



## An analysis of "Product Placement" as a strategic communication instrument

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Inhaltsangabe:Abstract: The dissertation scrutinises the opportunities that product placement may entail as an additive and integral part of a company's marketing mix. It also discusses its imminent disadvantages and threats as posed by the relevant German legislation. The main focus, however, is placed on the conceivable effects of product placement as regards brand awareness, recall, attitudes and increasing turnover. Einleitung: Die Arbeit untersucht die Möglichkeiten, welche 'Product Placement' als eine additive und integrierte Komponente des Marketing-Mixes für interessierte Unternehmen bietet. Weiterhin werden ökonomisch bedingte Nachteile und Einschränkungen im Rahmen der deutschen Gesetzgebung erläutert. Das Hauptaugenmerk jedoch liegt auf den möglichen Auswirkungen des Product Placements auf Markenbekanntheit, Recall, Einstellungen (Attitudes) und Umsatzsteigerungen. Inhaltsverzeichnis:Table of Contents: List of abbreviationsVII 0.Executive Summary1 1.Introduction and scope of this work2 1.1Objectives and limitations2 1.2Method of approach3 1.3Definition of terms4 1.4Categorisation of Product Placement within the communications mix7 2.Reasons for...

### Reviews

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