



product placement

Product Placement

The sight of a celebrity handling your product is a powerful thing.

Product placement transfers the meaning of the celebrity into the product they are handling.

Product placement delivers your brand messages in ways that can not be achieved through traditional advertising.

Unlike most advertising, a product appearing within the framework of a TV program or film is received with a sense of 'event' that brings sharp focus to your placement.

In terms of market reach, today's movies have the potential to reach over 100 million people during the first three years, (Source: A.C. Nielsen), with ongoing impact through video releases.

Beach Hut Media

We specialise in placements for the Australian, Canadian, US and UK markets, plus proactively search for other product placement opportunities worldwide.

With connections to all the major studios and every major network, we offer you plenty of placement opportunities including on-screen appearances, equipment, company brochures, company branded hats, T-shirts, posters, banners, calendars, pens, coasters etc.

There are numerous opportunities for set decoration and set dressing to feature your product, not only as a simple placement, but with the possibility of some highly visible involvement in the storyline.



Casting

We analyse scripts and identify placement opportunities that match your business and marketing objectives, forwarding a synopsis and a recommendation.

Release

Once the casting is approved by you and desired by the production house, Beach Hut Media manages the signing of the Release for the placement.

Inventory

We arrange to traffic the product to the set. We can also keep a supply of product on hand in our warehouse, for the purpose of display, and/or to facilitate quick delivery to production.

Brand Management

From pre-production to the completion of filming, Beach Hut Media works toward your product receiving maximum exposure by celebrities with highly visible placements.

Notification

You will receive an image of your product each time it has made its way to the small or silver screens.

Promotions

We can also leverage implied celebrity endorsements with in-packs, on-packs, premiere tie-ins, competitions and giveaways.



MULTIMEDIA BUSINESS SOLUTIONS

MULTIMEDIA SERVICES

- Broadband network platforms
- Plasma screen display systems
- DVD and CD authoring
- Laptop sales toolkits
- Touchscreen kiosks
- SMS technologies

AUDIO VISUAL SERVICES

- Scriptwriting and storyboarding
- Filming in studio and on location
- Broadcast video edit suites
- Animation and effects
- Music libraries

EVENTS SERVICES

- Themed environments
- Technical staging
- Speaker support
- Marketing collateral

PRINT COLLATERAL

- Corporate ID development
- Large format digital prints
- Printing and finishing
- Corporate merchandise



MULTIMEDIA BUSINESS SOLUTIONS

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