

UNDERSTANDING UK CONSUMERS' PERSPECTIVES ON **PRODUCT PLACEMENT**

BENlabs

EXECUTIVE SUMMARY

The proliferation of ad free TV streaming services and consumers' propensity to multi-screen has made it harder for brands to reach consumers through TV advertising. In order to understand if product placement can offer brands a platform by which to cut through the noise created by the plethora of TV advertising, BENlabs surveyed 500 UK consumers about their TV viewing habits, perceptions, and attitudes towards product placement.

Our findings prove that UK consumers not only view product placement favourably but also that **product placement influences behaviour throughout the purchase funnel.**

KEY FINDINGS

59%

of UK consumers prefer product placement over advertising in TV content

JUST 3%

of UK consumers have a negative perception of product placement when associated with the product placement icon

88%

of UK consumers (the majority) experience positive emotions after seeing products or brands in TV content

60%

of UK consumers have searched for a product online after seeing it on TV and more than half (51%) go on to make a purchase

47%

of UK consumers (almost half) become aware of products for the first time via integration in TV and film content

UNDERSTANDING CONSUMERS' PERSPECTIVES ON PRODUCT PLACEMENT

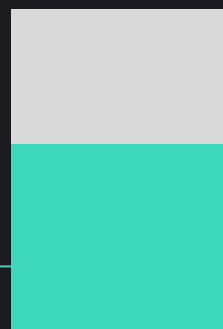
CONCERNS OVER NEGATIVE PERCEPTIONS OF THE PRODUCT PLACEMENT ICON AMONG CONSUMERS ARE **UNFOUNDED**

Less than three in every 10 (28%) consumers know what the product placement icon represents. Of those that do, the majority (63%) say it has no effect on their opinion of the content.

63%

of consumers say it has no effect on their opinion of the content

28%



Consumers knowing the meaning of consumer placement's icon

A small percentage of consumers have negative reactions to the product placement icon with 9% saying it causes them to view the programme negatively, 7% reporting that they view characters in programmes with paid-for product placement negatively, and 7% choose not to watch programmes or films with paid-for product placement.



SEEING PRODUCTS AND BRANDS IN TV PROGRAMMES AND FILMS ELICITS POSITIVE EMOTIONAL RESPONSES

The majority (88%) of respondents reported feeling positive emotions (happiness, inspiration, interest, and/or curiosity) after seeing a product or brand in a film or TV programme.

54% say they like seeing their favourite brands and products in TV programmes and films.



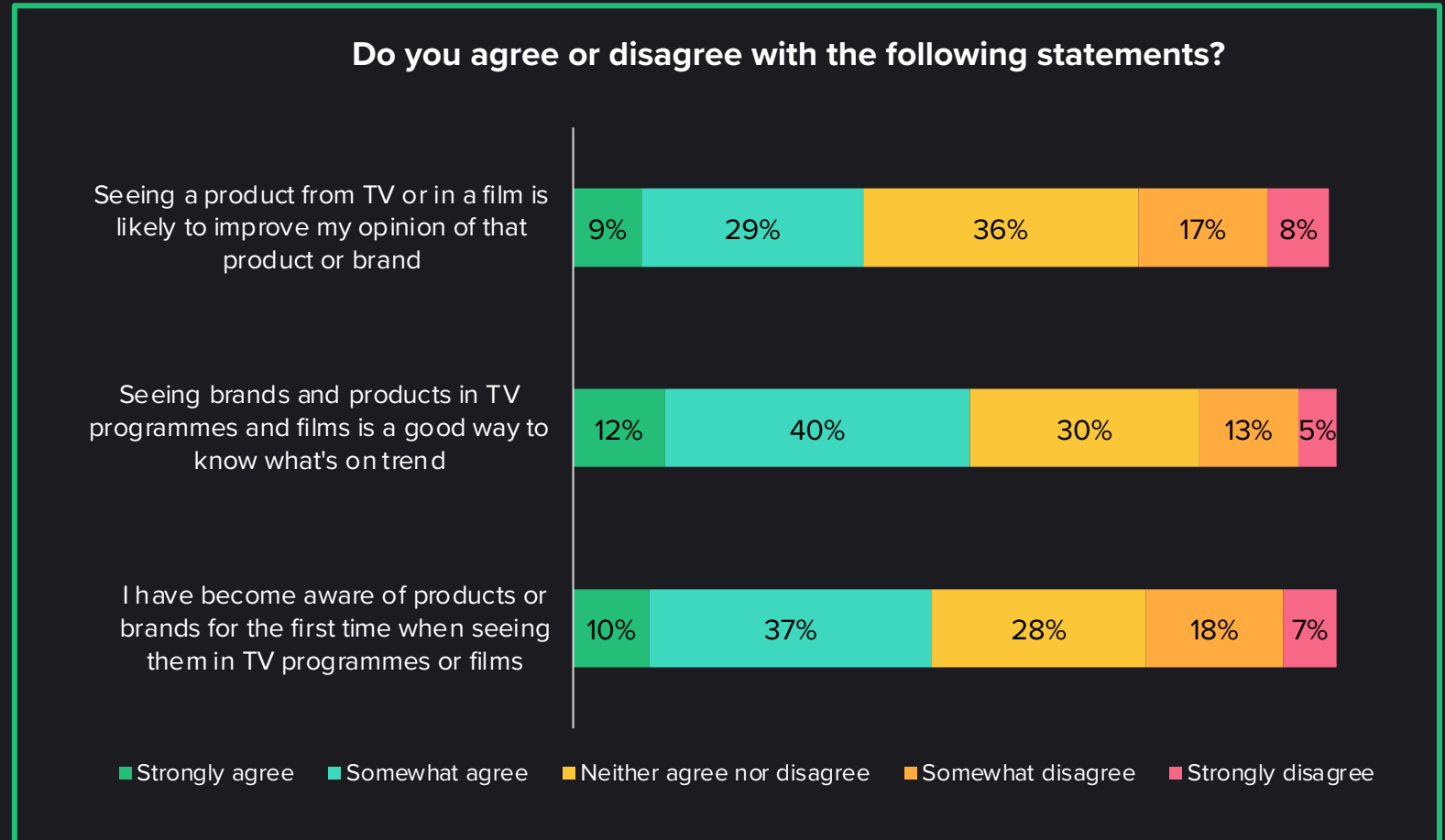
88%

of respondents feel positive emotions after seeing a product placement

PRODUCT PLACEMENT GENERATES AWARENESS AND **IMPROVES** **CONSUMERS' OPINIONS** OF BRANDS AND PRODUCTS

Half (47%) of consumers say they have become aware of a product for the first time **after seeing it on TV programmes or in films.**

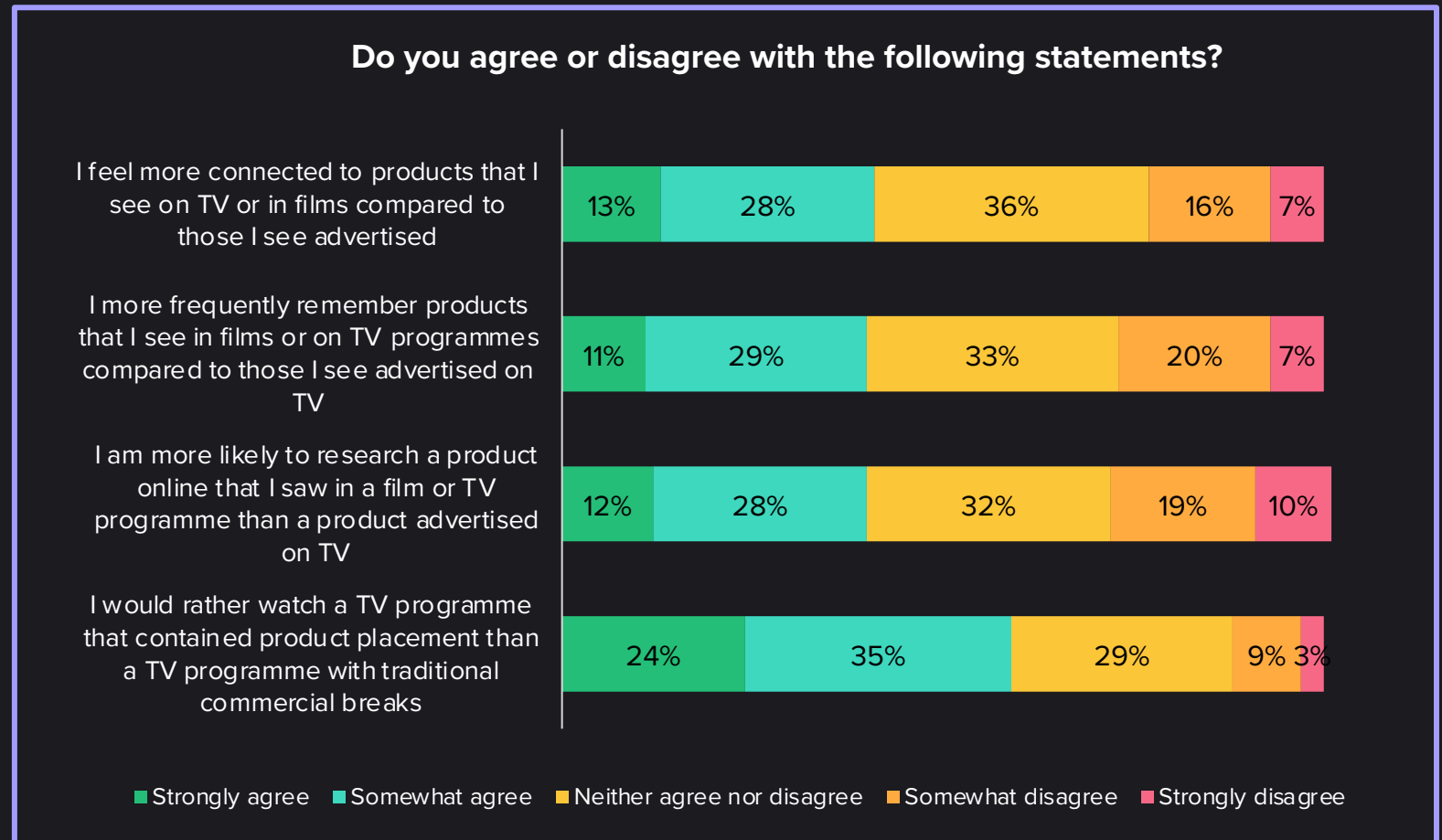
More than half (52%) believe that seeing products on TV programmes or in films is a good way to know what's on trend, and two in every five say that it improves their opinion of the product or brand.



PRODUCT PLACEMENT IS FAVOURED OVER ADVERTISING AND GENERATES BETTER RESULTS

Given a choice, consumers would prefer to watch a TV programme with product placement over advertising.

Product placement generates better recall, is more likely to result in consumers researching products, and generates better connection with products compared to advertising.

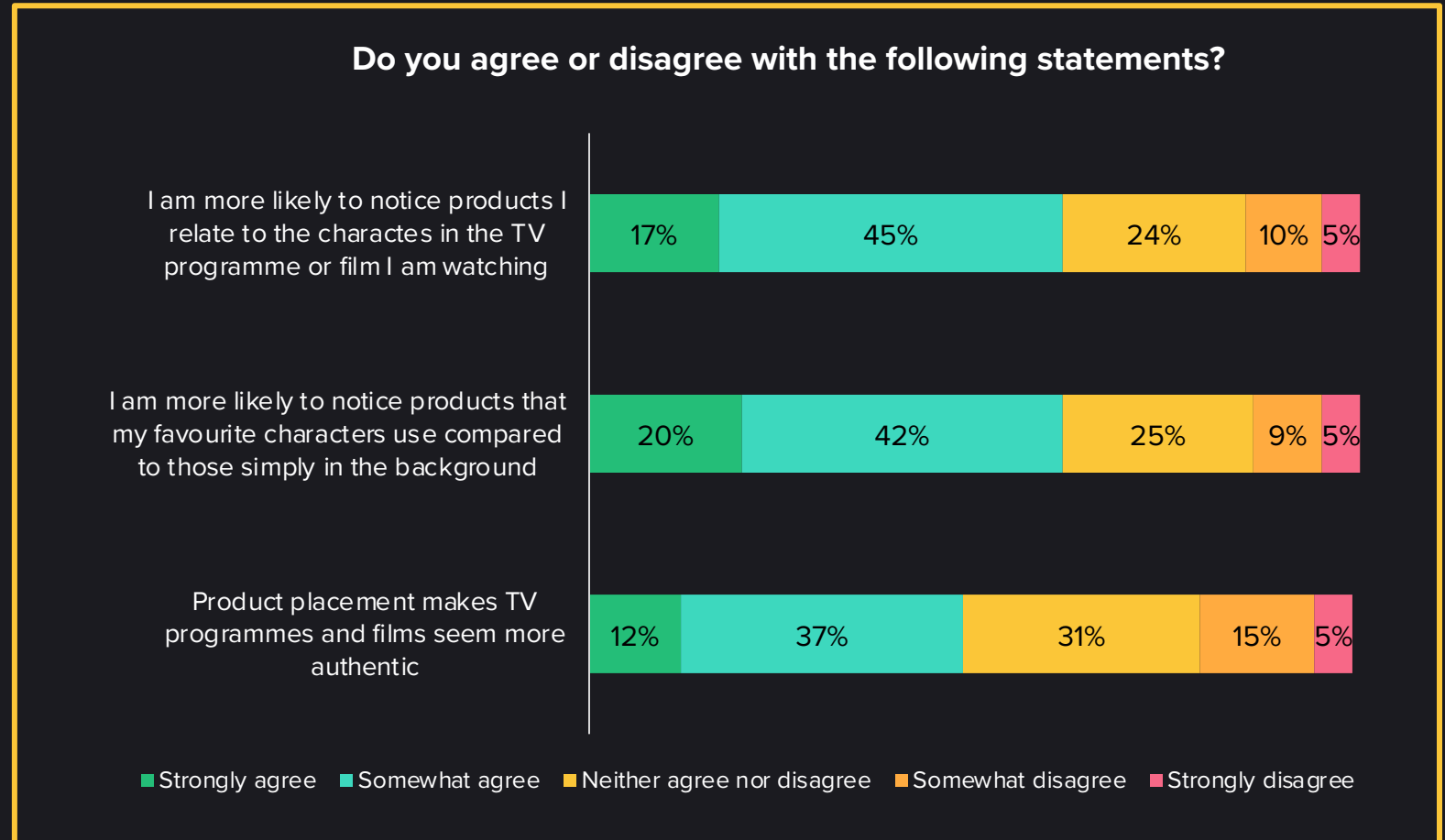


RELATABILITY AND AUTHENTICITY ARE KEY

Consumers believe that product placement makes TV programmes and films **more authentic**.

Furthermore, products are more likely to be noticed by favoured and relatable characters.

For marketers, this represents an opportunity to reach consumers when they are highly engaged and receptive.



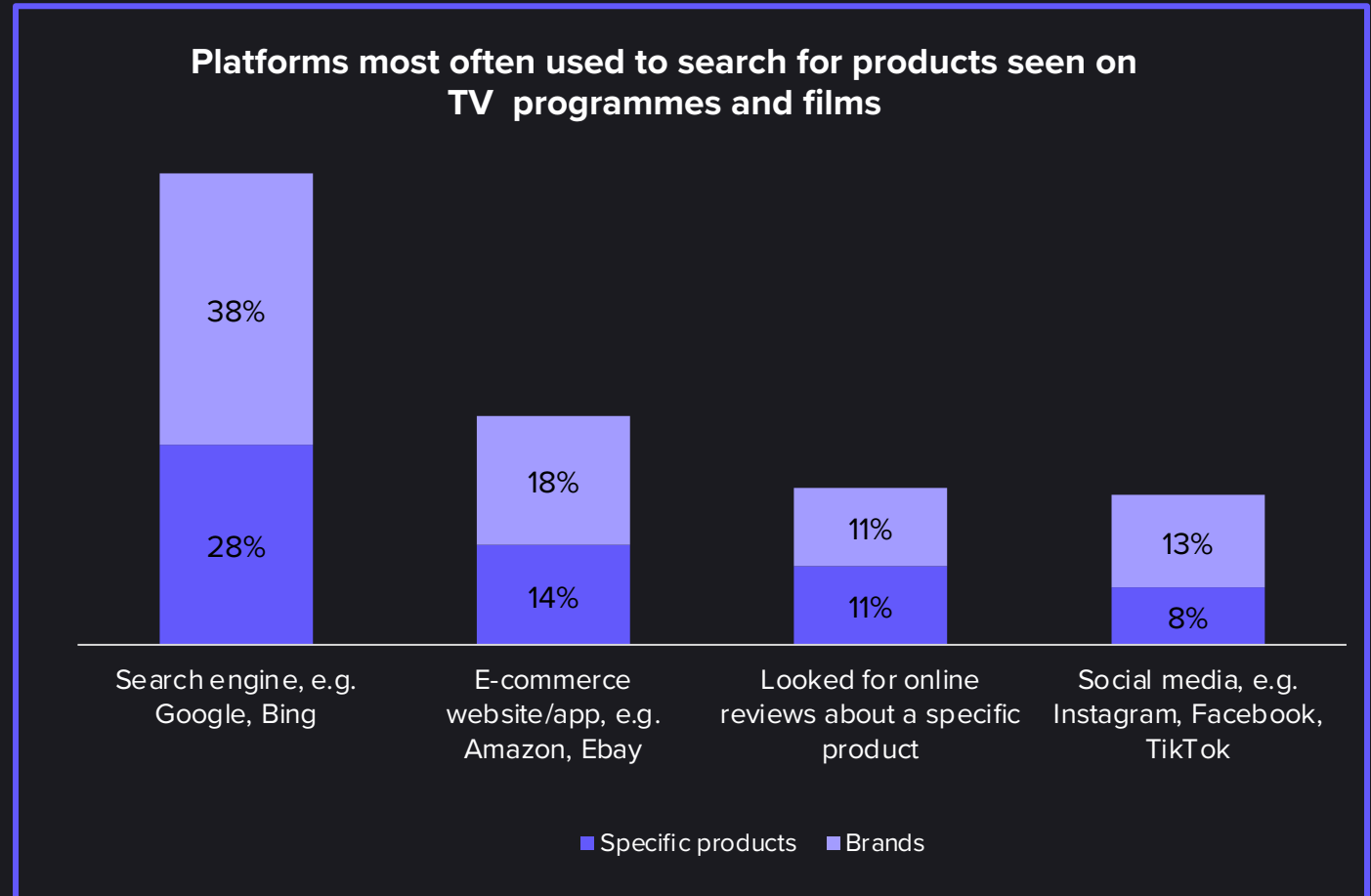
RESEARCH AND PURCHASE BEHAVIOURS

CONSUMERS ARE QUICK TO RESEARCH PRODUCTS AND BRANDS THEY SEE ON TV AND FILMS

Six in every 10 (60%) consumers have searched for a product or brand on at least one platform after seeing it on TV or in a film.

Half (48%) of consumers conduct their research as they watch, 22% do so within one hour.

51% of consumers that search for a brand or product after seeing it on TV go on to purchase the same product, or a different product from the same brand.



PRODUCT PLACEMENT DRIVES ONLINE AND OFFLINE SHOPPING AND POSITIVE WORD OF MOUTH



35% visited the brand's website

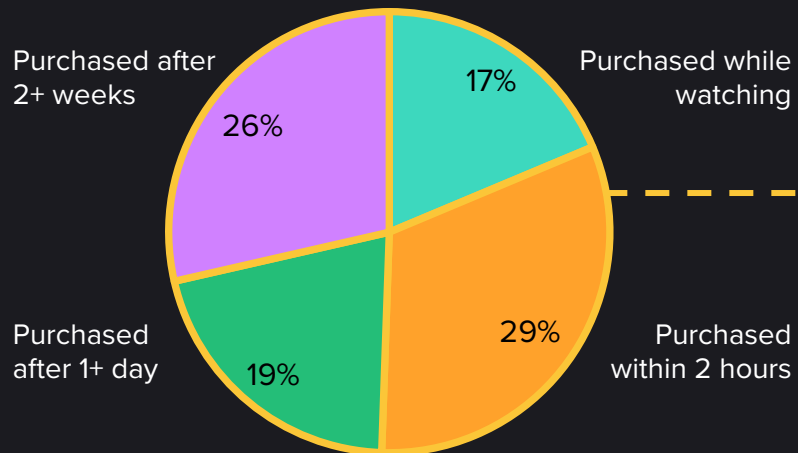
21% mentioned the brand or product in a positive light to a friend or a family member at a later date

21% discussed the brand or product in a positive light with others during the content

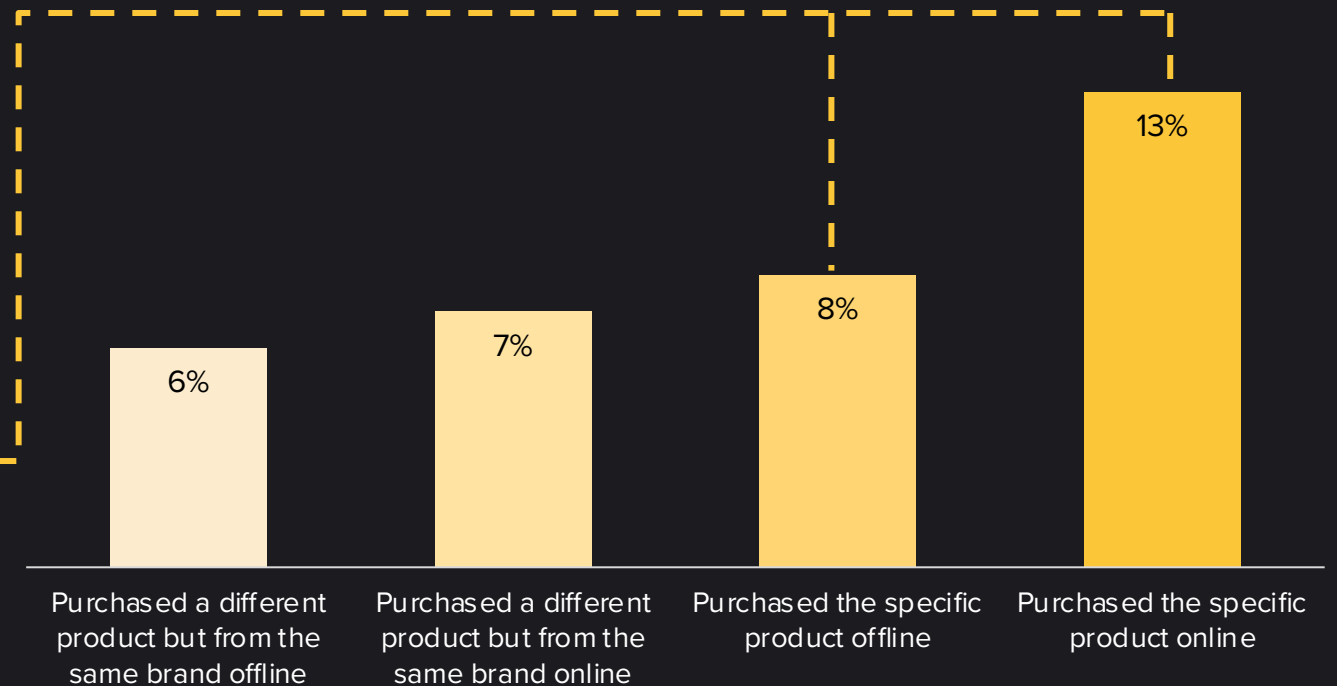
16% visited a shop to see a specific product

ONE-THIRD (34%) HAVE PURCHASED A PRODUCT SEEN ON TV, OR A DIFFERENT PRODUCT FROM THE SAME BRAND

Of those who have purchased specific products, 17% made the purchase as they were watching, 29% did so within two hours, 19% waited more than a day, and 26% took longer than one week.



Purchase behaviours following product placement

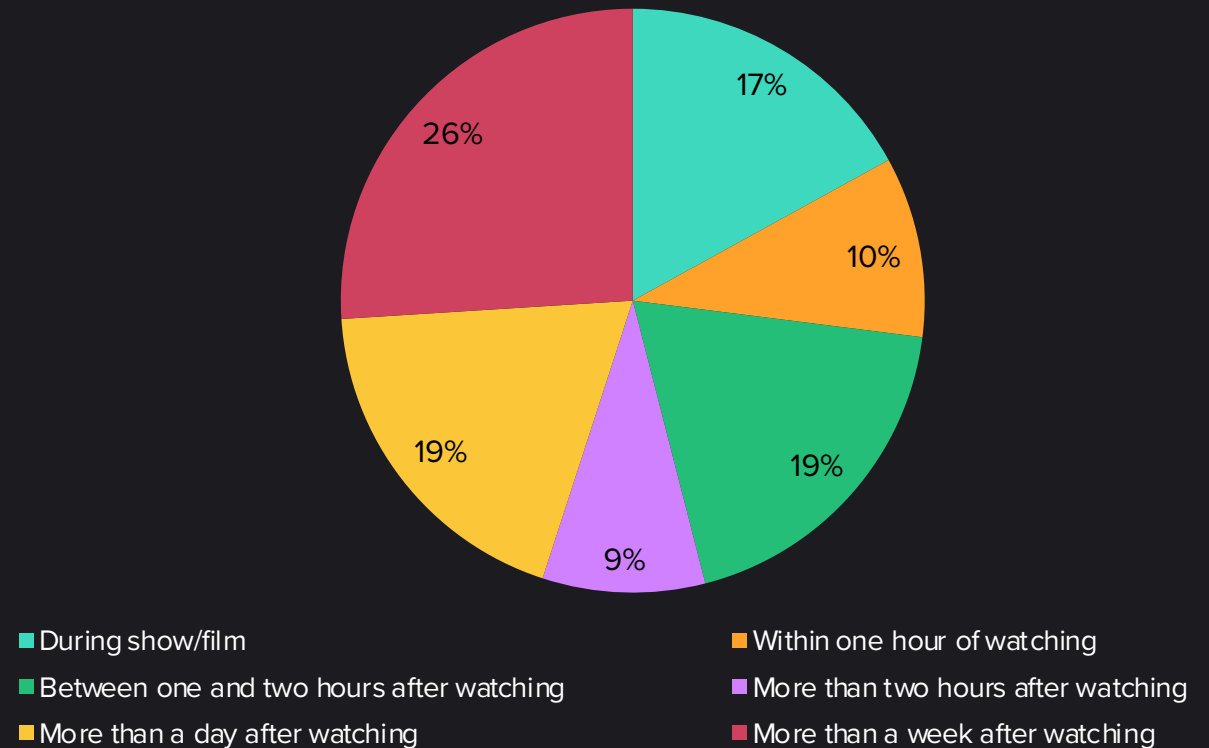


MORE THAN HALF (55%) OF PURCHASES HAPPEN WITHIN ONE DAY OF EXPOSURE

The time lag between exposure and purchase is somewhat **unpredictable**.

With 45% of UK consumers waiting more than a day before making a purchase, and more than half of those waiting more than a week, there is an opportunity for marketers to re-engage these consumers via digital channels to reduce this lag.

Time between seeing products on TV and purchasing



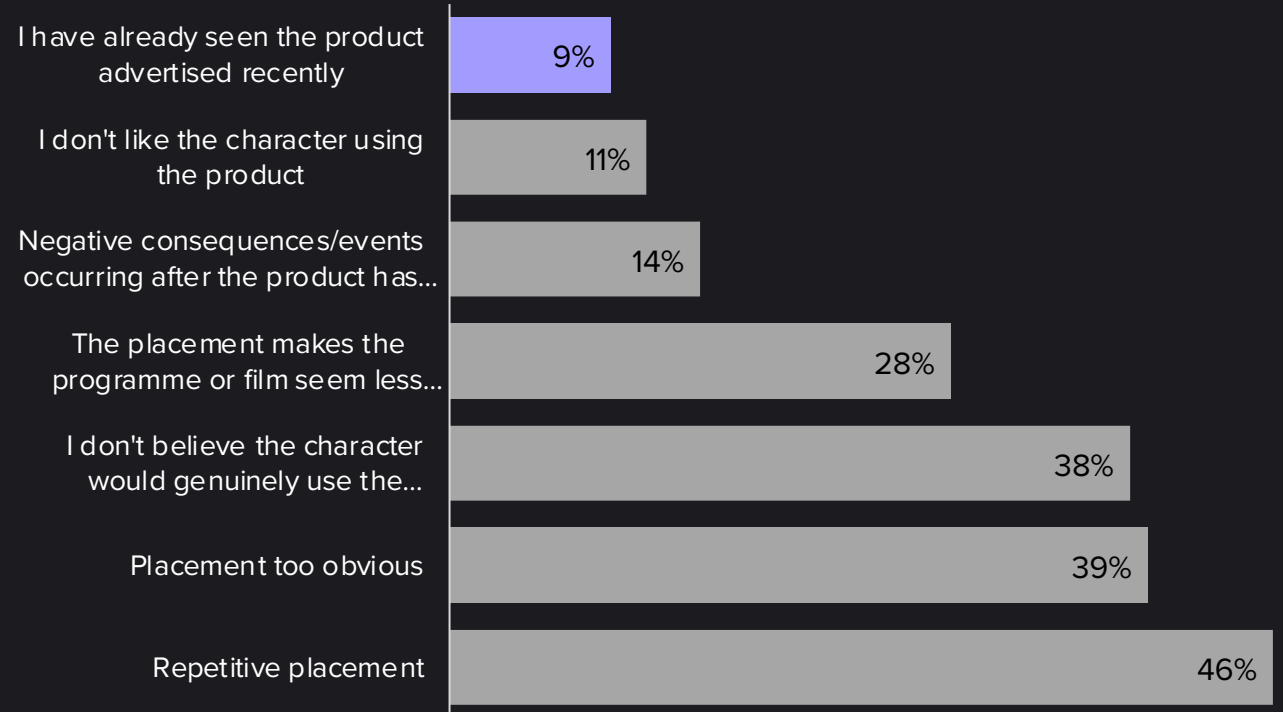
WHAT DON'T CONSUMERS LIKE ABOUT PRODUCT PLACEMENT?

AUTHENTICITY IS KEY

UK consumers are **not put off** by exposure to products and brands in TV programmes and films in addition to advertising.

The most off-putting factors are obvious and repetitive placement. At BENlabs, we can help you achieve an authentic product placement and better understand your audience to mitigate against the risk of overexposure.

Time between seeing products on TV and purchasing



SUMMARY

With digital and TV ad spend at an all time high, brands are increasingly looking for new ways to reach and engage their audiences. Key to doing this is to do so in a way that does not interfere with consumers' content consumption but that also drives [research, consideration, and purchase](#).

Our research proves that UK consumers respond favourably towards product placement and that exposure to brands and products via TV and film content drives action throughout the purchasing process. The low levels of frustration observed in this research speak to consumers' appreciation for authentic, integrated experiences and also indicates that there is room for the market to grow.

For a more detailed analysis of the findings from this research, please contact our team [\[add email address\]](#).



HOW **BENlabs** CAN HELP YOU GENERATE RESULTS WITH PRODUCT PLACEMENT

ADVANTAGES OF **PRODUCT** PLACEMENT



REACHES AD-FREE AUDIENCES



CONSUMER PREFERENCE
59% of UK consumers prefer product placement over advertising in TV content



UTILIZES TRUSTED MESSENGERS
Leverages the knowledge of creators who are experts in engaging their audiences

LASTS A LIFETIME

Integrations in streaming shows accumulate millions of impressions month after month



UNSKIPPABLE AND UNBLOCKABLE

With ad-skipping on the rise, getting inside the content is the best way for brands to make sure they are seen.



PROVEN EFFECTIVENESS

Integrations are proven to increase brand awareness, opinion and consideration





WE ARE BENlabs

WE HELP BRANDS **IDENTIFY, DISCOVER & ENGAGE**
AUDIENCES ACROSS ENTERTAINMENT

Simply put, BENlabs has the industry knowledge, relationships, and AI tools to identify and place brands into the right content, thus creating impactful cultural moments and helping brands achieve their marketing objectives.

PRODUCT PLACEMENT

INFLUENCER MARKETING

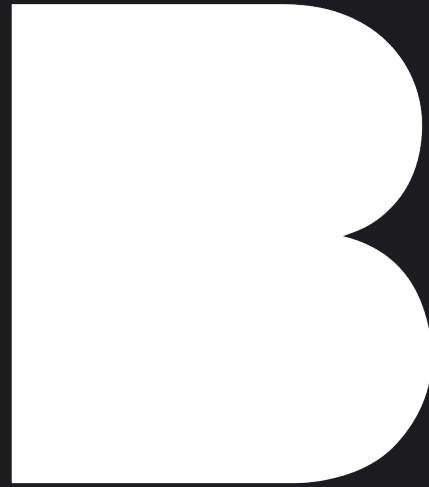
MUSIC INTEGRATION

LICENSING & RIGHTS CLEARANCE

METHODOLOGY


BENlabs surveyed 503 UK consumers (excluding those who work in marketing and advertising) about their TV viewing habits and views on product placement within TV programmes and films. The survey was carried out in January 2023. Unless otherwise specified, there were no significant differences in responses by age, gender, or viewing habits.





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