



Branded Entertainment: Product Placement & Brand Strategy in the Entertainment Business

Jean-Marc Lehu

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Branded Entertainment explains how product placement, a long-time phenomenon in films, has gone beyond this to now embrace all media. Citing examples from film, music videos, and computer games, the author explains the history and development of product placement, advantages of this form of brand advertising, and methods employed by different brands. Most importantly, Branded Entertainment discusses the future possibilities for using this form of promotion to recreate an emotional connection with customers and to spread the message across multimedia channels.

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