Product Placement Webquest Name:

Using the following sites and your own investigation on the internet, answer the questions.

1. <https://money.howstuffworks.com/product-placement.htm>
2. <https://www.youtube.com/watch?v=MoXB25uCpMA>
3. <https://www.thebalancecareers.com/the-delicate-art-of-product-placement-advertising-38454>
4. <https://www.vivelapub.fr/en/a-history-of-product-placement-in-movies-150-cases-from-1911-to-today/>
5. <https://www.thinkbox.tv/How-to-use-TV/Sponsorship-and-content/Product-placement/Types-of-Product-Placement>
6. Name 10 examples of product placement.
7. Why is product placement becoming more popular?
8. Besides television, where else is product placement occuring? Give an example of **more than one** other media.
9. What are some famous early examples of product placement? Were they successful?
10. Describe three ways that product placement can occur.
11. For each of the following movies, name one product that was featured as a product placement.
    1. Risky Business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    2. Back to the Future \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    3. Demolition Man \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    4. Austin Powers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    5. Wayne’s World \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    6. I, Robot \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    7. The Shining \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    8. E.T. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
12. What ethical issues arise from product placement? You may come across some from browsing the web or think of some on your own.
13. Find or think of a movie in development and suggest at least 5 different product placements that would make sense for the film.

\*\*If you have extra time, watch some movie trailers and see how many examples of product placement you can identify.