

## **BUILD BRAND EQUITY THROUGH PRODUCT PLACEMENT IN FILM**

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### **Abstract**

The brand is the label of a product into a marker and differentiator with other products thrown into the market. Brand equity is positioned to create brand awareness, build brand associations that can be perceived well by consumers, so it can increase brand loyalty to consumers. Applying brand equity through that communication, by using certain channels in order to get feedback and to be accepted by consumers.

Product Placement becomes part of the narrative of the film, which visually that can affect the mindset of viewers. Communicating the brand by placing the product on a movie, is one way to enter the minds of viewers that are dissolved in the exposure of the film narrative. The study was conducted through a review of structuralism approach that dismantle the system and the relation of a social entity within the structure which has a variety of social phenomena.

The film is not only present as a fictitious reality, but can serve to attract and establish new ways of history in its telling as facts, so as to give the values mob formed perspective on the world and life and instill the idea into a belief of values it contains.

**Keyword:** Brand Equity, Product Placement, Film.

### **1. Introduction**

The brand is the label of a product into a marker and differentiator with other products thrown into the market. Brand serves to be an indicator of strength of the value of products offered to consumers to make informed choices. Brand competition of various products currently so high. The producers are trying to continue to get closer to the consumer to identify, persuade, take action to maintain consumer loyalty to the brand has to offer. The concept of brand equity is developed in order to instill the knowledge of the brand to the consumer. Brand equity is positioned to create brand awareness, build brand associations that can be perceived well by consumers, so it can increase brand loyalty to consumers.

Implement a brand equity through that communication using certain channels in order to get feedback and to be accepted by consumers. However, the saturation exposure to brands through other forms of communication persuasion offered, making one-way communication with the

conventional media are increasingly blurred out of reach. The shift in consumer activity resulting in more conventional mediums left non-personal towards personal medium. Conventional communication media has lost its credibility.

Film one of the entertainment media that can be enjoyed by the public, either through television, movies, or media player become an inevitable requirement leads to a certain lifestyle. Lotman said the most powerful functions of the film is communication (Ibrahim, 2007: 171), so that the film can connect thoughts to be conveyed to the viewers about the value of life, norms, lifestyles, and social life of the growing system and in society. Reality, dreams, and hopes to be a part of contemplation and thought every message received by viewers, so the film has the power to set the cultural values that are believed or not will influence the mindset and bring hegemony and ideology in social life. According Sigfried Kracauer, films of a nation reflect the mentality of the nation itself is more than reflected through other artistic media (Ibrahim, 2007: 171).



**Figure 1.** Products used in the movie disguised as a communication effort, being part of the movie set

(source: thinkrasta.files.wordpress.com).

Capturing visual narrative, the message and meaning of a film forming cultural diversity in the community categorize different social status. The film became a commodity for sharpening

to build the brand as part of the development of the concept of brand equity. Linking brand equity through product placement in the film narrative that is built will influence the values of the received message viewers naturally. The relationship between product placement, and narrative films to increase brand equity through the film interesting to study.

## **2. An Analysis Approach**

Do structuralism studies approach that dismantle the system and the relation of a social entity within the structure which has a variety of social phenomena. Communication activities to build brand equity by putting a brand or product (product placement) through a movie so that the commercial value and is naturally terleburkan obscured by the narrative film in the wake. How to build brand equity and conceptions bagaimana placed product placement in a movie with the corresponding character of narrative film, as its formulation. The purpose of this study to understand the concept of brand equity and to understand the theory of product placement in the narrative of the film narrative films constructed according characterization.

To express the conception of the theory of David Aaker's brand equity is the basis to conduct research develop brand equity model are related to the theory of Jean Marc lehu of Branded Entertainment Product Placement express and strategies developed specifically brand placement in a movie. Describe the cultural phenomenon of John Fiske's theory of cultural studies. Joseph M. Bogs theory of film-forming elements, visual narrative and meaning of visualization movie films. According to Stokes (2003: 72), "Narrative is a component that is always contained in any media and cultural form whatsoever. The urge to narrate appear in human responses to the world. The narrative also conveys the ideology of a culture, and a way in which there is values and ideals are culturally reproduced".

## **3. Brand Equity in Product Placement.**

Communication medium and the target audience is not always in contact as expected, the tendency of society to avoid the higher marketing communications. Enhance brand equity continues to explore to find a way to meet the target audience to communicate. Build awareness of

the brand, providing a positive image through various media, not the exception entered showbiz as one of the means of the target community in order to satisfy her out of the daily routine.

Brand equity is a set of brand assets and liabilities associated with a brand, name and symbol, that add to or diminish the value provided by a product or service to the company and the company's customers. (David A. Aaker, 1997). According to David Aaker, brand equity Conception categorized as follows:

- a. Brand loyalty, customer engagement picture with a product brand.
- b. Brand awareness, introduce or remind the existence of a brand or product and continue to be built in order to gain strength of the brand.
- c. The perception of quality, reflecting customers' perception of quality or superiority of a product or service.
- d. Brand association, brand image in order to get a certain impression with regard to the mindset, habits, and lifestyle.
- e. Other Proprierty Asset

These categories above shows excavation depth in order to build brand awareness and create brand associations should be done by the marketing communications program to communicate the brand in order to brand into the consumer's life. One strategy is to develop marketing communications programs are entered on one form of communication that is obscured by product placement.

Marketing continues to move through the jungle in order to embed the brand until the mediums of entertainment, especially movies. According to Salomon, product placement in the film giving "creates a visual dimension in the context of a story while creating a story plot becomes more realistic, while the auditory dimension will strengthen consumer confidence will be a brand than just appear without explanation" (Solomon and Englis, 1994) .

Product placement in movies disguised form of communication and developed from the merging of commercial messages with cultural activity. According to Solomon, product placement is a product insert activity on a particular brand with the film, in order to move the viewers context and mood associated with the film at pasted brands (Solomon and Englis, 1994). Product Placement has an advantage in persuading marketers although identity hidden, but the strength of

characters and settings in the film greatly affected the level of trust the audience to the brand that appears in the film.

#### 4. Film and inserts Commercial Messages

Instead "The film is more of a representation or picture of reality, the film forming and" bring back the "reality based codes, conventions, and ideology of the culture" (Sobur, 2003: 128). The film presents the data, facts, views, and thoughts in the box with the reality of a narrative structure that is developed, but the reality is represented in the film is a reality that has been previously constructed using a particular style in order to get a movie aesthetic.

The film is always dramatize the scene, requiring a search, beheadings and the establishment of a storyline, although talking about the facts and history, there is a consequence the value of each interpretation is poured and can develop from any message presented. The film is not only present as a fictitious reality, but can serve to attract and establish new ways of history in its telling as facts, so as to give the values mob formed perspective on the world and life and instill the idea into a belief of values it contains.



**Figure 2.** One of the scenes were playing cards featuring beverage products. The existence of such a product does not look like advertising because it has become part of the narrative that developed (source: viewknowdo.blogspot.com).

According to Marc Lehu, product placement in the film in one scene or multiple scenes, are required to adapt to the context of the film as a medium of communication different from the ads. Match or not the product is placed in the film depends on the agreement of both parties, because it is not easily granted every product can be placed in the film. Suitability of narrative film and sets are built will affect the success of the insertion product placement to be a part in the film as a whole.

## **5. Conclusion**

To build brand equity requires an increase of brand association, and product placement is one that has a high impact on brand associations, especially product placement in a movie. The film has a role shaping public perception of the world and life. The film contains a message in each scene is presented, consciously or not insert commercial messages embedded in the film without coercion, without the identity of the advertiser and without pause that stops the film can be received and digested by the audience well.

Value commercialization of the film will provide a separate field for each brand can enter the complement system and character sets built into the visual narrative. Product Placement or Placement Brand took part in narrative visual narrative that can affect the mindset of viewers. Communicating the brand by placing the product on a movie is a way to enter the minds of viewers that are dissolved in the exposure of the film narrative. Solomon said, "Concocting commercial activities into cultural activities, so tersamarkannya form of commercialization of the product".

Product placement gives attention to the audience during the movie was watched, and the presence of the product in the film will be more apparent as this part of the storyline is built. Viewers will easily avoid the time lag commercial advertising, but the product placement, will run over the film until the end.

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