

## 4185164528 : MAJOR ADVERTISING

KEY WORD: PROCESS / EFFECTIVENESS / PRODUCT PLACEMENT / TV. DRAMA

SERMYOS THAMMARAGSA : PROCESS AND EFFECTIVENESS OF PRODUCT PLACEMENT  
IN TV. DRAMA. THESIS ADVISOR : M.L.VITTRATORN CHIRAPRAVATI, Ph.D., 162 pp.  
ISBN 974-333-902-7.

The objective of this research is to study the format , objectives , process and the effectiveness of product placement in TV. drama. The research is qualitative in nature using depth interview with TV. drama producers , advertisers, and/or advertising people ; and focus group discussion of male and female highschool students.

The research results are :

1.The format of product placement in TV.drama includes : 1) Visual only format which portrays the product used by the actor/actress or used as props , product demonstration , and product pack-shot ; 2) Audio and visual format which not only show the product but also mention about the brand and its benefits.

2.The process of the product placement involves related parties as TV. drama producers, advertisers , and/or advertising agencies. Reasons for using product placement are economic recession , the necessity of having product as props , and product advertising as source of income. Meanwhile an advertiser's objective is to create brand awareness , to enhance brand recall and to build brand image. Product placement process starts from TV. drama producer reviewing script and considering if the product placement is appropriate , then , propose to the advertisers or advertising agencies. If they agree with the proposal , both parties would discuss about terms and conditions. After that, TV. producer would present the scene , which the product can be put on display , to the advertisers or advertising agencies. The last step is that the drama is on air as scheduled.

3.The effectiveness of the product placement : the number of samples who are aware of the product placement and those who are not is not different. Most of them think that product placement is another kind of sponsorship and have positive attitudes towards it. However , the placement should be appropriately managed. Only a few samples feel that they are forced to see the product placement. However, the product placement does not affect the purchasing behavior of most samples.

ภาควิชา.....การประชาสัมพันธ์  
สาขาวิชา.....การโฆษณา  
ปีการศึกษา.....2542

ลายมือชื่อนิสิต.....  
ลายมือชื่ออาจารย์ที่ปรึกษา.....  
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....