


# Chapter 30

## Technology–Driven Product Placement: Revolutionizing Marketing in the Punjabi Entertainment Service Sector

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### ABSTRACT

*The Chapter discusses how technology has affected the Product Placement in Punjabi Cinema & Music Industry in relation to Gen Z and its potential repercussions. The Authors identify the development of the methods of Product Placements, discussing the impact from the Digital Platforms, Social Media and Data in the effective Branding process of the integration solutions. In this context, the features of success in Punjabi Cinema and Music are examined with examples of adopted Promotional Campaigns such as Integral Promotions, Celebrities' Endorsement, and Engagement. These include Mobile Devices, Virtual Reality and Augmented Reality, AI and other technologies which the authors consider as useful to extend the trends mentioned above. Issues of Ethics for Technology enhanced Product Placement along with best practice covenants are also considered. The Chapter is therefore useful for Marketers and other Entertainment Industry Players who wish to enhance their approaches in using technology in delivering effective and appropriate Product Placement Solutions.*

### INTRODUCTION

Punjabi entertainment industry has tasted phenomenal development and international fame in recent years, mesmerizing its audience by means of bright cinema and music. There is an increasing trend among marketers to start using product placement for reaching/managing their intended audiences especially the well-known Gen Z as this industry continues to grow. This chapter examines how technology has helped change how products are

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used in entertainment in Punjab cornering its effects on consumption habits of generation z and wider impacts on the service industry.

## **Background on the Punjabi Entertainment Industry**

The history of the Punjabi entertainment world is deeply rooted in both movie and music making. This branch of industry started in Indian Punjab but for a long time now it has been spreading out of its base to reach far away places beyond India where there are many people of Punjabi descent. It is characterized by an exceptional mix of narratives, songs and dance; hence it has become one of the thriving cultures in contemporary times.

In recent decades, the growth of the Punjabi film industry known as “Pollywood” has been impressive. Starting as a small company, this production house progressed into a big-time operation which produces highly regarded legal and profitable films in plenty. The provided varying genres from humour or love stories to action or societal dramas appealing to various types of viewers are also worth mentioning within this sector.

Similarly, Punjabi music is a well-known worldwide. The remarkable sound of the traditional instruments such as tumbi, dhol and algozey mixed with modern day beats and lyrics have appealed through generations. Beyond mere entertainment, it has served as a powerful instrument for expression of culture and social commentaries.

There are varied reasons that have led to the success of this entertainment industry in Punjab. Firstly, the pride in their culture has helped them to stay afloat. The narratives, characters, and themes presented in the Punjabi movies and songs often resonate with the experiences and aspirations of the audience, creating strong emotional ties between them.

Secondly, technological advancement has been embraced by this sector hence making use of recent production techniques as well as digital distribution means including social media so as to reach more audacious groups than before. This move has not only improved content quality; it has also promoted easy accessibility and consumption of Punjabi entertainment all over the world.

Eventually, the financial growth and disposable income within the Punjabi community, both in India and beyond, have played a key role in helping the Punjabi entertainment industry thrive. Consequently, this has resulted in more money being invested into the industry leading to production of bigger projects and famous stars joining it.

In fact, while it’s still blossoming; this is a remarkable chance for advertisers to reach a very active and emotional group of listeners who are into Punjabi music and movies. Notably, placement of products which is a marketing tactic that shapes films or music videos by embedding brands in their narratives has become an efficient means to communicate with and influence consumers especially Gen Z group.

This paper will highlight further on importance of product placements in advertising methods, choice of technology that has influenced much change concerning product placements and Gen Z as a target audience within Punjabi entertainment industry.

## **The Significance of Product Placement in Marketing Strategies**

According to Karrh (1998), product placement is the incorporation of brands or services into films, music videos, and games. It appears that this relatively new concept in the contemporary marketing milieu is better known as embedded marketing or brand integration. This means that unlike traditional advertising which interrupts and disrupts the viewing experience such as advertisements in print media and commercials, product placement is described as the seamless blending of the brand with the narrative or scene.

Basically, product placement teaches audience a lesson without seeming to do so. For example by using characters with whom viewers can identify, it creates a favourable brand image which makes it more memorable (Balasubramanian et al., 2006). Such emotional relationships between brands and consumers may result in raised levels of familiarity towards these brands as well as more positive attitudes towards them (Wiles & Danielova 2009).

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