# Product Placement in Bollywood Movies

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**Abstract**
Product placement is a strong brand-building tool for the changing media landscape that furthers existing marketing objectives. It is a cost effective means of gaining global media exposure with unlimited viewer impressions also it is a unique way to familiarize consumer with brand and product lines and connect to customers with the added benefit of association with blockbuster film, hit TV show, and/or celebrity. The advertising and marketing industry worldwide is in the throes of a serious problem. It is becoming increasingly difficult to grab eyeballs and break through the clutter. The average consumer is bombarded with messages every second which has led to him becoming immune to any sort of communication attempt being made by marketers. The resistance shown by the consumers has forced advertisers and marketers to think beyond conventional means of advertising. This is where product placement comes into the picture.

Product placement refers to the practice of including a brand name product, package, signage or other trademark merchandise within a motion picture, television or other media vehicles for increasing the memorability of the brand and for instant recognition at the point of purchase. Media planners and brand marketers are looking for alternative media vehicles to reach at customers with a distinct message so that the memorability of the message and hence the brand name increases. This is a growing trend in Indian films for various reasons. This study looks at the relatively new practice of in-film advertising in popular Hindi films. Acknowledging the impact of popular films and iconic stars since the 1940s and 50s on styles, trends and ideology, the paper explores how this powerful medium is now being used for product placement and brand endorsement in India.