

Product Placement: A study of how Swedish children are exposed to product placement in Walt Disney movies.

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Product Placement: A study of how Swedish children are exposed to product placement in Walt Disney movies

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2010 (English) Independent thesis Basic level (degree of Bachelor), 15 credits / 22,5 HE credits Student thesis

Abstract [en]

Title: Product Placement - A study of how Swedish children are exposed to product placement in Walt Disney Movies.

Authors: Erik Fritzell, Tobias Harhoff and Stefan Olstorpe

Advisor: Venilton Reinert

Type of work: Bachelor dissertation in Marketing

Date: Spring term 2010

Purpose: We will investigate whether or not there are product placements in the movies selected for our research. The selected movies must have children under the age of twelve as one of its target audiences. We will do a content analysis of the selected movies to see what kind of product placements there is in those movies.

We feel that this research can help to bring the concept of product placement towards children more into the light and hopefully we can make people more aware of the fact that companies use movies to reach out and affect children with their products and messages.

Research question: In what way are Swedish children exposed to product placements in movies produced by Walt Disney Pictures?

Method & material: Literature about Product Placement and observing movies if they contain placements.

Main result: Children will be exposed by product placement in Walt Disney movies, this can happen through visual, verbal or plot placements, but the age and development is a crucial factor when it comes to receptiveness.

Key words: Product placement, visual placement, verbal placement, plot placement, marketing.

Place, publisher, year, edition, pages

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Keywords [en]

Product placement, marketing, Disney, verbal placement, visual placement, plot placement

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▶ Reinert, Venilton

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