



# PLACEMENT

**BRAND**

**Audiovisual and cinematographic production**

# THE BRAND PLACEMENT



## A BRAND IN THE SPOTLIGHT

A brand present in a cinematographic content takes advantage of subtle and long-lasting visibility. Why ? Because such a practice allows the product to be recommended in a fairly obvious way, while at the same time it creates a form of influence among viewers.

## THE PRODUCT PLACEMENT, WHAT'S IT ?

Product placement is a form of advertising that consisting in mentioning a brand more or less explicitly in a fiction or documentary production, highlighting its commercial potential. It is a good alternative for companies that want to show the advantages and benefits of their products without forcing the audience's hand. By seeing the product on screen, the viewer discovers or rediscovers it, thus contributing to the reinforcement of its notoriety.

# STAND OUT BY BREAKING THROUGH THE SCREEN



L'AGENCE DE PUB

Aston Martin, Omega, Sony Vaio brands placed in James Bond films, the secret agent is the king of product placement.

\*Read also [The Guardian](#)

# YOUR PRODUCTS IN CONTEXT



Jean Paul  
**GAULTIER**

FONDÉ  EN 1743  
**MOËT & CHANDON**  
CHAMPAGNE  
★



L'AGENCE DE PUB

The brands Jean-Paul Gaultier, Moët & Chandon placed in the French adaptation of "Absolutely fabulous".

# WANT TO PLACE YOUR BRAND IN A PRODUCTION?



# BRAND & PRODUCTION

## A DIRECTED LOVE STORY

### Want to integrate your brand into a unique project?

Our department **AGENCE.PLACEMENT.PROD** offers to make your brand visible in an audiovisual and cinematographic project, fiction or documentary, in the most subtle and long-term way possible. Our placement offer will be tailored to your brand and product, from a simple symbolic presence as a patron to the main sponsor of the film.

### Need brand advertiser placement in your film production?

Our department **AGENCE.PLACEMENT.PROD**, offers you to search and introduce your audiovisual and cinematographic project, fiction or documentary, to brands - products likely to be interested in your production.

## Contact us

## Action !

# CONTACT

# AGENCE.PLACEMENT.PROD



PASCAL WOUTERS  
 Co-Production, Co-Dir. créative  
 Brand & Média Stratégiste  
 E: [pascal@lagencedepub.be](mailto:pascal@lagencedepub.be)  
 Phone: +32 476 27 21 07



STEEV CRESPIN  
 Co-Production, Co-Dir. créative  
 E: [steev@colorworld.network](mailto:steev@colorworld.network)  
 Phone: +352 661 656590



INVITE SOMEONE

