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Apple dominates again in product placement by Theodore Sumrall

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If anybody is looking to avoid the products of Apple, then donâ€™t watch the movies. As in 2010, the products of Apple was reigns the product placement according to report released by the BrandChannel.

Apple product can be seen in 10 out of 33 movies that hit no. 1 in chart buster of US and UK. Apple beats the top brands Nike, Chevrolet and fords which all together stands at the second position in product placement. Sony and Dell had their product in 15% of the films, said by the BrandChannel. BrandChannel is the channel that spreads the awareness about brands and the products. Also BrandChannel benchmarks the product and makes a list of top brand annually and honors the top brand.

Product placement is the casting of a product in an entertainment environment, also called embedded marketing, seamless brand integration. It is the form of advertizing or promoting the brand or product of a company that has grown continuously and swiftly in the field of entertainment which reaches to millions of people daily through very common medium such as television, videos, movies and TV Commercials.

Product placement came into existence in the early 1950â€™s when Gordonâ€™s Gin played the role of Katharine Hepburnâ€™s in â€œThe African Queenâ€• and got payment to have the role. Since then Produ Placement is increasing rapidly with the advancement of the technology and sciences.

Aston Martin or BMW or Motorola or Microsoft or Omega and every reputed and established name like these have concurred the giant shares in product placement. All these brands or products occurring in famous James Bond movies or Daily reality shows like American Idol, fear factor and Big Brother also in the cartoon shows, product placement are featured in almost all prime time shows. Product placement is one of the reliable and popular tools to advertize the particular brand. In fact, various analysis and reports show the success of this medium in real terms.

Dominance of appleâ€™s product in product placement has been going on for years. BrandChannel noticed that in between 2001 and 2010, 112 out of 334 films that hit No. 1 featured products of Apple.

But the share of appleâ€™s product in brand placement is slips down. BrandChannel revealed that in 2008, it hit a 50 % of product placement in the movies but in 2009 it hits only 44%.

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