

Name: _____

Product Placement Assignment

For the 10 products listed below think of a TV Show or Movie that uses them in product placement, a practice in which manufacturers of goods or providers of a service gain exposure for their products by paying for them to be featured in movies and television programs. Explain why that product would fit that TV Show / Movie.

Coca Cola TV Show/Movie: _____

Why: _____

2017 Ford Bronco TV Show/Movie: _____

Why: _____

AT&T Phone Co. TV Show/Movie: _____

Why: _____

Subway TV Show/Movie: _____

Why: _____

Apple Mac Book TV Show/Movie: _____

Why: _____

Name: _____

Monster Energy Drink TV Show/Movie: _____

Why: _____

Under Armour Dri Fit Clothing TV Show/Movie: _____

Why: _____

Rolex Watch TV Show/Movie: _____

Why: _____

Travelocity TV Show/Movie: _____

Why: _____

Covergirl TV Show/Movie: _____

Why: _____