**PRODUCT PLACEMENT PROPOSAL**



Your advertising agency has been hired to help a television network find ways to use product placement in its television shows. The network is particularly interested in targeting young, upscale consumers and young males.

Using one of these two sites or another similar site:

<http://deadline.com/2014/06/tv-series-most-watched-rich-educated-viewers-787403/>

[**http://www.hollywoodreporter.com/news/television-shows-men-watch-222356**](http://www.hollywoodreporter.com/news/television-shows-men-watch-222356)

Complete the following in full sentences in pairs:

1. Use information from one of the web sites above to identify a show that you would use for product placement. Identify which show you have chosen and which target market this would reach.
2. Select three products that could easily be “placed” in the show. All of the products must be legal for use by the entire targeted age group and appropriate for family television viewing. Research the three products online and determine their manufacturers.
3. Create examples of how the three products could be placed in the show and describe which characters would be involved with their use.
4. Use all of this information to develop a written proposal to be given to the television network and to the product manufacturers. Include ideas for coordinating promotion of the television show and the products.

>> Submit your completed proposal to the ***Google Classroom***