



of 007 drinking a Heineken beer rather than one of his famous 'shaken-not-stirred' vodka martinis.

Those epic opportunities come down more to luck than planning says Jason Silver, president of FTWK Agency, although sometimes a brand can get linked into several seasons of a TV program.

Silver says, "For example Tylenol, we put into a series called Good Dog on HBO Canada and we had front and centre placement. In the first season the main character's assistant brought it to him because he had a terrible headache and was shaking the bottle saying, "Tylenol, Tylenol." Because we created that association so early on in season one, the Tylenol brand carried through the rest of season two."

The Global Product Placement Spending Forecast 2012-2016 put out by US-based research company PQ Media estimated worldwide product placement spending to be US\$8.25 billion in 2012 and project that figure to nearly double by 2016.

This resurgence in product placement activity, says Silver, is likely because consumers are cutting the cord. They still are watching television, but rather than via satellite or cable, they're viewing online: "By the end of this year 380,000 Canadian households will have cancelled their TV subscriptions in favour of online offerings, according to a study from the Convergence Consulting Group Ltd. Now viewers are not stuck to TV at normal traditional times. They consume their media and content in different ways, whether through their iPad or Netflix or even online viewing from broadcasters."

There is a great deal of television and film production going on in Canada, says Silver, which means there are numerous opportunities for Canadian brands to get involved, with film or original programming from one of our major broadcasters or Netflix or HBO Canada.

"With a property such as Flashpoint, for a couple of seasons you are able to integrate products into that show but you're also getting exposure over several channels of distribution, including online. It first aired on CTV and then aired on Netflix."

## GETTING MEASURABLE RESULTS

Gaye McDonald, director of Marketing for CBC, points to the pubcaster's successful integration program with Ford as an example of how to target consumers while also making a relevant connection between content and a brand – and then being able to measure it.

"During this season's Dragons' Den we partnered with Ford Canada and created the Ford Fusion: Game Changer campaign where three of our sought after Dragons – Jim Treiving, Bruce Croxon and David Chilton – revisited past pitchers whose ideas fit with the message of the Fusion's 'Pay-it-forward' campaign. The Dragons debated the pitches within the broadcast, and drove viewers to the Dragons' Den website for a deeper dive into where the past pitchers are now," says McDonald.

"We were able to integrate the Fusion and its attributes into Dragons' Den in a way that made sense not only for Fusion's campaign, but also to its target audience of "young entrepreneurs," which is clearly in line with the premise of Dragons' Den." The result, Ford saw significant lift in intent to purchase.

Branded content and integration initiatives can be targeted by behaviour, interests, or passions and are most effective when they are targeted to a specific demographic, says Lynn Chambers of TC Media.

## FTWK Agency

Since 2003, FTWK AGENCY has been placing products strategically in major motion pictures and popular television series to increase the visibility of hundreds of brands—so much so that production teams across Canada, in Hollywood, and around the world now consider FTWK their go-to product placement providers.

With each contract, FTWK guarantees a minimum quota of product placements and hands-on support. The company scours scores of scripts daily looking for appropriate moments when product placement can be used organically in scenes and dialogue. When matches are found, connections between advertisers and production companies are established so they can create on-screen relationships that benefit all concerned.

FTWK is in the enviable position of enjoying relationships with key motion picture and television production decision-makers. FTWK's connections provide abundant opportunities for product placement and outreach. Bi-lingual (English and French Canadian) placement is an option, too.



FTWK client Tylenol product placement in HBO Canada Series *Good Dog*