

# Product-placement - Silke Meichsner

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Product Placement hat sich mittlerweile als modernes Kommunikationsinstrument im Marketing-Mix fest etabliert. Dennoch konnte sich die literarische Welt bislang nicht auf einen einheitlichen Definitionsansatz einigen. Eine häufig verwendete Beschreibung des Begriffs Product Placement bildet die werbewirksame Integration von Produkten und Dienstleistungen in Kino-, Video-, und Fernsehprogrammen.<sup>1</sup> (Beispiele siehe Anhang I) Einige Autoren weisen in ihren Definitionen des Product Placements noch ausdrücklich darauf hin, dass für den Betrachter des Filmes oder des Fernsehprogramms die Platzierung des Markenartikels deutlich erkennbar sein muss.<sup>2</sup> Ebenso ist für manche Autoren das Prinzip der Gegenleistung beim Product Placement ein charakteristischer Bestandteil.<sup>3</sup> Das Spektrum dieser Gegenleistung erstreckt sich dabei von der kostenlosen Überlassung der Produkte über die freie Gewährung von Dienstleistungen bis hin zur Zahlung von Geldbeträgen. 1 Vgl. Bente, K. (1990), S. 22 ff. 2 Vgl. [marketing-lexikon-online.de/Welcome/Stichworte\\_P/Product-Placement/productplacement.html](http://marketing-lexikon-online.de/Welcome/Stichworte_P/Product-Placement/productplacement.html) vom 23.04.2003. 3 Vgl. Hormuth, S. (1993), S. 67 ff. Author: Meichsner, Silke Publisher: GRIN Verlag Illustration: N Language: GER Title: Product-Placement Pages: 00028 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638389709 Category: Business & Economics : Marketing - General

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