

# *Keys to Success For Marketers Making Film and Television Deals*

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# Topics for Today

- Product Placement
- Branded Content/Branded Entertainment
- A Practical View from a Three-pronged entity –  
Producer/Distributor/Marketer

# Product Placement



Ford

AT&T Wireless

VOTE

FOR YOUR FAVORITE IDOL



AUTOBOT IRONHIDE IS A GMC TOPKICK

AUTOBOT BUMBLEBEE IS A CHEVY CAMARO

AUTOBOT JAZZ IS A PONTIAC SOLSTICE

AUTOBOT RATCHET IS A HUMMER H2

**TRANSFORMERS**

JULY 4, 2007

GM

© 2007 DWLLC & PFC. © 2007 Buick. WWW.AUTOBOTSGOLLOUT.COM



# Turning Up in Many Places:

- Film
- Television programming
  - scripted and unscripted
- Music Videos
- Song Lyrics
- Sports Events

# FTC's View:

- Failure to identify product placement as advertising does not violate Section 5 of the FTC Act
- If, through product placement, false or misleading objective and material claims about a product's attributes are made, the FTC can take action

# **Brand Wishlist:**

- Guaranteed Inclusion
- Specific Integration
- Approvals
- Proper Use of Product

# Brand Wishlist:

- Positive and Memorable Use / Trademarks
- Exclusivity
- Use of Footage
- Producer Responsible for Production



# Branded Content / Entertainment

BMW FILMS.COM PRESENTS  
**THE HIRE**



A SERIES OF SHORT FILMS



# DAMNATION

patagonia RETAIL STORE SCREENINGS  
**THURSDAY, JUNE 5TH**

ATLANTA, AUSTIN, BOSTON, BOULDER,  
CARDIFF, CHICAGO LP, DENVER, FREEPORT ME,  
PALO ALTO, PASADENA, PORTLAND OR, RENO,  
SALT LAKE CITY, SAN FRANCISCO SANTA CRUZ,  
SANTA MONICA, SEATTLE, SOHO, ST PAUL,  
VENTURA, WASHINGTON DC, AND WESTPORT

# Advertising or Editorial? It Depends!

Factors to analyze:

- 1) What is the creative?
- 2) Who is financing the project?
- 3) Who owns the project?
- 4) Who controls distribution?
- 5) Who has final cut/approval rights?
- 6) What credits are accorded?

# **If It's Advertising...**

- Advertising clearance – substantiation
- IP clearance – more stringent and costly
- SAG-AFTRA union payment issues

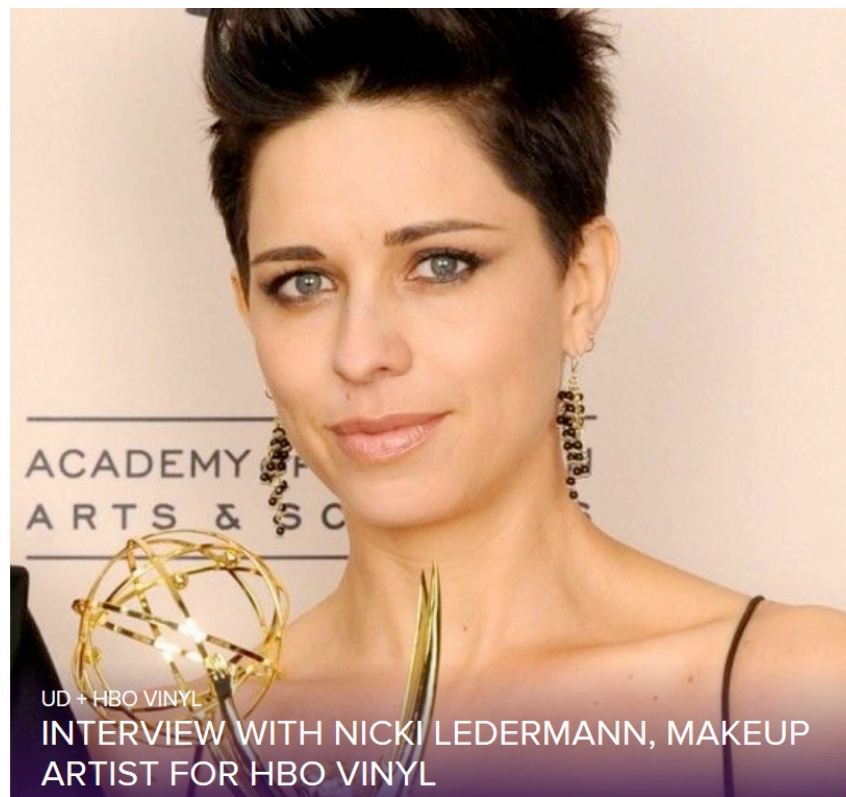
# Brand Concerns

- Brand's use of the project / ancillary content
- Competitive brand's talent
- Vetting for positive use of brand
- Use of brand's own talent in the project
- Morals clause issues

# The Producer's / Distributor's / Marketer's View



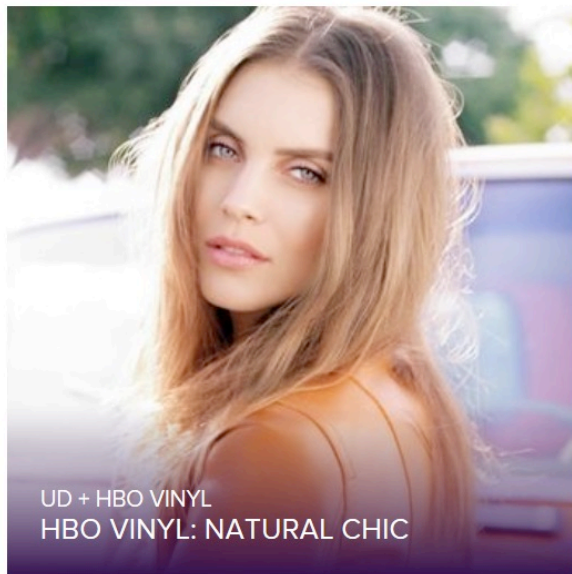
UD + HBO VINYL  
HBO VINYL: TRAILER



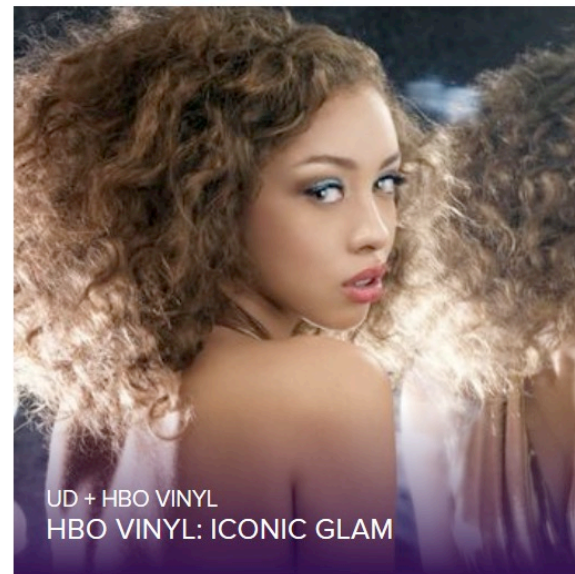
UD + HBO VINYL  
INTERVIEW WITH NICKI LEDERMANN, MAKEUP  
ARTIST FOR HBO VINYL



UD + HBO VINYL  
HBO VINYL: PRE-PUNK EXPRESSION



UD + HBO VINYL  
HBO VINYL: NATURAL CHIC



UD + HBO VINYL  
HBO VINYL: ICONIC GLAM

SEND A RAVEN  
BASEBALL IS COMING

GAME OF  
THRONES



#GOTMLB



GAME OF THRONES  
NIGHT AT FENWAY

SER ANDREW BENINTENDI BOBBLEHEAD

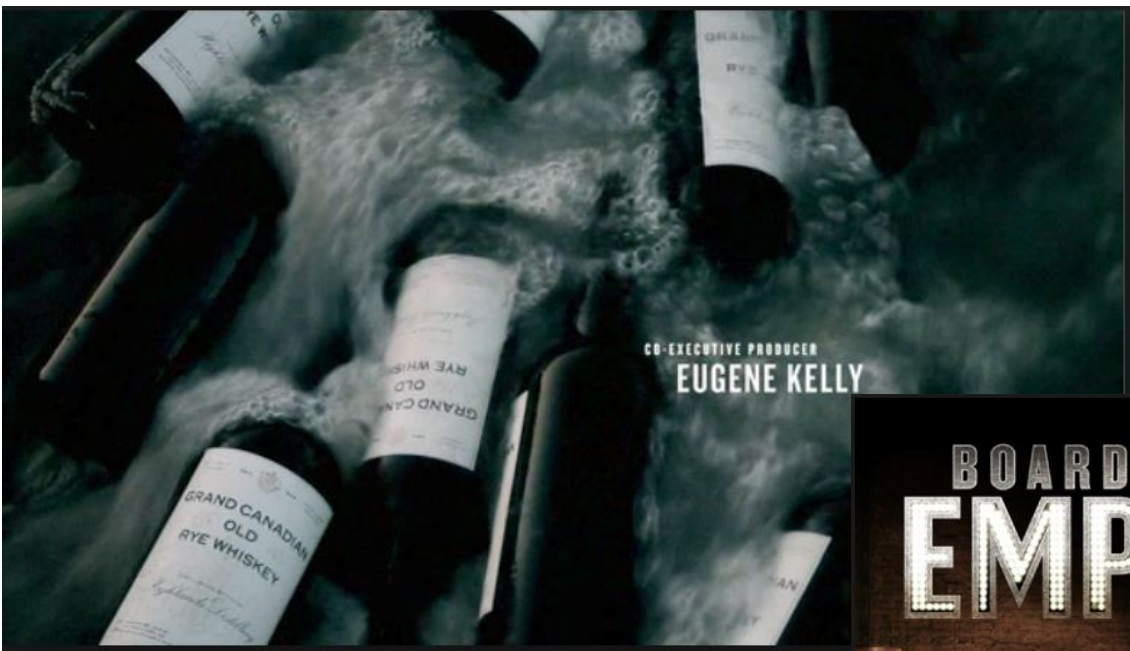
JULY 18 VS 



EVAN  
LONGORIA  
JULY 8

GAME OF  
THRONES

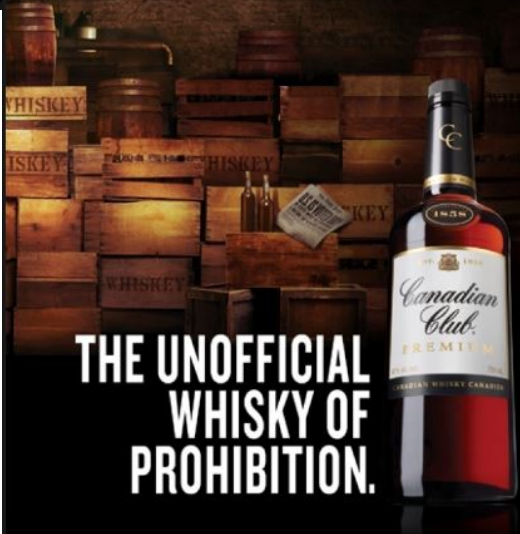




CO-EXECUTIVE PRODUCER  
**EUGENE KELLY**

# BOARDWALK EMPIRE

THE UNOFFICIAL  
WHISKY OF  
PROHIBITION.



*Canadian Club.*

During the Prohibition era Canadian Club was secretly brought over the border into the U.S. in wooden cases and unmarked barrels. The era has recently been popularized with the critical and mass success of HBO Canada's Boardwalk Empire. Join host Casie Stewart for an authentic Boardwalk Empire themed speakeasy experience, paying tribute to this historic time period and Canadian Club's role in shaping bootleg culture.

What: Canadian Club Speakeasy. Featured Boardwalk Empire cocktails. Complimentary beverages/appetizers. Authentic prohibition artifacts. Music, decor, and attire from the roaring 20s.

When: Thursday, November 3 2011


Password: Remember it.  
You'll need it to get past our guy at the door.

Don't forget to wear your best prohibition gear. Prizes for the best dressed guy and gal.

#CCSpeakeasy


VISIT [FACEBOOK.COM/CANADIANCLUB](https://www.facebook.com/canadianclub)

FOR SPECIAL OFFERS COMPLIMENTS OF NUCKY



*Canadian Club.*


Prohibition's Finest



Times Change.  
Quality Doesn't.

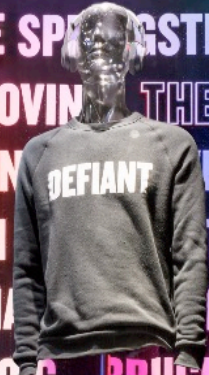
BOARDWALK EMPIRE

ONLY ON



SEPT. 25 AT 9PM

THE DEFIANT ONES DR. DRE JIMMY IOVINE  
STEVIE NICKS BONO SNOOP DOGG EMINEM  
TOM PETTY LADY GAGA NAS PATTI SMITH  
MARILYN MANSON P. DIDDY TRENT REZNOR  
THE D.O.C. BRUCE SPRINGSTEEN WILL.I.AM  
DR. DRE JIMMY IOVINE THE DEFIANT ONES  
SNOOP DOGG EMINEM STEVIE NICKS BONO  
NAS PATTI SMITH TOM PETTY LADY GAGA  
TRENT REZNOR MARILYN MANSON P. DIDDY  
WILL.I.AM THE D.O.C. BRUCE SPRINGSTEEN  
THE DEFIANT ONES DR. DRE JIMMY IOVINE  
STEVIE NICKS BONO SNOOP DOGG EMINEM  
TOM PETTY LADY GAGA NAS PATTI SMITH



HBO x bloomingdales

20% OF THIS PURCHASE WILL GO TO SELECT CHARITIES FOR ARTS EDUCATION

THE DEFIANT ONES  
ON HBO

Questions? Comments?

