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Comprehensiveness of Product Placement Study in Hollywood and Bollywood Movies

Nikita Aangdembe Subba
Abstract

This research study is a detailed content analysis focused on finding a relationship between product placements found in Hollywood and Bollywood movies that share similar plotlines with one another from the year 2006 to 2015. The researcher examined twenty movies, ten movies from each movie industry.

It was found that both Hollywood and Bollywood movies use a lot of brand integration as well as long durations of brand exposure. However, the detailed log produced through the coding sheet indicated that between the years of 2006 to 2015, Bollywood used a slightly higher number and duration of product placement than the Hollywood movie industry.

The results also revealed other various similarities in the movie industries. The most utilized mode of product placement was by visual means (exposure of a brand in a scene by showing the logo or trademark) in both film industries. In addition, the brands integrated in the movie were usually portrayed in a neutral manner, where a positive or a negative side was rarely discussed.

A relationship between the brand portrayal and character association was examined for each movie industry. Hollywood largely associated brands with no characters in a neutral manner whereas, Bollywood largely associated brands with secondary characters in a positive manner.
**Introduction**

Product placement in movies has been one of the most innovative and effective approaches to marketing an item, brand, or business. In this marketing strategy, the marketers integrate brands into different components of the entertainment industry such as movies, television series, music videos and video games. Brand integration in movies is the most profitable form of product placement. According to Nelson et al. (2005), “Product placements, called ‘hidden advertising plugs’ by Consumer Reports, are brands placed in media content to add realism to the media environment, provide brand exposure and persuade the consumer.” One of the examples of product placement is the inclusion of “Prada” shoes, worn by the main actress, in a blockbuster movie called *Legally Blonde* (Nelson et al., 2005). A woman of power, confidence, and fashion sense wore Prada, and thus the brand established themselves as professional yet stylish fashion apparel. Hence, the pair of shoes was used to highlight its own beauty and to model the brand exposure.

Accordingly, research suggests that such placements are assets to the brands that are participating in the product placements. Such placements increase brand awareness and can enhance a positive attitude toward the viewers. Similarly, it also plays a huge role in increasing brand equity (Michael et al., 2009). In simple terms, people are exposed to thousands of advertisements per day, but brands placed in movies are more likely to be subconsciously stored in the consumer’s memory, which is referred to as brand equity. Movies can highlight brands and products in both a positive and negative manner, but both of them make an impression on a viewer if the products are fused in the storyline. This is significant in boosting sales, as well as increasing the worth of the products during product placement.
On the other hand, the benefits of product placement are not only limited to the brands. Product placement is also beneficial to the movies where brands are placed. This is mainly because of the fact that it costs millions of dollars to produce a movie. Movies require additional products on the scene to make it look more realistic like furniture, phones, cars, clothes and so on. All these factors cost a lot of money to produce a movie; for example, it cost $195 million to make the movie *Transformers: Revenge of the Fallen*. The director of the movie, Michael Bay, stated that it would have cost them another $10 million if he had not collaborated with General Motors (GM) and the U.S. military. He used GM and U.S. military cars, helicopters, and battleships for free throughout the movie in the form of product placement (Pomerantz, 2009). Hence, if movies embrace product placement tactics, it can offset a significant portion of the cost of movie production. In the same manner, when the product placements help the movie makers to save money, it also assists them in developing a realistic time frame for the completion of the production of movies (Wilson et al., 2011). Therefore, product placement is beneficial to the movie industry as well as the brands that are being marketed through the movie.

The prevalence of product placement has been profoundly noticed in both Hollywood and Bollywood movies. Hollywood and Bollywood (movies produced in India) are two of the largest and most profitable movie industries in the world. In 2016, Hollywood led the role of the most profitable movie industry in the world by generating $11.4 billion dollars in revenue (Kiprop, 2017). On the other hand, in the same year, Bollywood released the largest number of movies in the world and was ranked as the fifth most profitable movie industry in the world, generating $1.9 billion dollars (Kiprop, 2017).

Hollywood has produced several masterpieces of art related to product placement. One famous product placement was the use of Reese’s Pieces in the movie *E.T.* (1982). In the movie,
a child leaves a trail of Reese’s Pieces to lure an extra-terrestrial being to eat and come out of its hiding place (Kripalani, C. 2006). This demonstrated a simple yet powerful form of product placement because as the scene highlighted the innocence of a playful child and his willingness to bond with an alien, it stressed the child’s cleverness and highlighted Reese’s Pieces throughout the scene as a tasty snack. This scene is evidence that product placement has been wonderfully displayed in Hollywood history for ages.

Although Bollywood has a short history of product placement, in the past 20 years, there has been phenomenal product placements in the movies. In Subhash Ghai’s Taal (1999), the marketers have done a beautiful job by revolving the story around a young couple whose love story began with a bottle of Coca-Cola (Coke). The movie has key scenes where Manav and Mansi, the lead characters of the movie, flirt with each other using Coke as a common ground. In the beginning, Manav initiates his interest in Mansi by offering her a Coke, which Mansi, being a shy person, denies. Nonetheless, when Manav leaves, she fondly drinks the Coke, and as it turns out, Manav was in the background observing her. Later, Manav sips Coke at a garden party when Mansi is watching him in order to discern if she reciprocated his love. He then instructs the waiter to offer the Coke to Mansi. At first, it is visible that Mansi has no intention of picking the soda bottle. However, when one of her friends reaches for the same Coke bottle in the tray, Mansi quickly grabs and keeps the bottle in a possessive hold. The reciprocation of Mansi’s love towards Manav is displayed with the possessiveness towards the Coke bottle (Kripalani, C. 2006). The movie uses many other instances when the Coca-Cola is used -- sometimes in the form of a flashback and sometimes as an affectionate memory to illustrate the love between Manav and Mansi. This use of Coca-Cola in different sections of the movie to convey a love
story between the two people displays the perfect example of an effortless product placement portraying a product in a positive light.

The number of product placements in Bollywood movies has increased exponentially recently. Bollywood practices focus on globalization, incorporating multinational companies in their movie industry by actively integrating such companies around the world. Examples of this globalization trend are the use of a parrot named Prada in the 2010 Bollywood movie *Housefull*, and a dog named Facebook in the 2010 Bollywood movie *Golmaal 3* (Nelson et al., 2013). This represents the globalization of India both in terms of society and the movie industry. This signifies that Bollywood has risen to the challenge in the field of product placement even though it is a new player compared to Hollywood’s lengthy history in product placement.

It is beneficial to understand the comprehensiveness of brand integration in both the American and Indian movie industries. It allows people to determine the ubiquitous of product placement in both markets. Additionally, the right product placement tactics can be profitable to brands as well as the movie industry.

**Literary Review**

Some of the previous research conducted in India suggested that the Indian population is very receptive to product placement. This is because India is a country with a large population and going to the cinemas in India is a popular trend. It was also found that Indians have a high collectivist culture, where individuals work as a part of a group and commit to the need of the society before their own (Nelson et al., 2006). Due to this reason, individuals usually face difficulty in setting themselves apart from other people. Indians are furthermore categorized as vertical collectivists which means that they idealize successful people such as celebrities and imitate their style. (Nelson et al., 2013). This is essential information for marketers because their
target consumers are responsive to the products used by the celebrities on shows. The response among these targeted people is generated by the desire to look or live like the celebrities portrayed in the movie. Thus, this concludes that the marketers would be able to increase sales and demand of certain brands and products with the buildup of product hype by inducing the right product placement.

At the same time, it is not just Indian culture that is influenced by product placement in movies. Even in the United States, movies play a huge part in everyday life. One research study examined the effects of movie trends and how it affected its consumers. The research showed that U.S. adolescents were easily and positively swayed towards the trends displayed in movies, however, this behavior was observed to be even higher among the teens and children consumers. The research demonstrated that this consumer behavior was highly established when the consumers were exposed to a positive image of product placement (Nelson et al., 2005). Some of the positive images that a brand could feature are emphasizing friendship, love, security, trust, dependability, social class and so on. Some of the negative images that a brand could feature are the violation of laws and safety -- such as underage drinking, riding a bike/ motorcycle without a helmet, driving or accompanying a vehicle without the use of a seat belt, and so on. This research study concludes the advantages of using a brand in a positive rather than a negative light. When possible, it appears to be better for the marketers to use a product in the movie in a positive context rather than associating it with a negative context.

Likewise, research revealed that young adults are the ones who are most influenced by product placement because of the growing materialistic values among their age range. Young adults purchase goods that serve a utilitarian purpose and boost their image while doing so (Lee et al., 2011). Young adults are concerned about their perceived images, and how consumption of
a certain brand could affect their image. Due to this, people even tend to imitate the lifestyle of their favorite character subconsciously: like choosing the same kind of food, dressing style and so on, eventually leading them to purchase the brand. Thus, a positive brand association with a strong sense of lifestyle or brand image would be an additional advantage in the market.

Correspondingly, another study deduced that the interaction of a brand with the characters in the movie would result in a higher noticeability of the products, causing the placement to be fruitful. In research conducted by Lehu & Bressoud (2009), brand recall (recollection of exposed brands in movies) was used as an ultimate measure to assess the effectiveness of brand placement. This research conducted surveys on brand recalls in a real-time environment, in which the participants were the consumers who had rented a DVD movie from rental stores and watched it a day before. Only the exclusive spontaneous recalls were credited. The results of this research analysis concluded that the consumers largely made spontaneous recalls on brands that were highly noticeable (prominent) in some scenes in which the characters were highly interactive (plot connection). Therefore, a constructive interaction of characters with the brand must be involved in the script for better brand recalls.

In the same manner, Makino (2006) conducted a content analysis on 50 Hollywood movies from the year 2000 until 2004. In this research, Makino evaluated the associated characters in terms of the presentation of the product. The research evaluated the brand usage in the terms of violence, pornography, and the image of the movies in this research, among others. The surprising finding in this study was that those movies freely utilized brands in the context of violence, like the use of cars during a fight scene. This is an interesting finding, as previous studies uncovered that marketing in a positive context is beneficial, yet it was found that the
movies were still widely integrating brands in a negative context, such as their use in violent scenes.

**Analytical Research Grounds**

A previous research study conducted by Gokhale (2010) regarding content analysis to examine the product placement in 15 Hollywood and 15 Bollywood movies served as a benchmark for this project. Gokhale selected a variety of Hollywood and Bollywood movies released from 2005 to 2009 in different genres. Furthermore, she examined the product category, product subcategory, duration of the product appearance, duration of brand name visibility, type of product placement, association of the brand with a character, the theatrical context of brand placement, integration into the storyline, and the level of product placement for her research. The purpose of her research was to produce a thorough analysis of the two movie industries.

Gokhale’s research compared and summarized the product placement and their presentation styles in both the movie industries, which is the aim of this project as well. Thus, Gokhale’s research shares some of the similar analytical measures with this research. However, our research also varies subtly from Gokhale’s research in other ways. Firstly, this project’s content analysis will only be examining those Hollywood and Bollywood movies that share similar plotlines with each other. As a matter of fact, it raises an important question of whether there will be any similarities and differences in the product placement tactics between Hollywood and Bollywood movies from 2006 to 2015 when they share similar plotlines. In addition, the movies for this research are released in a larger time frame, from 2006 to 2015. In the marketing world, change is inevitable. Hence, it is always useful to study the updated marketing strategy of the current market. Thus, the purpose of this research is to deduce the comprehensiveness of product placement in Hollywood and Bollywood movies from 2006 until 2015.
**Research Questions**

1. How many product placements were used in the two different movie industries between 2006 to 2015? Is there any difference in the product category list between Hollywood and Bollywood movies in this period?

2. What is the average duration of product placement in each of the two movie industries between 2006 to 2015? Is there any difference in the duration of product placement between Hollywood and Bollywood movies in this period?

3. What is the most popular mode of presentation of product placement in each of the two movie industries between 2006 to 2015? Is there any difference in the mode of presentation between Hollywood and Bollywood movies in this period?

4. Is there a connection between the portrayal of brand, and character and brand association in each of the two movie industries between 2006 and 2015 in the Hollywood and Bollywood movies?

**Hypothesis**

In the end, even though product placement is utilized by both movie industries, it is still necessary to determine which movie industry has the largest number of product placements. In one research, it was determined that an average Bollywood movie was about three hours in length. The Bollywood movie also included an intermission and an average total of six musical videos. Those musical videos contained several product placements which were further replayed on different TV stations as a means of advertisement of the products (Nelson et al., 2006). It should be noted that the information about the release dates or the total number of movies was not mentioned in the research, and the average length of Bollywood movies was not determined. On the other hand, it was determined that the average length of the top-grossing movies in
Hollywood from 1992 until 2002 had increased from 120 minutes to 130 minutes (Acuna, K. 2011). It is necessary to understand that only five top-grossing movies from 1992 and 2002 were taken to generate the average length of Hollywood movies from each of the two years. Nevertheless, the average length of Bollywood movie was three hours and the average length of Hollywood movie was 130 minutes. Therefore, it can be inferred that an average Bollywood movie is longer than an average Hollywood movie. Thus, this means that a Bollywood movie has more opportunities and instances where it could fit product placements than a Hollywood movie. This leads us to a proposed hypothesis in this research:

H1: The number of product placements in Bollywood movies is greater than the number of product placements in Hollywood movies.

**Methodology**

Both Hollywood and Bollywood industries have a reputation for recycling and remaking plot lines from each other. Hence, for this research project, a control group was formed with this premise in mind. The 20 movies that are selected from Hollywood and Bollywood, 10 from each category, fundamentally share the same or similar plotlines. Some of these movies were acquired with the help of www.imdb.com which, according to imbd.com, is “the world's most popular and authoritative source for movie, TV and celebrity content.” The remaining movies were acquired with the help of www.mtvindia.com which, according to Viacom 18 Media Pvt. Ltd. (the owner of mtvindia), is “one of India's fastest growing entertainment networks and a house of iconic brands that offers multi-platform, multi-generational and multicultural brand experiences.” The decision to perform a content analysis of the movies sharing similar plotlines was taken by considering that consistent plot movies would most likely share closely resembling product placement instead of drastically different items. For instance, it is highly unlikely that Mission
Impossible (a 1996 movie about skilled spies who participate in dangerous missions) has utilized a product used in Blind Side (a 2009 movie about a family that takes a teen under its wing and later, the teen strives to be a football star).

Furthermore, Gokhale (2010) conducted the research analysis for the movies that were released in the time frame of 2005-2009. However, for this research, the selected movies are released from 2006-2015. The logic behind this choice was to maximize the framework of time to update the research analysis without compromising the number of selections of the movies.

In the same way, the release dates of two movies that share similar plots from Hollywood and Bollywood are within 5 years. While the Seven Brides for Seven Brothers (a Hollywood movie) shares the same plotlines with Satte Pe Satta (a Bollywood movie), the Hollywood version was released in 1954, whereas, the Bollywood version was released in 1982. The release dates of these movies had the striking difference of 28 years. This is regarded as an issue for this research because vast changes can occur in the techniques of product placement when the time frame is distinctly longer. Hence, a shorter difference in release dates for both movie categories was determined to ensure a more effective comparison.

Below is the list of Hollywood and Bollywood movies that share the same, or similar, plotlines with each other that were used in this research -- see Table 1:
<table>
<thead>
<tr>
<th>Release Year</th>
<th>Name of the movie</th>
<th>Release Year</th>
<th>Name of the Movie</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 2013</td>
<td>Delivery Man</td>
<td>2012</td>
<td>Vicky Donor</td>
</tr>
<tr>
<td>2. 2013</td>
<td>A Common Man</td>
<td>2008</td>
<td>A Wednesday</td>
</tr>
<tr>
<td>3. 2011</td>
<td>Warrior</td>
<td>2015</td>
<td>Brothers</td>
</tr>
<tr>
<td>4. 2010</td>
<td>Knight &amp; Day</td>
<td>2014</td>
<td>Bang Bang</td>
</tr>
<tr>
<td>5. 2010</td>
<td>Leap Year</td>
<td>2007</td>
<td>Jab We Met (When We Met)</td>
</tr>
<tr>
<td>6. 2007</td>
<td>The Condemned</td>
<td>2009</td>
<td>Luck</td>
</tr>
<tr>
<td>7. 2007</td>
<td>I Now Pronounce You Chuck &amp; Larry</td>
<td>2008</td>
<td>Dostana (Friendship)</td>
</tr>
<tr>
<td>8. 2007</td>
<td>The Bucket List</td>
<td>2008</td>
<td>Dasvidaniya (Until We Meet Again)</td>
</tr>
<tr>
<td>9. 2006</td>
<td>She’s the Man</td>
<td>2009</td>
<td>Dil Bole Hadippa (My Heart Cheers)</td>
</tr>
<tr>
<td>10. 2006</td>
<td>Accepted</td>
<td>2011</td>
<td>Faltu (Useless)</td>
</tr>
</tbody>
</table>
**Analytical Measures**

Below are some definitions which will be used as a measurement basis for the content analysis. These measures will be studied and used to code the data in a coding sheet (Appendix I). The coding sheet is important in this research because it provides the coder with a reliable means to compare the product placement in both movie industries in a non-biased way.

1. **Product Category:** The name of the products that appear in the movies would be noted. They will further be sorted into the category of the products that they fall in. For example, an Apple iPhone would fall in the product category of electronics, whereas a watch from Michael Kors would fall in the product category of fashion accessories. There is a total of 12 product categories listed in the coding sheet.

2. **Duration of total product placements:** The total duration of the exposure of each product in a movie of each industry will be measured with the help of a stopwatch. It is necessary to study the exposure time of product placement as it helps an individual to read, recognize and understand the purpose of the brand. Some products are introduced onscreen for a couple of seconds, only long enough to read its brand, while, some products gain more exposure time due to the focus of the brand on the frame. Last but not the least, some products gain more exposure time when the characters engage with it throughout the movie.

3. **Mode of presentation in product placement:** Different product presentation styles can be used to convey the brand to the audience. The audio presentation means that the brand name was spoken about, the video presentation means that the brand was shown, and both (audio and video) presentation means that the product was both spoken and shown in the plot.

4. **Portrayal of brand in product placement:** The plot and the context of the movie would be analyzed for this part to determine the portrayal of brand in the movies.
a. *Positive:* If a brand has been used to deliver a significant positive effect, during the consumption of this brand during the movie, it would be considered as a positive display of the brand. For example, an airline goes out of its way to accommodate the character of the movie in a crisis situation.

b. *Negative:* If a brand has been used in a negative situation that evokes negative feelings while a product has been used, it would be considered as a negative context. For example, abuse of alcohol by an underage alcoholic.

c. *Neutral:* If a brand has been used that does not display either positive or negative effect, it would be considered as a neutral context. For example, a car by the sidewalk that has no relevance to the movie.

5. **Character and brand association:** For this section, the characters who use the brand in the movies will be analyzed. There are three categories for this section:

a. *Primary Character:* When the leading protagonist of the movie or antagonist of the movie utilizes the brand by either using a product or mentioning the brand.

b. *Secondary Character:* When the brand is utilized by characters other than the primary characters.

c. *None of the characters:* It is when the product gains on-screen time when it is used or mentioned by none of the characters in the movie. For example, if a certain drink is just on the vending machine in the background or if a certain news channel in the movie is mentioning a local eatery place.

d. *Both of the characters:* It is when the product gains screen time either in an auditory or visual manner by both the primary and secondary characters.
Results

Various tactics were used to showcase product placement in different movies. In the Hollywood movie *The Bucket List* (2007), a memorable product placement is the Kopi Luwak Sumatra, a brand of coffee. This product was both mentioned and seen in the movie. The coffee was presented as a high standard, classy, and unique product. One of the lead characters, who is portrayed as affluent, is obsessed with the “classy” coffee throughout the movie.

In the same manner, two different athletic gears from rival companies, Nike and Adidas, were featured throughout the Hollywood movie, *She’s the Man* (2006). It included socks, t-shirts, shorts, shoes, and even a soccer ball that were worn or played with by the primary and secondary characters in the movie. While Nike seemed to be the choice wear of athletics in the female’s soccer team players, the men’s soccer team players used Adidas athletic gear. Both Nike and Adidas feature a positive placement. Likewise, in the movie, other snacks and drinks gained neutral portrayal with a few seconds of product placement.

However, it was noted that some of the products featured in the movies were not a real brand. For example, in the movie *Warrior* (2011), there was a hospital where one of the characters is taken to when he was injured. The hospital was named “Saint Ignatius Hospital” as shown in the background. Upon research, it was found that such hospital does not exist. In the same manner, in the Bollywood movie *Jab We Met* (2007), the lead hero and heroine miss their train. Hence, they go to a shady inn named “Hotel Decent.” It is inferred that the hotel is a hotspot for paid one-night stands. This might be the reason why they placed a fake inn name instead of a real one.

Furthermore, the results of content analysis are discussed in the section below:
Research Question 1: How many product placements were used in the two different movie industries between 2006 to 2015?

There is a total of 259 brands that are integrated in the selected lists of Hollywood movie industry from the year 2006 to 2015. The movie *Delivery Man* (2013) has highest number of product placements with an integration of 50 brands. Most of the brands used in this movie were food or drink related brands. The main character in the movie is employed by the family butcher business that shares its building with a grocery. One of the scenes includes the lead character talking to his brother in that shop during which a considerable number of food brands are shown in the background. Another such scene occurs when the character goes to visit the secondary character (his biological son), this time in a bar/cafét. Hence, many bottles of alcohol and their subsequent brands can be observed in the background. The least number of brands were showcased in the movie *The Condemned* (2007) which only had one product placement.

On the other hand, there is a total of 298 brands placed in the selected list of Bollywood movie industry from the year 2006 to 2015. In the selected list, *Vicky Donor* (2012) has the highest number of brand placements with an aggregate of 48 brands. The lead actor in the movie is depicted as a high paying sperm donor who is a fashion and technology enthusiast. Hence, numerous clothing and electronic items have been integrated in the movie. At the same time, *Dasvidaniya* (2008) has only 14 brands integrated in the movie, which is the lowest number in the selected list of Bollywood movie.
Is there any difference in the product category list between Hollywood and Bollywood movies in this period?

The table below represents the brands that fall in various product category list in the respective movie industries. Also, a summation of total brands of the given product categories is tabled in the column “Combined”.

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Hollywood</th>
<th>Bollywood</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing and Shoes</td>
<td>26</td>
<td>35</td>
<td>61</td>
</tr>
<tr>
<td>Fashion Accessories</td>
<td>4</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>Food/ Drink</td>
<td>56</td>
<td>43</td>
<td>99</td>
</tr>
<tr>
<td>Electronic Devices</td>
<td>27</td>
<td>31</td>
<td>58</td>
</tr>
<tr>
<td>Electronic Accessories</td>
<td>5</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Household items</td>
<td>8</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>Business</td>
<td>46</td>
<td>56</td>
<td>102</td>
</tr>
<tr>
<td>Health/ Beauty items</td>
<td>16</td>
<td>15</td>
<td>31</td>
</tr>
<tr>
<td>Means of Transportation</td>
<td>35</td>
<td>51</td>
<td>86</td>
</tr>
<tr>
<td>Entertainment</td>
<td>18</td>
<td>24</td>
<td>42</td>
</tr>
<tr>
<td>Sporting Equipment</td>
<td>4</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Communication media</td>
<td>15</td>
<td>15</td>
<td>30</td>
</tr>
</tbody>
</table>

The most used product category in the combined movie industries is Food/Drink and the Business category, which were both (18%) each. The business category mainly included banks, restaurants, hotels, shopping mall and business company names.
Comparatively, Food/Drink is the most popular product placement category in Hollywood, which covered (22%) of the total products, i.e. a total of 56 brands. The Business category ran a close second with (18%) of the total products, i.e. a total of 46 brands. The most common clothing brands used in Hollywood movies is Adidas. Toyota was another brand that is consistently shown or used in the movies. Fashion Accessories is the least popular product placement category in Hollywood with (1%), with a total of 4 brands exposed.
On the other hand, in Bollywood, Business leads the product list category with (19%), with a total of 56 brands featured. The Means of Transport category list ran a close second place with (17%), or 51 brands. Nike is the leading brand of clothing that is consistently seen in Bollywood movies. Honda and Toyota are the two popular brands of cars that were consistently used. Sony, Samsung and Apple are examples of popular electronic device brands used. The least popular product category in Bollywood is Electronic Accessories with (1%) and only 1 brand exposed.
It was determined that luxury cars were one of the few brands that were associated with future dreams of ownership. In the Hollywood movie *The Bucket List* (2007), there were several product placements. However, the most stand out brand integration was of the Shelby 250 Mustang, which was the dream car of one of the lead actors of the movies. When the grandchild of the lead actor presents the terminally ill lead with a mini replica keychain of the model, the man reminisces about his dream of owning the car. He adds driving the car to his final bucket list.
and even races the same model of the car on a race track and wins the friendly competition. The character leaps out of joy, happiness, new-found energy, and hope after driving the car. In the same manner, the Bollywood movie, Luck (2009), consisted of a distinct product placement of Lexus. A secondary character announces to her group of friends that her dream is to own the car in the future and play loud music from the woofer on the streets of her city. In addition, in the Bollywood movie, Dasvidaniya (2008), the lead character wishes to own a new car and does not need any persuasion to buy a Chevrolet. The seller of the car, who is a secondary character, offers details on the features of the car when on a car ride with the primary character.

**Research Question 2: What is the average duration of product placement in each of the two movie industries between 2006 to 2015? Is there any difference in the duration of product placement between Hollywood and Bollywood movies in this period?**

The total duration of brands featured in Hollywood between 2006 to 2015 for 10 movies was around 41 minutes. The highest length of product placement in the Hollywood movie industry from the selected list was in movie “I Now Pronounce You Chuck & Larry,” which was around 10 minutes. In this movie, the two main leads are firefighters who work out often and play basketball to keep themselves fit. During such occurrences, the lead characters often wear “Nike” and “Under Armor” brands of clothing. Likewise, the lowest length of product placement in the same category was in the movie The Condemned (2007), which was around 8 seconds.

In the same manner, the total duration of brands featured in the Bollywood movie industry between 2006 to 2015 for 10 movies was around 55 minutes. The highest duration of product placement in that category was around 12 minutes from the movie Brothers. This movie contains a controversial sport, Mixed Martial Arts (MMA). MMA fight scenes are covered for a longer period in the later part of the movie. Venum is a brand of an athletic short that has been
worn by all the contestants during MMA tournaments. The word itself is plastered on different sides of the shorts, making it impossible to miss during the fighting event. At the same time, the lowest duration of product placement was around 2 minutes from the Bollywood movie *Luck* (2009).

**Research Question 3: What is the most popular mode of presentation of product placement in each of the two movie industries between 2006 to 2015? Is there any difference in the mode of presentation between Hollywood and Bollywood movies in this period?**

The audio mode of presentation means that the brand name was mentioned, the video mode of presentation means that the brand was spotted, and both (audio and video) mode of presentation means that the product was both mentioned and spotted in the movie plot.

Both Hollywood and Bollywood movie industries significantly integrate brands through visual means which was a total of (83%). Besides that, they use a small percentage of brand integration through audio (10%) and a smaller portion through both audio and visual means (7%).

<table>
<thead>
<tr>
<th>Category</th>
<th>Hollywood</th>
<th>Bollywood</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio</td>
<td>30</td>
<td>23</td>
<td>53</td>
</tr>
<tr>
<td>Video</td>
<td>207</td>
<td>258</td>
<td>465</td>
</tr>
<tr>
<td>Both</td>
<td>22</td>
<td>17</td>
<td>39</td>
</tr>
</tbody>
</table>
The most popular mode of presentation of brands was through video means (80%) in the Hollywood movies. Twelve percent of the brands were represented through audio means, whereas, the rest (8%) were represented through both audio and video means.
In the movie *Leap Year* (2010), two consistent product placements throughout the movie was of Louis Vuitton luggage. They were represented by both audio and visual means. It was one of the prized possessions of the female lead in the movie during her disastrous trip to Ireland. It was both shown and talked about during most parts of the movie; the luggage even earned the name of “Loui” by the middle of the movie. The actress was often concerned about the whereabouts and the condition of the luggage. On the other hand, Renault 4, an old but functional car was one of the prized possessions of the actor in the movie. The car was the second most exposed product placed in the movie. It suffered a misfortunate accident where it was partially submerged in a small body of water, but it demonstrates its dependability when it runs in the last scene of the movie, as a getaway car after marriage. This movie also consists of many other brand integrations in local businesses of Ireland as a visual means of presentation.

Likewise, the most popular mode of presentation of brands was also through video means (86%) in the Hollywood movies. Eight percent of the brands were represented through audio means, whereas, the rest (6%) were represented through both audio and video means.
**Vicky Donor** (2011) has the largest number of audio product placements of the Bollywood movies. The brands have been placed suitably in the storyline, making it seem realistic and effortless. For example, there is a character in the movie who is only called “Pepsi Aunty” throughout the movie. She is seen lurking in the shadows, gossiping and causing troubles and is portrayed as an annoying character. Nevertheless, her name is catchy; the Pepsi brand sticks because she is occasionally featured (even if unfavorably portrayed).

Another such audio placement example is when the lead actor is unaware of the television theft that occurred in his room while he was sleeping undisturbed. Then, his mother comes in and jumps on his throat about the lost television and questions if he took some Advil (a medicine that a person takes in case of cold or sinus to find relief) and fell asleep. This reference is purely satirical, but it gives positive points to Advil as it is indicated that the medicine would provide relief to a sick person in need of sleep and rest. Likewise, another character in the movie asks his assistant for Crocin (a medicine that a person takes in case of severe headache) when he does not find suitable sperm donors for his clinic. The casual use of over-the-counter medicine names in the movie positively influences the brand names by inferring it is an effective medicine.

In the same manner, when the lead actor in the movie is convincing his family to allow him to marry a girl from a different caste and culture, the grandma of the actor shows her support to his decision by stating that she would wear a suit (a cultural dress in India) from Ritu Kumar Suits (boutique/ clothing store). Throughout the movie, the grandmother showered her love and affection towards the lead actor. Thus, that statement only enforces that the clothes from that place are beautiful and of high quality. Another such incident occurs when the lead actor and actress are fighting over a messy situation. During the fight, the actress rummages through the drawers, and when questioned on what she is looking for, she sharply answers Boroline (a lotion
for chapped lips or skin). The fact that she is intensely looking for something during a heated conversation makes up a positive influence over the product.

**Research Question 4: Is there a connection between the portrayal of brand, and character and brand association in each of the two movie industries between 2006 and 2015 in the Hollywood and Bollywood movies?**

**Portrayal of Brand**

Both of the movie industries portray brands in a neutral way (64%). The second largest portrayal of brands is a positive one (29%). Last but not the least, some brands are also portrayed in a negative manner (7%).

<table>
<thead>
<tr>
<th>Category</th>
<th>Hollywood</th>
<th>Bollywood</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>72</td>
<td>90</td>
<td>162</td>
</tr>
<tr>
<td>Negative</td>
<td>17</td>
<td>23</td>
<td>40</td>
</tr>
<tr>
<td>Neutral</td>
<td>169</td>
<td>188</td>
<td>357</td>
</tr>
</tbody>
</table>

**Bollywood: Mode of Presentation**

- Video: 86%
- Audio: 6%
- Both: 8%
Hollywood movies portrayed a large number of its brand (65%) in a neutral manner. The movie industry portrayed the remaining rest of its brand (28%) in a positive and (7%) in a negative light.

*Accepted* (2006), a Hollywood movie, is the only movie that used several university names repeatedly as a means of product placement. The movie showcased that acceptance letters from prestigious colleges such as Princeton, Stanford and Yale, which are considered high achievements. Nevertheless, Yale was portrayed in a negative manner when a secondary, hardworking, character did not get accepted into the university. Her friends are surprised when they learn about this news since the secondary character’s dream plan was to study at Yale ever since childhood. Next, the character is seen throwing a fit of rage in a farewell party for being rejected from admission into the school, particularly because she was not as rich as the other students who were accepted.

One of the interesting findings in this research was from the movie *The Condemned* (2007). This movie consisted of a violent storyline that exhibited sexual, physical assault, and ultimately murder to fight for the survival of one’s life. This might be the reason for only one product placement in the movie.
On the same note, Bollywood had similar results to Hollywood in the topic of portrayal of brand. Bollywood mainly portrayed its brands in a neutral manner (62%). The movie industry portrayed the remaining rest (30%) in a positive and (8%) in a negative reflection.

ABP News led the discussion in the movie about a controversial form of fighting, MMA. Several people in high positions and even common people are shown actively participating or at least conveying their opinions about the MMA and its legalization. The channel also broadcasts the tournament. Hence, this depicts ABP News in a positive role portrayal.

Character and Brand Association

It was found that (42%) of the brands are not associated with any of the characters in both movie industries. Only (24%) of the brands were associated with the main lead actor/actress or villains. Twenty-three percent is associated with the secondary characters; whereas the remaining (11%) is associated with both primary and secondary characters.

<table>
<thead>
<tr>
<th>Category</th>
<th>Hollywood</th>
<th>Bollywood</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary character</td>
<td>54</td>
<td>85</td>
<td>139</td>
</tr>
<tr>
<td>Secondary character</td>
<td>70</td>
<td>64</td>
<td>134</td>
</tr>
<tr>
<td>None of the characters</td>
<td>120</td>
<td>118</td>
<td>238</td>
</tr>
</tbody>
</table>
COMPREHENSIVENESS OF PRODUCT PLACEMENT

| Both primary and secondary characters | 32 | 31 | 63 |

As shown, in the chart below, Hollywood largely associates the brands with neither a primary nor a secondary character (43%). Next, the film industry secondly associates a brand with secondary character (25%) and then with primary character (20%). The movie industry seldom associates the brand with both the primary and secondary character (12%).
In the Hollywood movie, *A Common Man* (2013), the lead character, who is characterized as a terrorist or an antagonist for a large part of the movie, threatens to bomb four places in the city. In an attempt to build his credibility with the Deputy Inspector General of Police (D.I.G.), he fits a live bomb in an Adidas duffel and places it at a police station. In this scenario, the Adidas duffel contains a bomb that could detonate and kill the surrounding people, and because the product has been misused as a tool of violence, it portrays a negative product placement.

Similarly, in *Knight & Day* (2010), the opening scene of the movie begins with the main lead looking at the flight information screen in an airport. He does not actually use Delta or United Airlines, but those names can be clearly observed on the screen. This is a neutral portrayal of brand that is not associated with any of the characters. In the same manner, the lead actor and actress are followed, hounded and attacked with an intent to kill by several members of the opposition party, secondary characters, who are driving a Chevrolet. This portrays a negative brand portrayal through secondary character association.

Moreover, similar to Hollywood, Bollywood also typically associates the brands with neither a primary nor a secondary character (40%). Next, it associates a brand with a primary character (29%) and then with secondary character (21%). The movie industry occasionally associates the brand with both the primary and secondary character (10%).
Brand association is common in all the movie industries. Some of the examples of brand association in the Bollywood movie, *Dil Bole Hadippa* (2009), are:

It can be observed that the lead actress always uses a Kookaburra brand of bat. She is such a passionate cricket enthusiast that she even washes her clothes with the cricket bat, as a means to practice her batting. Similarly, the lead actress sarcastically asks a fellow batsman if he is stuck on the pitch with a Fevicol (a brand of adhesive used to stick crafts and pictures on). This was a means to criticize the individual for not moving his body in the cricket pitch arena.

### Relationship between Brand Portrayal and Character Association

In Hollywood Movie Industry, it was observed that (34%) of the brands were associated with no characters when they were portrayed in the neutral manner.
Neutral 36 33 85 14 168
Total 51 46 122 32 251

Table: Relationship between Brand Portrayal and Character Association (Hollywood)

For example, in the movie *A Wednesday* (2008), when the police squads are on the highway, the poster brand of Society Tea can be observed on the side of the road an innumerable amount of times. In this scenario, no characters interact with the brand in any way; the brand is displayed on the banner on the poles of the highway in a distinguishable manner. It draws the attention of the audience to the movie.

Correspondingly, in Bollywood Movie industry, it was observed that (21%) of the brands were associated with secondary characters when they were portrayed in a positive manner.

<table>
<thead>
<tr>
<th>Character Association</th>
<th>Primary Association</th>
<th>Secondary Association</th>
<th>None</th>
<th>Both Primary and Secondary Association</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Portrayal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive</td>
<td>38</td>
<td>55</td>
<td>7</td>
<td>17</td>
<td>117</td>
</tr>
<tr>
<td>Negative</td>
<td>9</td>
<td>7</td>
<td>4</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>Neutral</td>
<td>39</td>
<td>33</td>
<td>28</td>
<td>26</td>
<td>126</td>
</tr>
<tr>
<td>Total</td>
<td>86</td>
<td>95</td>
<td>39</td>
<td>48</td>
<td>268</td>
</tr>
</tbody>
</table>

Table: Relationship between Brand Portrayal and Character Association (Bollywood)

For example, in the Bollywood movie, *Dostana* (2008), two lead actors pretend to criticize the secondary character’s outfit choice. It can be inferred that they are trying to sabotage his clothing choices in order to interfere with his love interest with a lead actress. In this process, the secondary character states that his clothing choice is Armani, reasoning that the brand is classy and better than other brands.
The mailing services, DHL, are another example. When one of the lead characters receives mail from the United States immigration offices in San Francisco, another secondary character also receives similar mail at the same time, in London. London is a long way from San Francisco, but the logo of DHL in the mailing van and DHL mailing person subtly provide a positive integration of the brand.

**Conclusion**

This research was conducted to understand the comprehensiveness of product placement in Hollywood and Bollywood movies from 2006 to 2015 that share similar plotlines to each other. This study used a content analysis regulated by the primary coder. A total of twenty movies (ten from Hollywood and ten from Bollywood) were analyzed.

Both the Hollywood and Bollywood movie industries utilize remarkable product placement tactics. This research concludes that Hollywood and Bollywood employs similar strategies when integrating a brand. They often use visual means as a mode of presentation when incorporating brand in the movies.

Gokhale’s studies surmise brands from both movie industries were mainly portrayed in a positive character and associated with a primary character. This research study is dissimilar with the finding of Gokhale’s studies. In this study, both the movie industries mainly portray brands in a neutral manner, where the brand’s positive or negative characteristics are not highlighted or identified. Moreover, this might be the reason why the film industries only occasionally use primary or secondary characters when pushing the brand to the audience. Hence, the film industries do not significantly associate a brand with any characters.

On the other hand, both the movie industries also have various differences in the product placement aspects of marketing. Firstly, the number of brands integrated into Bollywood is
greater than that of Hollywood. In the selected list of movies, Hollywood featured a total of 259 brands whereas, Bollywood featured a total of 298 brands. In the same manner, the duration of product placements, defined as the length of the exposure of the total products in movie industry, was slightly different for the two industries. For 10 movies, Bollywood dedicated approximately 55 minutes to product placement whereas, Hollywood dedicated only 41 minutes to product placement.

Moreover, Gokhale’s research revealed that transportation means was the dominant product category in the Hollywood and Bollywood movie industries from 2005 to 2009. The result has altered in the respective movie industry from 2006 to 2015. Hollywood films mainly displayed Food and Drink related brands in the movies whereas, Bollywood emphasized the business category. The business categories imply brands of banks, restaurants, shopping malls, restaurant, and business’s name.

The difference in the result of this research and Gokhale’s studies could be generated because of the time frame gap between the two studies. Gokhale’s research was for movies from two movie industries from 2005 to 2009. This recent study was for movies from the movie industries from 2006 to 2015. In the same manner, Gokhale’s research had randomly selected movies from each movie industry. This recent study only selected movies from the different movie industry that shared similar plotlines to each other.

Furthermore, this study also demonstrated the globalization of international brands that have flourished in both movie industries. Some movies on the selection lists were in fact filmed in different countries, such as Bangladesh and Ireland. As a result, those movies featured some of the local brands of products, including local restaurants and means of transportation. Accordingly, use of brands such as American Eagle, Old Navy, and RayBan in Bollywood
movies are an additional indication of the globalization of US brands in India. In this modern day, people are able to watch international movies in cinema halls or online. This is why this research illustrates the movie market as an international advertising market that is easily available and accessible to people in different countries. Therefore, this research allows the marketers to strategize the integration of brands in global market using techniques from their respective movie markets to earn profits.

Limitations

There are several limitations in this research, including that some of the Bollywood movies were not in high-definition format. This caused the movies to be blurry and made it difficult for the coder to correctly read or log all the brand names on the coding sheet. There was also only a single coder researching, which could have reduced the intercoder reliability.

To avoid such limitations in the future, it is highly encouraged to obtain the original copies of movies from India itself. Likewise, the researcher might also train a second coder. The training could include explaining the terms in the coding sheet, watching one movie from each movie industry, and logging the data onto the coding sheet.

Future Directions

This research only focused on the brands that were in the movies as a part of product placement. There were several brands that were placed in the movie strategically for a longer or shorter period of time with audio or video exposure. This research did not focus at all on the financial aspects of such brand placements in the movie.

Additionally, it would be beneficial to conduct a comparative analysis on the financial aspects of brand placement in the Hollywood and Bollywood movie industries; there are some brands that are globally integrated in Bollywood industries, including: Nike, Adidas, Toyota,
BMW, etc. It would be interesting to analyze the monetary differences of such brands in the Hollywood and Bollywood movie industry.
References


O’Connor, Gavin. (Director). (2010). Warrior [Motion Picture]. USA: Mimran Schur Pictures


Appendix I- Coding Sheet:

A.
1. Name of the movie:
2. Movie Industry:

<table>
<thead>
<tr>
<th>Category</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hollywood</td>
<td>1</td>
</tr>
<tr>
<td>Bollywood</td>
<td>2</td>
</tr>
</tbody>
</table>

3. Total Length of Product Placement:
4. Total Number of Brands:

B.
1. Brand Name:
2. Product Category:

<table>
<thead>
<tr>
<th>Category</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Clothing and Shoes</td>
<td></td>
</tr>
<tr>
<td>ii. Fashion Accessories</td>
<td></td>
</tr>
<tr>
<td>iii. Food/ Drink</td>
<td></td>
</tr>
<tr>
<td>iv. Electronic Devices</td>
<td></td>
</tr>
<tr>
<td>v. Electronic Accessories</td>
<td></td>
</tr>
<tr>
<td>vi. Household items</td>
<td></td>
</tr>
<tr>
<td>vii. Business</td>
<td></td>
</tr>
</tbody>
</table>
8. Health/ Beauty items

ix. Means of Transportation

x. Entertainment

xi. Sporting Equipment

xii. Communication media

3. Mode of presentation in product placement:

<table>
<thead>
<tr>
<th>Category</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio</td>
<td>1</td>
</tr>
<tr>
<td>Video</td>
<td>2</td>
</tr>
<tr>
<td>Both audio and video</td>
<td>3</td>
</tr>
</tbody>
</table>

4. Portrayal of brand in product placement

<table>
<thead>
<tr>
<th>Category</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>1</td>
</tr>
<tr>
<td>Negative</td>
<td>2</td>
</tr>
<tr>
<td>Neutral</td>
<td>3</td>
</tr>
</tbody>
</table>
5. Character and brand association:

<table>
<thead>
<tr>
<th>Category</th>
<th>Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary character</td>
<td>1</td>
</tr>
<tr>
<td>Secondary character</td>
<td>2</td>
</tr>
<tr>
<td>None of the characters</td>
<td>3</td>
</tr>
<tr>
<td>Both primary and secondary characters</td>
<td>4</td>
</tr>
</tbody>
</table>