

consumer mailbag

By Terry Gibb
special writer

Q. There have been more brand-name products in movies and TV programs lately. How do they get to use them when in the past they had to cover up the name?

A. What you're seeing on the TV and in the movies is a form of advertising called "product placement"

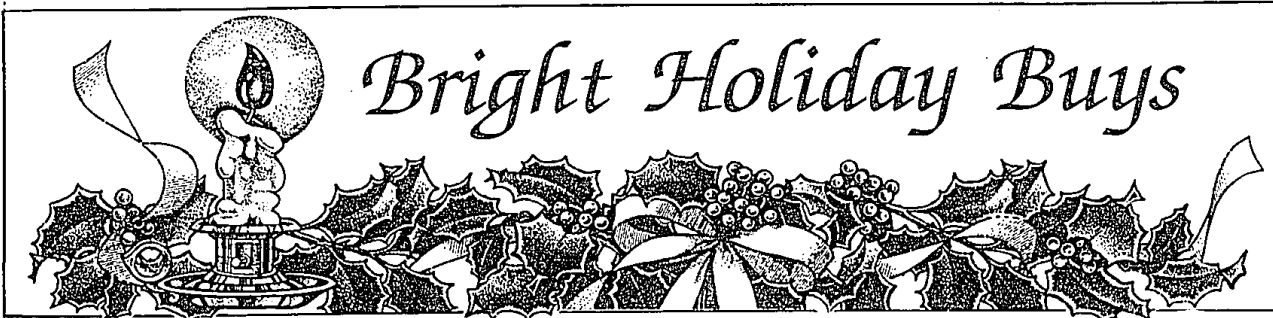
which began in the late '70s. Here's how product placement works. Manufacturers pay a retainer (usually beginning at \$25,000 and up yearly) to a product placement firm which reviews dozens of scripts yearly with the idea of highlighting one of their firm's clients, the manufacturer. Frequently the packaging firm representatives will meet with film producers and writers and rework film scenes to include shots

of their client's product(s). The film company can then borrow "props" from the product packaging firm's extensive inventory. Remember the grocery store scene in "The Big Chill"? Prominently displayed in the top of the grocery basket was a six-pack of Coca Cola. It's not always successful, though. If the product scene ends up cut from the final film, usually the fee is returned. One product packaging

firm describes its services this way: "Because the movie-goer walks into the theater wanting to be entertained, they walk in with an open mind. Participating at their own discretion then, the audience views products associated with the entertainment openly and enthusiastically." Sociologists state that this form of advertising is so powerful because

most people don't think about the fact that it is advertising. Viewer recall is also higher than you might think. In 1982, when a movie audience was questioned upon leaving the theatre, their recall rates ran from 12-87%. Even 12 percent is a high number of people when you're talking about a box office hit. According to the Motion Picture Association of America, in August, 1984, 36 percent of the nation's mo-

viegeers were between 12 and 20. While making up only 18 percent of the population, young people BELIEVE advertising and it can even become a role model for them. In some cases, products used in a film are credited, but usually at the end while the audience is leaving the theater. Suggestions have been made that these credits be shown at the beginning of the film.



Great Lakes Design Supplies
invites you to
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ART SUPPLIES
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Schoolcraft
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SAT. 10-2

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ZENITH CUSTOMSERIES
Color TV

Featuring:
• Chromacolor Contract Picture Tube
• Duratech Chassis
• Super Video Range 68 Channel Tunning
• Auto-Control Color System
• Detachable Telescoping Antenna
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19" diagonal Model F1910B \$197.95

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ZENITH The quality goes in before the name goes on!

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AUTHORIZED SALES & SERVICE

27125 Grand River
(3 Blocks East of Inland)
255-7150

Still time to...
DECK the WALLS...

20% - 50% OFF

- Store Is Color Coordinated
- Thousands of Rolls in Stock
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EXTRA 5% OFF
ALL IN STOCK WALLPAPER
WITH THIS AD
One Coupon Per Customer

FREE OVERNIGHT BOOK LOAN
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Beautiful Selection of Wallpapers & Treatments

NEW JOANNA CUSTOM ROLLER SHADES 25% to 40% OFF

Offer expires December 31, 1989

OPEN 7 DAYS
MON.-FRI. 10-8
SAT. 9-8
SUN. 11-4

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LARGE SELECTION AVAILABLE IN STOCK

Still In Time For Christmas Giving!

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Holiday Hours Mon-Fri 10-8 Sat 10-6 Sun 12-5

Season's Greetings

BIG DESK SALE
Pine • Ash • Oak

Up To
20% OFF

CUSTOM HAND FINISHING AVAILABLE

The YANKEE CARPENTER

1751 S. TELEGRAPH BLOOMFIELD HILLS 338-0441
Between Square Lake and Orchard Lake Roads
New Winter Hours: Mon., Thurs., Fri., 10-5; Tues., Wed., 10-8; Sat. 9-5; Sun. 12-4

Sale
15% OFF
ALL CURTAINS

HOLIDAY HOURS: SUN. 12-4

The Lace Curtain Shop
Largest Selection of Lace Curtains in the Country!

33218 Grand River 1 blk. East of Farmington Rd.
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SKATEBOARDS

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Airwalk 600 Shoes \$39.99 • Complete Boards from \$89.99
Van Skate Shoes \$29.99 • Skate Rags Available

BIKE SALE UP TO 25% OFF

GT, Dyno, Redline, Diamond Back, General

Complete Bikes from \$99.99

BOB'S CYCLE SHOP OPEN 7 DAYS LAY-A-WAY
24470 5 Mile Redford • 532-1135

SOLID OAK TABLES AND CHAIRS
(Specializing in Custom Matching)

HOLIDAY GIFT IDEAS
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- Wreaths
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- Lamps
- Silk Flower Baskets
- And Charming Accessories
- Shelves
- Armchairs, Chests & Humidor
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31104 5 Mile • Livonia • 422-7177 (Merri-Five Plaza)
Mon.-Thurs. 10-6; Fri. 10-7; Sat. 10-5

HOLIDAY SPECIAL
FACTORY DIRECT - NO MIDDLEMAN

VINYL WINDOWS \$199
8 to 12 x 12 or 14 x 14
FREE ESTIMATE

ALL WOOD BAY & BOWS \$999
INSTALL ALL! 10 YEAR WARRANTY

We INSTALL
STEEL DOORS, PATIO DOORS, STORM DOORS
Doors or windows can be installed all winter. **\$330.00**

Call 261-9466 for FREE ESTIMATES
ALL WEATHER WINDOWS
32078 Schoolcraft Livonia, MI 48150

SILK PLANTS & FLOWERS

SILK HANGING PLANTS
Prices Start at \$9.95

TWO NEW LOCATIONS
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471-5688
WESTLAND PLAZA Wayne Rd. & Hunter Westland
729-1670

"Prince of Peace" **POINSETTIA**
7 Large Heads Reg. \$29.95 NOW \$19.95

SILK POINSETTIAS
The Same Poinsettias We Sold Last Year at 1/2 Price!
NOW 1/2 OFF \$22.95 - 19.95 (Several Quantities)

SILK GARDEN

31800 Grand River (1/2 Mile S. of 11 Mile) 422-3717
4150 Van Dyke (at 5th Mile) in the Flowering Hills Center 738-0440

31800 Grand River (1/2 Mile S. of 11 Mile) 422-3717
MT. CLEMENS 228-3990 674-1790

WATERBURY, ON THE FINE FINE PLAZA 228 PORTLAND AVE. (at 9th Mile) 422-3717

Hours: M-Sat. 10 AM-8 PM
OPEN SUNDAY 12-4 PM

Gifts that are fun to give!
(and get)

gift baskets, ornaments, wreaths, dried flower arrangements and trees plus too much more to mention!

Bring in this ad for a **FREE GIFT!**

The Sycamore Tree
2715 Webster Royal Oak
11114 Mile Just East of Webster

Holiday Hours:
M, T, W, Sat 10-6 Th & F 10-8 Sun 12-5 **542-4770**