

EMPLAZAMIENTOS DE MARCAS EN EL CINE Y SU EFECTIVIDAD EN EL COMPORTAMIENTO DE LA AUDIENCIA

**LOCATIONS OF BRANDS IN THE CINEMA AND ITS
EFFECTIVENESS IN THE BEHAVIOR OF THE
AUDIENCE**

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RESUMEN

La pérdida de eficacia de la publicidad convencional ha inducido a las empresas a orientar sus estrategias comunicativas hacia otros campos. El emplazamiento de producto (Product Placement) en el contenido de un medio de comunicación audiovisual, forma parte de los nuevos medios de comunicación comercial que buscan la eficacia comercial empleando técnicas fuera de los formatos convencionales.

El presente estudio, consistió en la realización de un experimento donde se mide el comportamiento de la audiencia que estuvo expuesta a dos emplazamientos, el de una bebida gaseosa y a la de un producto de papas fritas dentro de una película, en comparación de otros espectadores que no estuvieron expuestos a ningún tipo de emplazamiento.

El objetivo de la investigación fue evaluar el impacto del emplazamiento de marcas en películas como estímulo en el comportamiento del consumidor. Los resultados de la investigación demuestran que las marcas de los productos emplazados logran persuadir a un número significativo de los consumidores que estuvieron expuestos al experimento. Estos resultados se espera que puedan ayudar a los empresarios y directivos de empresas, a asignar sus recursos de publicidad en un medio de mayor efectividad en el comportamiento del consumidor como es el product placement.

ABSTRACT

The loss of effectiveness of conventional advertising has led companies to orient their communication strategies to other fields. Product Placement in the content of an audiovisual media is part of the new commercial media that seeks commercial efficiency using techniques outside the conventional formats.

The present study consisted of an experiment in which the behavior of the audience exposed to two product placements, one of a soft drink and one of a potato chips product inside a film, was measured, these compared to other spectators who were not exposed to any type of product placement.

The objective of the investigation was to evaluate the impact of brand placement in films as a stimulus in consumer behavior. The results of the investigation show that the brands of the products in question manage to persuade a significant number of consumers who were exposed to the experiment. These results are expected to help entrepreneurs and business executives to allocate their advertising resources to a more effective means of consumer behavior such as product placement.

PALABRAS CLAVE

Emplazamiento de productos; publicidad no convencional; comunicación audiovisual; efectividad de publicidad; transporte narrativo

KEY WORDS

Location of products; Non-conventional advertising; Audiovisual communication; Advertising effectiveness; Narrative transport

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