***Product Placement Project***

Your advertising company has been hired to help a television network find ways to use product placement in television shows. It is especially interested in targeting young people, ages 16 – 25.

Complete the following activities:

1. Choose a television network and a television show for which to produce a product placement plan.
2. Select 5 products that could easily be placed in the show.
3. Give examples of how each product could be placed in the show and describe which characters would be involved in their use.
4. Use all the information to create a PowerPoint presentation to be given to the television network.

PowerPoint presentation needs to include:

1. 6 slide minimum
2. Title Slide
   1. TV Show
   2. Picture
   3. Main Characters
   4. What season the show is currently in.
   5. What day and time the show airs.
3. 5 Products
   1. Picture of the product
   2. Example of how it will be placed.
   3. What characters will be involved.

Be creative and have fun with this project!

Total Points: 40