

New Approaching Method of Trend Promotion

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Abstract. One of the most important factors of successive design is a Trend. And the power of mass media culture with Internet is growing than ever before. Many companies are faced with finding innovative promotion technique. I believe that trend can be a good solution about this rapid change. Trend Placement(TPL) is an indirect method but has enormous potential to attract business power. To persuade smart consumers in modern society effectively, all things involved new items should be exposed systematically based on their lifestyle. And the system will be operated by trends. It is certain that TPL(Trend Placement) is enough to be a productive business model in more cultural way. Therefore, the possibility of TPL to settle down as a futuristic marketing tool in design management and various case studies of TPL would be introduced in this paper.

Keywords: Trends, Marketing, Design Management, Indirect Advertisement, PPL, Brand Placement

1 Introduction

The modern creative economy scheme a new and multilateral business. The creative industries¹ have been growing at twice the rate of the rest of the economy in recent years. The creative industries includes advertising, architecture, arts, antiques markets, computer and video games, crafts, design, designer fashion, film and video, music, performing arts, publishing, software, television and radio. Among those, this study focuses on the television, film and video, especially, indirect advertisements is the main research object. Because, I believe that the growth of mass media culture would be a main business of creative economy in the near future. Recognition of

¹ The creative industries are those industries that are based on individual creativity, skill and talent. They are also those that have the potential to create wealth and jobs through developing intellectual property. Available at <<http://www.culture.gov.uk/>> [Accessed 2 May 2009]

indirect advertisement influences not only brand image but also social changes.

Indirect advertisements in television drama, film and video have been through PPL(Product Placement) so far, which is shifting to more inclusive BPL(Brand Placement) as the power of brand is growing.. Companies have made efforts to raise its brand and product images by using PPL, BPL. Cultural industry has to feel keenly necessity of the active and positive marketing. There are possibilities to apply it. And I would like to explore the possibility of a new methods for mass media culture and suggest a new concept of practical method.

2 Theoretical Background

2.1 PPL(Product Placement)

PPL, stands for Product placement, is widely using as an indirect advertisements. This is a representative method of embedded marketing, where branded goods or services are placed in a context, such as movies, television shows.

The most common method in embedded marketing is PPL. Therefore, we could easily find many examples on PPL in Korea as well. As the mass media industry has expanded, PPL is developing in terms of scale, structure and system.

The hierarchy of indirect advertisement is as follows.

- Indirect advertisement is comprised of main sponsor, sub sponsor and others. And main sponsors are divided into direct exposure and Indirect exposure.
- Direct exposure
 - A case of that a part or whole logos or emblem is exposed to a screen/monitor
 - A case of that a part or whole of brand name is used in scenario script of a drama or film
- Indirect exposure

- A case of that related product is exposed to a screen/monitor not a specific logos or emblem
- Sub sponsors
 - A case that logos or emblem related to main sponsors is exposed to the screen/monitor or being used as a part of script
- Others
 - Despite main sponsor or sub sponsor, specific logos or emblem is exposed to the screen/monitor or being used as a part of script

PPL is classified on-set placement and creative placement² On-set placement is to exposure constantly for specific product by one of main actors. On the other hand, creative placement is to exposure for brand in only one shot. And it can be more subdivided such as visual only, audio only and combined audio-visual. In addition, according to Solomon(1996) and Vollmer(1994), On-set placement means positioning of products for film set under the more inartificial environment. This is that specific brand can be integrated into the scene as if it is real world. On the other side, creative placement is more tactful. For example, billboard with brand logo on the street is happened coincidently in film or drama. As an example, The CROWN, a confectionery company, sponsored for MBC drama 'Gook hee' in 1999. As this drama made a great coup, they purchased copyright, and then released new product related to the drama. This allows the work to be real.

2. 2 BPL(Brand Placement)

However, some argue that PPL causes aversion from people due to excessive exposure, which can damage people's immersion in story. This delicate consumer's psychology and the current tendency that powerful brands influent to purchase made PPL evolve into BPL. BPL is more conceptual, however, it has great power to elevate not only sales but also brand image, which is more effective rather than PPL in the long term view.

Brand derived from the old Norse word "brandr" which means "to burn". And it is considered as a

² Babin, L.A, & Carder S T, (1996) Viewers : recognition of brands placed within a film International Journal of Advertising, 15(2) , pp10~151

"name, term, sign, symbol, or design, or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of the competition"³

BPL means an advanced PPL which came from occasional product placement to the more constant for a given period of time. It has an advantage of that people do not feel it is an advertisement, because it does not take immediate appearance. In economic view, BPL can generate higher value-added in the world. So it has accepted as an effective communication tool at many global companies. Actually, BPL is one of the most preferred marketing methods in the modern society.

There is a good example. <Cast Away>, a movie released in 2000, made the most of BPL by advertising the brand FEDEX, an international express transportation company.

Recently, the actual export record of Korean film shows a substantial amount of growth. US\$ 480,000 in 1997 increased to US\$ 25,000,000 in 2003, which is over 50times increase for 10 years. This is same as the value added we can get when we produce 2,789 cars.

The most critical thing at this stage is that BPL has enormous power to attract ripple effect from cultural contents. BPL is not just appearance on a media, it creates synergy like a one-source multi-use. BPL make people recognize the brand unconsciously, this leads association of ideas related to the brand in a positive way

3 A Proposal of New Marketing Strategy : TPL (Trend Placement)

The paradigm which moved from PPL to BPL is moving again to where is more metaphorical stage. Trend which stimulates to purchase from consumers became the most important factor. I would like to launch a new concept of marketing on design management, named a TPL(Trend Placement). New paradigm of broadcast in the modern society face with sudden changes. Social changes in media environment such as appearance of IPTV and offering a enhanced broadband bring about more delicate demands for trends. A booming new media such as handy terminal supply service for DMB and sudden expansion of cable TV and so on shows that the market of indirect advertisements is growing.

³ American Marketing Association

Indirect advertisements are prohibited in Korea. However, it is considered as a part of advertisement in the USA and Europe. Moreover, indirect advertisements is rising as a new method of marketing. According to the revisions of media law which is proposed by Grand National Party in December, 2008, indirect advertising and virtual advertising are added to the clause of a type of advertisement. This means that indirect advertising would be invigorate broadcast. It is expected that the possibilities of TPL which is futuristic will be increased more and more. The meaning and scope of trend should be defined at this stage.

3.1 The meaning of trend

The meaning of trend could be understood differently by focus.

Table 1. Definition of trend

Category		Meaning
Trend as an Object		New emerging phenomenon or style. This means that preference of many people to specific object is getting higher.
Trend as a Process	Regarding living style and consumption culture	The power to make an image of the future -all changes that natural, technological change of environment, the change of social structure and relationship, the change of needs structure and living style for 3~10years -changing phenomenon which has time and qualitative direction to go forward in the society -concept including qualitative change in technology, economic, society, politics and culture for a long time

Category		Meaning
Regarding Socio-cultural and cultural change		-The power to make an image of the future -all changes that natural, technological change of environment, the change of social structure and relationship, the change of needs structure and living style for 3~10years -changing phenomenon which has time and qualitative direction to go forward in the society -concept including qualitative change in technology, economic, society, politics and culture for a long time

Matthias Horx, trend expert, explained the structure of trend according to a length of forecast period and category of research object. In general, it is unable to forecast trends. However, planned fad could be predicted. In other words, fad for one year could be created by mass media.

Table 2. Pattern of trend

concept	period	meaning
Micro Trend	Under 6 months	For Short time, from few people and occasionally appearance
Fad	6months -1 year	Concentrated preference or sympathize with Specific object from many people
Trend	Minimum 3 years, generally 5-10years	Collective preference for specific living style and sympathizing phenomenon to consumption
Mega Trend	Minimum 10 years, generally 20-30years	Value chain of the mordeners, complex structure for preference and taste and social changes

concept	period	meaning
Meta Trend	Over 50 years	Trend of trend which shows changing tendency between various trends and relationship

3.2 The moderner’s lifestyle

Lifestyle is a unique living style which is common to members in the society. And there is more definition that the consumption pattern reflected personal living style. The concept of lifestyle was started from Max Weber, sociologist. And according to his opinion, all the societies have different classes and each level has clearly different living style and world view.

Trend is the key factor to form the social interests and activities, driving force to lead new lifestyle, and the result from lifestyle. Now, the desire for trend is spreading more and more. To supply people’s demands for trend, it should stimulate their emotion. The most effective way to touch people’s emotion is a storytelling. TV Drama and film is completed by storytelling. So, it may be easy to catch consumer’s mind if trends are melted in the scenario.

Table 3. Definition of Lifestyle

Author	Definition
Lazer(1963)	As a general and extensive meaning, a form of life, reflected whole society or partly social aspect.
Reynolds & Darden (1972)	Human’s structure system which is changing to develop one’s personality by oneself
Wind & Green (1974)	extensive living process by using time and money
Berkman and Gilson (1978)	Patterns of behaviors determined by consumption
Assel (1983)	A shape of life determined by a few questions that how use given time, what is the important in the given situation and how understand oneself.

Author	Definition
Mitchell (1983)	VALS Program
Seo-il, Che(1992)	peculiar living style of members in the society

4 The Potential of TPL(Trend Placement)

TPL covers more wide and comprehensive scope not just product or brand but general life style, a type of consumer-oriented PR techniques. Recently, many TV dramas deal with adulterous relationship, which has engendered a lot of controversy from audience. Provocative subjects have been scolding for a long time. Discovery of new matter for scenario writers is similar to development of innovative concept for designers. Changing lifestyle of the moderners should be reflected, which will attract synergy between creative subject and the growth of creative economy.

I believe that TPL can make people participate cultural phenomenon. More sophisticated strategy of TPL is needed. It is a new marketing technique which is focused on revitalization of cultural industry by making up the weak point of PPL and BPL.

Some argue that PPL cause viewers to make an over-consumption or impulse buying. And companies excessively compete with each other, which makes money for indirect advertisement rise up. However, people are not pushed into the PPL directly. When it comes to trend elements including new place or new leisure sports, they were affected effectively. PPL, more direct method, is not desirable for viewers who have to judge for purchasing, TPL, however, is more futuristic and advisable.

What do you think of PPL products which appeared on TV, film and Online games?

15, June 2009 - 28, June 2009
Total number of poll : 1,019

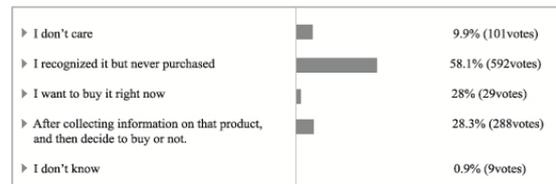


Fig.1. The result of poll about influence on purchasing of PPL

TPL function not only as a formal purpose of sales or brand image, but also as a provider of information for leisure, occupation and other latest

happening. It is connected to enormously higher value added. Because territory of TPL is very broad, which produces a lot of derivative.

In addition to, there is a 'hallyu' in the center of popular culture industry. The 'hallyu' is very influential to global cultural market, especially in china. TV dramas in Korea have been distributing to all countries apart from the USA and west Europe and have approximately 800,000 viewers. It is obviously brilliant cultural product. This superior cultural product encouraged with trends. It is time to prepare precautions as a powerful state of culture.

Henrik Vejlgaard⁴, trend expert who came from Denmark defined that trendsetter is the person or group who contribute to spread new trend and they are on the most important position. And he explained each position of trend creation and acceptance by using diamond model. TPL can play a role as a trendsetter and be a vehicle for the birth of new trends

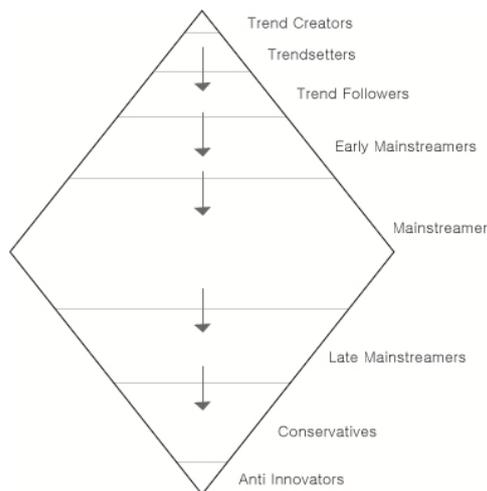


Fig.2. The diamond model of trend

4.1 The application of TPL through case studies

A new job could be introduced through a character and a kind of new pattern of travel or wedding can be expressed by an episode in TV drama or screen as a TPL. For a good example, I would like to say <My name is KIM SAM SOON>, Korea drama, was on air in 2005. A professional work began to deal with as a

story factor in TV drama such as <Model> in 1997 and <General Hospital> in 1994. However, this was relatively passive approach nowadays. Occupation is not just main actor's job but new information and provision of indirect experience. Barista in <The 1st Coffee Prince>, a patissier in <My name is KIM SAM SOON> has opened a new world of work for young generation. This sympathize with the tendency of expert boom. Although <Boys Over Flowers> was reproved due to excessive unrealistic story, New Caledonia where main actors traveled, island located in the region of Melanesia in the southwest Pacific, has made a deep impression on viewer's mind. And according to reliable newspaper, the amount of visitors in Macau where main actors travel as well has remarkably increased. The sites in TV drama are standing out as an essential element for storytelling with episode. The exhibition 'Chagall - Magician of color' which held in Seoul Museum of Art used as an episode for drama <Full House> in 2004. Main actress talked about 'The rooster' and this scene impacted on people's visiting. Passive attitude by using only as a job In the past has changed to very leading role in the scenario, which is main cause for popularity of medical drama <White Power> and forensic science drama <CSI>. By placing trends in the TV drama or film, scenario writers could be offered various stories, which results in abundant contents. TPL could contribute to promote cultural infrastructure in Korea as a source provider, which is the biggest benefit.

The context effect from film or TV drama can be connected to make various promotion activities and events, which means that TPL could be integrated marketing communication tool. The reason why TPL can make great power is viewers' subconscious that they want to identify main actors with them. To do so, creators should correctly catch changing social phenomenon and participate in productive trend promotion. TPL has to play a role to spread and circulate new professions and information on that, expert knowledge and promote cultural product and leisure industry

5 Conclusions

Laszlo Moholy-Nagy predicted that the illiterate of the future will be ignorant of not letters but the image.⁵

⁴ Henrik Vejlgaard, is a pioneer in trend sociology, the study of the trend process. He has lectured on lifestyle and trend sociology at the University of Copenhagen and the University of Aarhus School of Business, both in Denmark. He has written three books in Danish on consumer behavior, trends, and design strategies.

⁵ Kim Minsoo (2007), Philo Design, Greenbee, p83

would like to say that it would be replaced the 'image' by 'trends'. There is too much information. Those who do not deal with overflowing information cannot avoid being an illiterate. The quantity of information is not an issue any more but the way to weave it, which conclusively affect potential consumers and make them enjoyable better life.

It is obviously that TPL can attract enormous business power. It is urgent for construction of cultural infrastructure. Not sporadic PR of cultural event, but writers should watch closely people's lifestyle to reflect realistic scenario In the long term view. They should ask for agreement and sympathy from people by observation of people's lifestyle through prism of trend.

People are going smarter and more sophisticated. Moreover, social changes in media environment such as appearance of IPTV and offering an enhanced broadband bring about more delicate demands for trend. To persuade customer in the modern society effectively, all things involved new items should be exposed systematically. And the system will be operated under the design management. Trends can be easily permeated trend setters and early adaptor who eager to understand it and enjoy benefit from them. However, practical consumers (Mainstreamer or late mainstreamer) who form the majority of market prefer progressive changes rather than sudden changes. Therefore, stoppage between technology and the market happened and market needs time to control the mechanism for a long time. In other words, all kinds of trend should be melted in familiar story in our daily life.

It is needed that following research for relationship with design management and the structure of public opinion forming through TPL. This is a sort of way to share new information that started from recognition of trend in design management. It is certain that TPL is enough to be a productive business model in more cultural way. Therefore, the possibility

of TPL to settle down as a futuristic marketing tool in design management seems to be valuable.

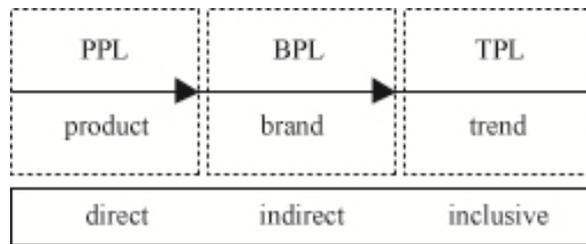


Fig.3. The flow of the TPL

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