



THE PRODUCT PLACEMENTS ON LATE TURKISH TV SERIALS

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ABSTRACT

In recent years, product placement seems as a new trend for marketing communicators to create brand awareness, brand recall or other purposes as a promotional tool in integrated marketing communication as a vehicle to reach maximum exposure. The advertisers, marketers or marketing communicators use product placement for their branded products on mass media via films, television series and programs. There is not any specific study or research about product placement on Turkish TV serials as content analysis. People in North Cyprus highly prefer to watch Turkish television channels instead of amateur programs and series on local channels. The purpose of the study is to focus on the product placement on recent television series on Turkish channels to investigate the profiles of these product placements on TV scenes. The Content Analysis was used to analyze the top five product placement integration on Turkish TV serials. In this research, the five Turkish TV serials with the most product placement availability on TV were selected and content analysis conducted to profile the product placement on TV serials in one month period. The most product placement focused Turkish TV serials are Çocuklar Duymasın, Öyle bir Geçer Zaman ki, Yalan Dünya, Kuzey Güney and Adını Feriha Koydum. The descriptive statistics were used to profile the product placement situation analysis.

Introduction

In this century, the highly competitive business environments, the companies use advertisements as a vital tool in their marketing communications efforts. The large amount of marketing communication budget expenses go to advertisements. Also, the advertisements are seen inevitable for the brands to support marketing communication efforts. The product placement is a kind of marketing communication tool for supportive communication of the advertisements. Recently, the brand or product placement became popular in Turkey via TV serials, TV programs and films. TV audiences watch Turkish TV serials in their daily lives. The audiences are exposed to the product placements on TV serial scenes.

Literature Review

The notion of product placement covers "intentional and compensated inclusion of a product or a service (product, package, logo, trademark, verbal mentioning or an advertisement of a product) in an entertainment production." (Vollmers in Immonen 1998)

Balasubramanian (1994) explained the product placement "as a hybrid message – a paid message aimed at influencing movie (or television) audiences via the planned and unobtrusive entry of a branded product into a movie." The "hybrid message" was seen as advertising as hidden advertising and publicity of the brands.

Gupta and Gould emphasized that, the new media technologies has changed the way of product placement availability exposure for people. They explained that, its not only movies oriented anymore, its also available on TV, internet and games and other media as well. (Gupta ve Gould, 1997).

Product placement is a type of advertising tool which is recently popular in Turkey and support the marketing communication planning and effectiveness in recent years. Its a kind of power to create affection on consumers' minds with the product placement availability on TV programs specially TV serials. In recent days, the product placement have become very popular especially with the "RTUK law" which has let the brands and TV programs and serials to bring the product placement into our lives.

According to SMG LiquidThread Report (June-December 2011) about product placement integration of the companies, 1349 product placements were applied and the ratios were 31% TV serials 11% women programs and 58% others. Also, Kanal D with %63 was seen as the first top product placement used channel in second half year of 2011 with following channels of 12% Show TV and 10% ATV and the rest belonged to others. Also, visual product placement were highly used by the channels with 43%, 17% hands-on and 3% verbal product placement was available, the rest percentages were product promotions and senario integrations. (<http://smgconnected.com/en-cok-urun-yerlestirme-yapilan-dizi-kuzey-guney-infografik>)

According to the statistics, the mostly product placement applications were used by the below Turkish TV serials.

- 1 - Çocuklar Duymasın
- 2 - Öyle Bir Geçer Zaman Ki
- 3 - Kuzey Güney
- 4 - Adını Feriha Koydum
- 5 - Yalan Dünya

(<http://ref5.net/tv-dunyasi-forum222/urun-yerlestirerek-gizli-reklam-yapan-ilk-5-dizi-belli-oldu-konu66059/#ixzz1rlcRgah>)

(<http://www.gazeteciler.com/oyle-bir-reklam-alinir-ki-0-47572p.html>)

Research Methodology

The top 5 TV serials that have highly used the product placement in their serials were selected. The content analysis was used to analyze the type and the frequency of the brands which focused on the product placement. The duration of the analysis was one month (22 February 2012- 22 March 2012) and the researchers watched each serial for 4 weeks. The SPSS program was used to analyze and categorize the analysis to reach the descriptive profiles for product placement. The number of the goods and services were counted for each serial time on TV for each serial at each week for one month. Each product placement counted as frequency however tabulated with one time entry for each serial in a week.

The Analysis and categorization of product placements based on visual placement, verbal placement and hands-on placement.



Analysis and Findings

Channel

	Frequency	Percent	Valid Percent	Cumulative Percent
Kanal D	56	42,1	42,1	42,1
ATV	53	39,8	39,8	82,0
Show TV	24	18,0	18,0	100,0
Total	133	100,0	100,0	

The 5 top product placement oriented serials' channels were Kanal D, ATV and Show TV. Three of the serials as Öyle bir Geçer Zaman ki, Yalan Dünya and Kuzey Güney showed on Kanal D. On the other hand, Çocuklar Duymasın showed on ATV and Adını Feriha Koydum on Show TV. According to descriptive analysis, 42% of product placements appeared on Kanal D within three serials, 40% of product placements appeared on ATV with only one serial (within social life contents) and 18% of them appeared on Show TV within one serial.

TV Serials

	Frequency	Percent	Valid Percent	Cumulative Percent
Cocuklar Duymasın	53	39,8	39,8	39,8
Oyle Bir Gecer Zaman Ki	6	4,5	4,5	44,4
Kuzey Guney	25	18,8	18,8	63,2
Adini Feriha Koydum	24	18,0	18,0	81,2
Yalan Dunya	25	18,8	18,8	100,0
Total	133	100,0	100,0	

Three of the serials as Kuzey Güney with 19%, Adını Feriha Koydum with 18% and Yalan Dünya with 19% had nearly similar ratios for the product placements. However, Çocuklar Duymasın was 39% with product placements within highly social life contents. The social life contents covers painting courses, the importance of education as state schools and private schools, paying the taxes, mentioning writers and books with the product placement integrated with the social life contents.

According to the brands for each product placement, the social life content was seen with 20% and Hyundai was seen with 7%, 4% Renault, 3% of Mercedes, Social Media, Saray Halı, Deniz Bank and KFC within 133 product placement practices.

Product Placement Type

	Frequency	Percent	Valid Percent	Cumulative Percent
Visual Placement	73	54,9	54,9	54,9
Verbal Placement	36	27,1	27,1	82,0
Hands-on Placement	24	18,0	18,0	100,0
Total	133	100,0	100,0	

According to the type of product placement, 55% of the product placements were visual placement, 27% of them were verbal placement and 18% of them were hands-on placement.

Channel * Product Placement Type Crosstabulation

		Product Placement Type			Total	
		Visual Placement	Verbal Placement	Hands-on Placement		
Channel	Kanal D	Count	46	1	9	56
		% within Channel	82,1%	1,8%	16,1%	100,0%
	ATV	Count	12	33	8	53
		% within Channel	22,6%	62,3%	15,1%	100,0%
	Show TV	Count	15	2	7	24
		% within Channel	62,5%	8,3%	29,2%	100,0%
Total		Count	73	36	24	133
		% within Channel	54,9%	27,1%	18,0%	100,0%



According to the type of product placement and the channel ratios; 82% of product placements on Kanal D were visual placement, 16% of them were hands-on placement and only 2% of them were verbal placement. 23% of product placements on ATV were visual placement, 63% of them were verbal placement and 15% of them were hands-on placement. 63% of product placements on Show TV were visual placement, 29% of them were hands-on placement and 8% of them were verbal placement. Visual placements were highly used in Kanal D serials and Verbal placements were highly used in ATV serials.

TV Serials * Product Placement Type Crosstabulation

			Product Placement Type			Total
			Visual P.	Verbal P.	Hands-on P.	
TV Serials	Çocuklar Duymasın	Count	12	33	8	53
		% within TV Serials	22,6%	62,3%	15,1%	100,0%
		%within Product P	16,4%	91,7%	33,3%	39,8%
		% of Total	9,0%	24,8%	6,0%	39,8%
	Öyle Bir Geçer Zaman Ki	Count	6			6
		% within TV Serials	100,0%			100,0%
		%within Product P	8,2%			4,5%
		% of Total	4,5%			4,5%
	Kuzey Güney	Count	16	1	8	25
		% within TV Serials	64,0%	4,0%	32,0%	100,0%
		%within Product P	21,9%	2,8%	33,3%	18,8%
		% of Total	12,0%	,8%	6,0%	18,8%
Adını Feriha Koydum	Count	15	2	7	24	
	% within TV Serials	62,5%	8,3%	29,2%	100,0%	
	%within Product P	20,5%	5,6%	29,2%	18,0%	
	% of Total	11,3%	1,5%	5,3%	18,0%	
Yalan Dünya	Count	24		1	25	
	% within TV Serials	96,0%		4,0%	100,0%	
	%within Product P	32,9%		4,2%	18,8%	
	% of Total	18,0%		,8%	18,8%	
Total	Count	73	36	24	133	
	% within TV Serials	54,9%	27,1%	18,0%	100,0%	
	%within Product P	100,0%	100,0%	100,0%	100,0%	
	% of Total	54,9%	27,1%	18,0%	100,0%	

According to the type of product placement and the TV serial ratios; 23% of product placements on Çocuklar Duymasın were visual placement, 62% of the product placements were verbal placement covering with social life content, 15% of them were hands-on placement. 100% of product placements on Öyle Bir Geçer Zaman Ki were visual placement. 64% of the product placements on Kuzey Güney serial were visual placement, 32% of them were hands-on placement and only 4% of them were verbal placement.

63% of product placements on Adını Feriha Koydum were visual placement, 29% of them were hands-on placement and only 8% of the product placements were verbal placement. Lastly, 96% of product placements were visual placement on Yalan Dünya Serial and only 4% of them hands-on placement. Also, there was no any verbal placement on Yalan Dünya serial.

Also, the highest ratio of visual placement on TV serials belong to Yalan Dünya with 33% and the highest ratio of verbal placement belong to Çocuklar Duymasın with 91% among five TV serials.



product category * Product Placement Type Crosstabulation

			Product Placement Type			Total
			Visual P.	Verbal P.	Hands-on P.	
product category	Automobile	Count	17		15	32
		% within product cat.	53,1%		46,9%	100,0%
		% within Product P.T.	23,3%		62,5%	24,1%
Textile	Textile	Count	2	1	6	9
		% within product cat.	22,2%	11,1%	66,7%	100,0%
		% within Product P.T.	2,7%	2,8%	25,0%	6,8%
FMCG	FMCG	Count	18	1	2	21
		% within product cat.	85,7%	4,8%	9,5%	100,0%
		% within Product P.T.	24,7%	2,8%	8,3%	15,8%
Communication	Communication	Count	5	2		7
		% within product cat.	71,4%	28,6%		100,0%
		% within Product P.T.	6,8%	5,6%		5,3%
Social Content	Social Content	Count	6	29	1	36
		% within product cat.	16,7%	80,6%	2,8%	100,0%
		% within Product P.T.	8,2%	80,6%	4,2%	27,1%
social media	social media	Count	1	3		4
		% within product cat.	25,0%	75,0%		100,0%
		% within Product P.T.	1,4%	8,3%		3,0%
other	other	Count	14			14
		% within product cat.	100,0%			100,0%
		% within Product P.T.	19,2%			10,5%
home kitchen furn tech	home kitchen furn tech	Count	10			10
		% within product cat.	100,0%			100,0%
		% within Product P.T.	13,7%			7,5%
Total	Total	Count	73	36	24	133
		% within product cat.	54,9%	27,1%	18,0%	100,0%
		% within Product P.T.	100,0%	100,0%	100,0%	100,0%

According to the comparison of product category and product placement types, 25% of FMCS (fast moving consumer goods) had the highest visual placement, respectively 23% Automobile category, 14% home oriented furniture and technology and 19% others as banking industry, education, fast food restaurants etc.



product category * TV Serials Crosstabulation

			TV Serials					Total
			Cocuklar Duymasın	Oyle Bir Gecer Zaman Ki	Kuzey Guney	Adini Feriha Koydum	Yalan Dunya	
product category	Automobile	Count			21	11		32
		% prod.cat.			65,6%	34,4%		100,0%
		% TV Serials			84,0%	45,8%		24,1%
Textile		Count	7	2				9
		% prod.cat.	77,8%	22,2%				100,0%
		% TV Serials	13,2%	33,3%				6,8%
FMCG		Count	9		3	5	4	21
		% prod.cat.	42,9%		14,3%	23,8%	19,0%	100,0%
		% TV Serials	17,0%		12,0%	20,8%	16,0%	15,8%
Communication		Count	2			2	3	7
		% prod.cat.	28,6%			28,6%	42,9%	100,0%
		% TV Serials	3,8%			8,3%	12,0%	5,3%
Social Content		Count	32	1	1	1	1	36
		% prod.cat.	88,9%	2,8%	2,8%	2,8%	2,8%	100,0%
		% TV Serials	60,4%	16,7%	4,0%	4,2%	4,0%	27,1%
social media		Count	3				1	4
		% prod.cat.	75,0%				25,0%	100,0%
		% TV Serials	5,7%				4,0%	3,0%
other		Count		1		4	9	14
		% prod.cat.		7,1%		28,6%	64,3%	100,0%
		% TV Serials		16,7%		16,7%	36,0%	10,5%
home kitchen furn tech		Count		2		1	7	10
		% prod.cat.		20,0%		10,0%	70,0%	100,0%
		% TV Serials		33,3%		4,2%	28,0%	7,5%
Total		Count	53	6	25	24	25	133
		% prod.cat.	39,8%	4,5%	18,8%	18,0%	18,8%	100,0%
		% TV Serials	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Automobile product placements took place as 66% in Kuzey Güney and 34% in Adını Feriha Koydum serials. 78% of Textile product placement took place on Çocuklar Duymasın serial. 42% of FMCG product placements took place in Çocuklar Duymasın serial. 89% of Social Content and 75% of Social Media took place on Çocuklar Duymasın serial. Furthermore, the frequency of product categories, 39% of the product placements were repeated only one time. 11% of them were repeated two times and 15% of them were repeated three times.

Conclusion:

Turkish audiences highly prefer to watch Turkish serials and this study shed a light on the product placement practices on highly watched Turkish TV serials with the product placement practices.

This study profiled and identified the types of product placement practices on the top five product placements used in Turkish TV serials. This study focused on previous month (22 February 2012- 22 March 12) product placement practices on five Turkish TV serials. The Analysis and categorization of product placements were based on visual placement, verbal placement and hands-on placement. ATV with Çocuklar Duymasın serial showed the importance of social life content to the audiences with verbal placement. On the other hand, Kuzey Güney serial of Kanal D mostly focused on automobile product placements with visual and hands-on placements. FMCG product placement were available on each serial except Öyle Bir Geçer Zaman Ki serial of Kanal D. Home furniture, technology, fast food and banking industry oriented product placements were available on Yalan Dünya Serial of ATV with repetitions on each week.



As a conclusion, the companies are becoming increasingly aware of the hidden advertising practices as a product placement within marketing communication practices. Within this context, the companies create brand awareness, brand recall and try to increase their sales among their rivals within the competitive environment.

The use of product placement within the harmonization of marketing communication tools, the companies effectively and successfully have the chances to reach the ultimate goals.

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