	Adventurous/Heroic 7	Lover 2
Outlaw 2	Innocent 2	Ruler 7
Explorer 6		

Figure 1. Process of Product Placement