


Chapter 4

Seductive Images: Next Generation Product Placements on Digital Platforms

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ABSTRACT

With the rapid change in technological developments and digitalization, advertising and marketing strategies today are moving beyond traditional methods to new techniques that appeal to consumers' senses and subconscious. This book chapter discusses how brands manipulate consumer perception through topics such as sensory marketing strategies, the use of artificial intelligence and augmented reality, and the psychological and sociological effects of product placement practices. It examines how sensory stimuli such as light, shadow, composition, sound, smell and taste are used in the world of advertising and marketing, along with new generation product placement techniques in films, TV series, video games and digital platforms.

INTRODUCTION

Product placement was born out of the need to develop alternative marketing strategies as the impact of traditional advertising methods gradually decreased. This method, which first manifested itself in the movie industry, has been transferred to radio, television and digital platforms with technological developments. Over time, product placement, which has started to be frequently used in social media with the widespread use of the internet, is not limited to visual and audio content, but also exists in songs, video clips, printed publications and even in different areas of

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daily life. In this way, brands have the opportunity to reach their target audiences in a more natural and effective way.

Product placement is defined as a method of bringing the product together with the consumer in a natural context without the advertising message being perceived as a direct advertisement. Along with technological developments, advertising strategies and the media used are also adapting to this transformation. Today, while television and internet platforms are among the most common areas where product placement is used, there are increasing examples of successful product placement in internet-based and computer games (Bolat, 2018).

With the rapid change in technological developments and digitalization, advertising and marketing strategies today are moving beyond traditional methods to new techniques that appeal to consumers' senses and subconscious. This book chapter discusses how brands manipulate consumer perception through topics such as sensory marketing strategies, the use of artificial intelligence and augmented reality, and the psychological and sociological effects of product placement practices. It examines how sensory stimuli such as light, shadow, composition, sound, smell and taste are used in the world of advertising and marketing, along with new generation product placement techniques in films, TV series, video games and digital platforms. In addition, the manipulation of visual and auditory perception, multisensory marketing methods and new strategies developed by brands to manipulate consumer perception are also comprehensively covered in the book.

In this study, a qualitative research method was adopted and literature on the subject was reviewed, academic articles, theses and sectoral reports were examined. Using scientific resources obtained from academic databases, different aspects of sensory marketing and product placement were evaluated by descriptive analysis method. This study aims to be a comprehensive resource for academics, industry professionals and students in the fields of advertising, cinema, media and marketing.

Definition and History of Product Placement

Although there are different opinions on when product placement started and which are the first examples of it, the general opinion is that the first product placement practices for commercial purposes emerged in Hollywood cinema in the 1920s. In this period, especially cigarette companies started to engage in directive activities in the film industry in order to create subliminal effects on the audience. Thanks to this strategy, famous actors of the period increased the visibility of brands by using cigarettes in movies. Alcohol and tobacco producers laid the foundation of product placement practices by paying Hollywood stars to display their products in a natural way and portray a positive image to the audience (Balasubramanian, 1994). Product placement practices are carried out in various media such as television series,

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