

TV and Movie Product Placement Segments

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Product Placement

As advertisers and marketers work to stretch their advertising budget, Experian Simmons is providing two new consumer segments free-of-charge with its future studies to assist in decision making. These segments will appear effective with the release of the Spring 2009 National Consumer Study/National Hispanic Consumer Study in August.

The two new segments are Product Placement and Retail Shopper segments.

This report provides an overview of the Product Placement segments and initial findings. Product Placement segments are provided for two forms of visual media – TV and movies.

The next two slides define the TV Product Placement and Movie Product Placement segments.



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Definition: TV Product Placement Segments

- **TV Emulator:** This segment has the strongest connection to branded goods or services placed into the context of television shows. They are engaged and aware of product placement, and the recognition allows this segment to remember, try and purchase brands or services they have seen in a show.
- **TV Noticer:** This segment is devoted to TV and notices branded goods or services that are placed in television shows. However, they are less likely to remember the product and do not feel that placement in the television program affects their shopping behavior.
- **TV Indifferent:** This segment has neutral attitudes toward TV product placement. Members of this segment appear to be disengaged when it comes to noticing or remembering products placed in television shows.
- **TV Rejecter:** TV product placement has the opposite of the intended effect on this segment. This group has negative attitudes toward branded goods or services that are placed into the context of television shows.

Definition: Movie Product Placement Segments

- **Movie Emulator:** This segment has the strongest connection to branded goods or services placed into the context of movies. They are engaged and aware of product placement, and the recognition allows this segment to remember, try and purchase brands or services they have seen in a movie.
- **Movie Noticer:** This segment notices branded goods and services placed in movies. While they are more likely to remember the placed products, they do not feel that placement affects their shopping behavior.
- **Movie Indifferent:** This segment has mostly neutral attitudes toward movie product placement. They are disengaged for most product placement attributes but are slightly more likely to be influenced to buy when a character uses a product.
- **Movie Rejecter:** Movie product placement has the opposite of the intended effect on this segment. This group has negative attitudes toward branded goods or services that are placed into the context of movies.

TV Emulators are older than Movie Emulators

TV Emulators tend to be older while the age of a Movie Emulator falls between 18 and 34. TV and Movie Emulators are consumers who strongly connect with branded goods or services placed into the context of television shows or movies. They remember, try and purchase brands or services they have seen in a program or movie.

Let's now view which primetime shows TV Emulators are most likely to watch.

Age Group	TV Emulator	Movie Emulator
18-24	15%	20%
25-34	18%	21%
35-44	18%	19%
45-54	19%	18%
55-64	14%	11%
65+	17%	10%

TV Primetime Broadcast Network Shows

TV Emulators are 51% more likely than the average American adult to watch primetime movie shows on broadcast network channels. Their next two primetime show types are sports (132 Index) then evening animation (121 Index).

Primetime Show Type	TV Emulator	TV Noticer	TV Indifferent	TV Rejector
Evening animation	121 Index	93	112	77
Game show	119	110	90	82
General drama	101	108	92	97
History/ Biography	112	101	96	93
How-to/ Instruction	100	112	77	111
Movie	151	99	89	71
News/ Documentary	111	111	82	97
Reality	111	107	92	90
Science	103	103	80	118
Situation	106	109	89	95
Sports	132	100	99	74

Preferred Movie Genres

To reach consumers who fall in the Movie Emulator segment, your company would maximize its efforts if it placed its products in action/adventure, family or comedy movies.

Movie Product Placement Segment	Action/Adventure	Family	Comedy	Animation	Sci-Fi	Drama	Thriller	Fantasy	Romance
Movie Emulator	40%	33%	35%	22%	29%	25%	20%	15%	9%
Movie Noticer	38%	32%	33%	21%	25%	21%	20%	17%	8%
Movie Indifferent	16%	13%	13%	10%	9%	8%	6%	4%	3%
Movie Rejecter	25%	22%	19%	14%	13%	12%	12%	10%	4%

Thank You!

For more information, please email SimmonsMarketing@experian.com
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