

Product placement in Romanian music videos

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Abstract. *Product placement (PP) is used as a form of marketing communication strategy. Generally, high profile companies use this technique to increase the awareness of their products. It improves their image among consumers by inserting a product, brand or logo in a video, film, TV production or novel resulting in increasing sales. I have chosen to investigate this topic because nowadays it is a very common practice in Romania. Products are placed in all types of TV productions, but mostly in a persistent way in local music clips of well-known stars. The present paper investigates how PP is implemented in Romania, focusing on the case of music videos. The research reveals that PP had registered a growth, in the same time evolving into a new style of placement.*

Keyword: *product placement; Romanian music video.*

General considerations on product placement (PP)

In our daily life, we perceive advertising all around us: on television, on radio, billboards, magazines, buses, newspapers, on the internet; ad-space is growing by the minute. We see ads all day - long, in our life from the designer clothes that we wear to the flyers placed on our cars and in our mailboxes. But the trend in advertising is to be less advertorial. The idea is to cut the “in-your-face ads” – where the product is the star, for a less aggressive approach - where the product is in the background. These products are visible within the scene, but the product has to fit into, not take over it, - making it more realistic. The television networks are going for this realistic product placement trend, mostly because they know that the audience appreciates to watch a show without the traditional ads from time to time. Another factor that leads to the development of placement is that viewers tend to avoid advertising breaks, increasing - the costs

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of traditional instruments, generated by promotion and by the fierce competition in the market (Balaure, 2003).

For a company it is not enough anymore to provide the right product at the right place to generate sales and get profit. The offer must be communicated to the right segment of buyers for the product to awaken needs and desires. This can create a favorable image of the product and incite a continuous and regular buying (Balaure, 2003).

Product placement can be part of the marketing mix due to the fact that the promotion and communication policies are an essential component of a company marketing communication strategy. Through this approach, advertising is passing on to consumers all the information about the product and the company; in return, together with several other components of the promotion mix (-Balaure, 2003).

Karrh (1998) defines product placement as “introducing free branded products or the elements identifying a mark through visual or auditory means in the mass media programs.” Product placement current form emerged in the 80s of last century.

The legal TV regulation refers to *brand entertainment* as product integration, where the product placement has to share its advertising space with the 30-seconds traditional advertising spot. Both of them have the same purpose and now due to today’s reality based television shows they are used together as a combination (Neer, n.d).

Thomas (2011) names - brand placement – “hybrid advertising”, due to the fact that in the context of entertainment, elements of advertising can be noticed in its structure. He talks about several risks, for example: if a placement is repeated very often in an ad, this can cause irritation among the consumers and generate a negative attitude towards the brand. According to his opinion, the effectiveness of a placement should be measured through: reach, impact and frequency.

In the case of PP in music videos, this type of advertising uses the emotional connection that exists between the costumers and an artist or a band. This is the perfect connection that will bring profit and fidelity for a long period of time. Because, brands want fans and their loyalty and music artists have the perfect number of fans that will do anything for them and more than that, they will buy all that is related to their music idols (Sheehan, 2013).

But, as perfect as this relationship is, at the same time it can become a marketing plan tragedy. By transforming a customer into a “fan”, a brand has to make sure not to destroy the new created emotional connection. One bad step and a disappointed fan can be the brand’s worst advertising, by telling everyone her/his had experience every time she/he is reminded of it in real life and mostly online – on social networks (Pinzaru, Săvulescu, & Mitan, 2013).

PP in Romania music video

On the Romanian market, the true growth of product placement began after the first national soap operas appeared. The PP - is permitted by the Broadcasting Act and can be made for anything except cigarettes and alcohol (Biszok, 2014).

According to the legislation product placement “means any form of audiovisual commercial communication consisting of the inclusion of a product, service or brand or in reference to that, featured within a program, in return for payment or for similar considerations.” The same code says that viewers should be warned about product placement. According to the Broadcasting code (n.d.), product placement has to be signaled at the beginning and end of the program with the white on black background symbol - PP and to resume after each commercial break.

According to the Universal McCann planning director, Victor Croitoru, product placement first started 12 years ago with the first Big Brother production, and began to grow 6 years ago. This boost was due to the local production developed by Pro TV and Intact groups. But it is very low compared to the total TV market and it depends on the low or on the

high interest of those productions advertisers. According to him, Coca-Cola was among the first companies to make such projects. In addition to the usual product placement, Coca-Cola had a sofa in the shape of their traditional red veil, set in the Big Brother scenery. (Biszok, 2014)

PP is common in TV programs, and in recent years has made its way ever more in music videos of Romanian stars. Product placement in videos is a way to escape from advertising slots, and the association between a brand and a celebrity is built very quickly, faster than through advertising spots. It is very important that the public of the music video match the target group of the brand. If in advertising the company who paid for that advertisement is clearly known, in the case of placement this is not a well defined distinction. The product is integrated into the plot, it is naturally used and brand identification is more difficult. For this reason placement was more than once confused with subliminal advertising (Balaure, 2003).

The celebrity endorsement type is defined by Business Dictionary (n.d.) as a “form of brand or advertising campaign that involves a well known person using their fame to help promote a product or service. Manufacturers of perfumes and clothing are some of the most common business users of classic celebrity endorsement techniques, such as television ads and launch event appearances, in the marketing of their products.”

Some authors notice that around 20% of television commercials feature celebrities with the majority being for soft drinks and athletic shoes. This type of contracts can have a favorable impact on a company stock. They point out various advantages (build brand equity, help people remember ads, make people believe the product contributes to superstar status, stand out) and disadvantages (image change, celebrities become overexposed, celebrities can overshadow brands) for this celebrity endorsement strategy (*The Advantages and Disadvantages of Celebrity Endorsements*, n.d.).

In Romania, at the beginning of this year the National Audiovisual Council (NAC) sanctioned celebrity product placement from Andra's video - „Inevitabil va fi bine” and from the band Vunk - “Aşa, şii!” for the endorsement of Garnier hair dye, Free Way Cola drink, La festa soluble coffe, Myke's Pub, MedLife, Jaz Music Barr and Heineken. According

to Petre Barbu, NAC decided to notify broadcasters MTV, Kiss TV and Music Channel on violation of the audiovisual law art. 31. Paragraphs 4 and 5 on product placement in audiovisual programs by broadcasting video of such artists as Andra and Vunk (Petre, 2014).

This is the only sanction for a product placement in music video registered on the NAC official site. Most of the sanctions regarding music videos are about the messages of their lyrics and the storyline, such as “Toate-s la fel”, Parazitii’s single.

Artists are making tracks under command for commercial purposes. This practice is recent and represents the insertion of an advertisement in lyrics to promote a brand. One of the best known examples of this type - is the song “A Lu` Mamaia!”, Delia’s and Speak’s single, that has the purpose of promoting the Black Sea shore area. The lyrics include many elements which are related to promoting it: carnival type events or print name of the campaign in the specific Mamaia Style. Even Connect-R with Corina are advertising this summer the ice cream Corso in the song “Of Corso” and Mandinga is advertising a beer brand in the song “Viva La Fiesta” (*Ce spun ascultatorii de muzica despre reclama in clipuri*, 2014).

According to MediaFax, a study shows that fans are much less reluctant to advertising messages than one might think. Only 14% are bothered by advertising in videos that are distributed online, on Facebook or Youtube. 1 out of 3 teens think it’s good for artists to promote brands. Nearly half appreciates the brands that support their favorite artist. The categories perceived as being closest to the artists are music and music accessories (56% considered normal advertising messages on this topic), fashion and clothing accessories (46%) free time, pubs, restaurants (43%) and gadgets (37%). The study shows that other categories such as automotive, telecom, food or drinks can be capitalized on online communication such as social platforms of the stars (Micu, 2014).

In Romania, product placement in music clips is one of the most influential type of advertising. As it was shown from the recent study that was conducted by ThinkDigital and Hit Yourself Consulting, Romanian fans are not disturbed by the heavy product placement. It is considered

as a way to get close and personal with their favorite artists by using and buying the brand that appears in music videos.

Methodology of the research

Objectives

Q1: Is there any difference between the brand attitudes and the artist attitudes in music videos? – Could this affect the ethics of product placement?

Q2: Does there exist a difference between how a brand image is portrayed in music videos compared to ad?

Q3: How many brands are placed, on average, in a music video and for how long are they exposed to the public?

Content analysis

Content analysis is a method used to describe and analyze the content of communication. I have chosen this research method because: it is objective and systematic, the documents are analyzed on a clearly stated rules and then applied in a consistent manner, it has a quantitative nature as it aims to identify and count of the size of the text or some specific characteristics and it aims to achieve some detailed explanations on a particular topic of interest.

I conducted the research on, three Romanian music videos: a successful product placement, an over-the-board placement and a poor product placement: the Andra ft. Marius Moga– “*Atâta timp cât mă iubești*”; Connect-R – “*Vara nu dorm*” and Delia & Speak – “*A lu’Mamaia!*”.

These music videos illustrate what makes a product placement successful and what are the risks and difficulties to be overcome. The clips also show the simple product placement type - that the product is seen only for a little time. The selected music clips are one of the most discussed clips in the product placement industry, mostly due to the fact that they created a big buzz amongst consumers and critics.

The main analysis was done through personally watching a couple of times the music videos listed above just to be able to spot out the product placements that appear in the clips. I realize this observation after:

- Reading the information posted about every specific clip and about the product are placed in them, watching the music videos just to verify and identify the placements mention in the online articles;
- Then watching them again, but this time stopping when a product appear and note down the number of products that are shown and the number of time they are seen;
- And watching for the last time the entire music video to be able to observe the attitudes of the product in the specific clips.

Analysis of music videos for product placement

The music videos analyzed show how product placement is used in this clips and highlights the different types of product placement. The best types of placement, risks and benefits are explained for each artist investigated. I focused on the different ways the product was placed in a music video, how it could be successful or unsuccessful and how they affect the viewer. By highlighting the negative and the positive product placement in these clips, I show how a good placement could generate profit.

To be able to increase awareness and to promote brands, communication experts resort to subtle strategies. When viewing music videos that make them feel good, people let their guard down and alongside the message of the song, in their mind enters any information from the commercial, viewers retain signs and graphic symbols though they are exposed for only a few seconds (Cosmescu, 2013).

Micro-research on Celebrity Endorsement

For the beginning I start by analyzing an example of heavy product placement is Andra's music video ft. Marius Moga – "*Atâta timp cât mă iubesti*".

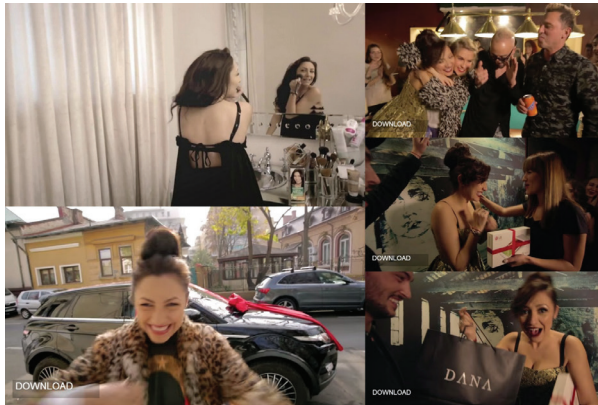


Figure 1. Andra ft. Marius Moga – Atâta timp cât mă iubești – heavy product placement

The music video is directed by Iulian Moga - Marius Moga's brother and the usual person that has done music videos for many of today's Romanian artists. The clip was viewed on YouTube by over 2.301.019 people (MediaProMusic, 2013).

The music video was filmed in five locations: in a house near the Carol Park, at the Beauty District Salons, at the La Brasserie bar and finally at the Fabrica club. The story of the video is seen through the eyes of her lover that captures the moments from a special day: the singer's birthday. From the time she wakes up until the end of the day the artist receives a number of gifts - these representing the product placements.

Table 1. Andra ft. Marius Moga – Atâta timp cât mă iubești. Product placement in the clip

Brands	Time of appearance	Duration	How many times?
Garnier	0:32/0:36/1:30	2's/4's/2's	3
Range Rover	1:03	8's	1
LG G Pad 8.3 tablet	2:21/2:24/2:27/3:17	1's/2's/3's/1's	4
Freeway Orange	2:54/3:04/3:06	2's/1's/2's/	3
DANA	3:17	1's	1

The first product from the five brands used that was placed at the beginning of the clip is the Garnier hair dye. The placement was noticed about three times along the way making the PP a “in your face” type. The product presence is due to the fact that the singer is the new ambassador and the new image of Garnier Color Naturals and Garnier Essentials brands (Teodorescu, 2010). The second product that is featured in the clip is a Range Rover car, which she received in reality as a present from her husband back in 2011 (Deaconu, 2011). The other products that were placed as gifts in the music video are from “Dana” clothes brand, a LG G Pad 8.3 tablet that she gave away to the winner of the contest from her official Facebook (2013) page and that we can observe four times in the last part of the clip. The last but not the least product placement that appears in the music video is the Freeway Orange juice a product from Lidl portfolio used three times, for which the singer and her husband have an image contract (“*Andra și Cătălin Măruță gătesc pentru Lid*”, 2013).

Along side the six number of products are also placed a large number of local artist like Ami, Nicole Cherry, Matteo, Alina Eremia, Dorian Popa, Sorin and Mihai from Akcent, Corina, Piticu from Simplu, Pepe, Red Blonde, Alb Negru, Robert Reamzy, Miky, Adela Popescu and Andreea Banica, two of the artist best friends (*Andra a filmat videoclipul piesei “Atâta timp cât mă iubești”*, 2013). This is a common image movement among Romanian artists.

It is clear that the “in your face” placement is only for the brands that the artist has a direct connection. They represent paid product placements, appearing more than once and having the focus on them although the brands aren't related to the story of the clip.

Another aggressive product placement example is the music video of Connect-R – Vara nu dorm.



Figure 2. Connect-R – Vara nu dorm. In your face product placement

The video was directed two years ago by Ciprian Florea and was viewed over 13.753.040 times in the YouTube channel (Connect-R/Rappin'On, 2012). The 3:29 time length clip was released in 2012 at the Romanian Music Awards.

In the clip four product placement can be noticed, two of them being heavily shown more than others. The Wrangler Jeep used in the music video, is one from the Off-road Dobrogea club, for which the script of the clip was specially changed just to be used for a longer time in the scenes – five times with the longest appearance of 7's (Forte, 2012). This was an unpaid product placement. Another product placement was for the Rapping'On Production, the artists own music house production that we see five times. The ROP logo appeared on white t-shirts worn by the artist and a group of children.

Table 2. Connect-R – Vara nu dorm. Product Placement in the clip

Brands	Time of appearance	Duration	How many times?
Off-road Jeep	0:30/0:38/0:47/1:11/3:15	7's/3's/3's/1's/2's	5
ROP	0:42/0:46/1:05/1:43/1:51	1's/1's/1's/3's/1's	5
Pepsi	0:50/2:27/2:34	1's/1's/3's	3
Puma	1:08/1:21/1:40/1:58/2:06	1's/1's/1's/2's/2's	5

The other two products used in the clips are the well-known Pepsi and Puma brands. For big brands like those two the approached is a very aggressive one. The artist is dressed only by Puma and drinks only Pepsi in the music video.

For the last analyses of Romanian product placement in music video, we have chosen the latest clip signed by Delia and Speak – *A lu'Mamaia!* – the song with a neutral single product placement was especially made to promote *Mamaia Area*, this summer.

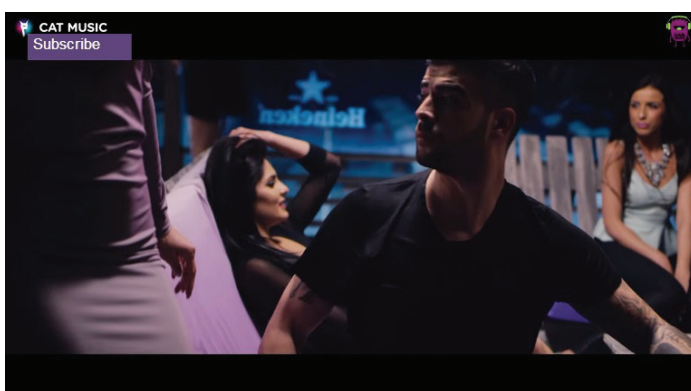


Figure 3. Delia & Speak – *A lu'Mamaia!* Single product placement

The video is made by Evil Twin Studios, directed by Spike, with Tudor Panduru PDO and is a co-production of HaHaHa and Music Cat Production. The 3:34 time length clip represents the Anthem of *Mamaia Area* in 2014. The music video was released this month and viewed by 2.282.480 times on the YouTube channel (Cat Music, 2014).

Table 3. Delia & Speak – *A lu'Mamaia!* Product placement in the clip

Brands	Time of appearance	Duration	How many times?
Heineken	2:29/2:32	1's/1's	2

Of course, due to the fact that it was ordered by the Local administration of Constanța, the entire music video is an advertising of the *Mamaia Area*, done for attracting more tourists. But even so, a product from a well

known beer brand found a place at the end of the music video. This was a perfect placement, being noticed two times only if one is very attentive to the images and knows the beer brand.

The Heineken brand was discreetly placed in the music video due to the fact that the company implemented in Constanța the project “Heineken for Communities” a financing action for civic project (Perhaita, 2014).

As in the “Atâta timp cât mă iubești” clip, the presence of other artists and popular people can be seen. The mayor of Constanța - Radu Mazăre, also appears, as well as the well-known music artist Cabron (“*Delia a lansat clipul pentru “A lu’ Mamaia”! Miercuri dimineată vine la radio, ne povestește de clip și cântă LIVE piesa la Alarma ProFM!*”, 2014).

After the concept of celebrity and advertising in Romanian were discussed a couple of question appeared regarding the type of advertising:

Q1: Is there a popular brand that is an old and familiar contractor among Romanian celebrities?

Q2: Is there a tendency of migratory artists, endorsing different brands of similar market area?

In order to find an adequate answer for the questions mention above, and to observe the association of a music artist with a particular product, I have chosen to analyze a number of 20 well known Romanian artists and the brands they have endorsed in their career.

The artists selected are some of the most popular music celebrities in Romania, as well as a couple of artists who were popular in the 90’s – being seen as a representative of an old generation.

I’ve conducted a research by:

- navigating the internet for each artist selected, with the purpose of finding official connections between them and a brand;
- noting down every brand for which an artist did an endorsement.

Because the idea of celebrity endorsement is not well considered by the Romanian press, I've faced hard time obtaining exact information. The lack of an official data base regarding this type of information may have affected my findings; the accuracy of the information is hard to be verified.

Table 4. Romanian Celebrity Endorsement

Celebrity	Brand
Alex Velea	Vodafone/Ballantine
Smiley	Pepsi/Cosmote/Vodafone/Romtelecom
Puya	Vodafon/Lay's/
Andra	Garnier/Lidl/Banca Transilvania
Corina	Pepsi/Corso
Connect-R	Corso/COOL/KFC
Antonia	Pepsi/Avon/Benvenuti
Marius Moga	Vodafone/Tocmai.ro/Pepsi/Phillips/Ford
Loredana Groza	Dero/Romtelecom/Avon
Delia	Chio/Dacia Logan/KFC
Ștefan Bănică Jr.	Gillette/Delma/Dero/Carrefour
CRBL	Vodafon/(MEGA)
Chello	Bergenbier
Inna	Pepsi
Holograf	Millennium Bank/ Coca-Cola
Aylin	Carla Szabo/Murmur
Horia Brenciu	UPC
Aurelian Temișan	Lidl/Licurici
Adela Popescu	Oral B/C-THRU/Philips VisaPure/Nivea Deo
Andreea Bănică	Aquatiqua/Dacia Logan

After conducting the analyses I've noticed that the telecommunication company "Vodafone" is one of the brands that have in their portfolio six collaborations with artists, such as: Alex Velea, Smiley, CRBL, Marius Moga and Puya. Not being shy in placing not just one artist but three in one ad (- Cătălin Dobre, 2009). At the same time, Pepsi has collaborations with five artists from the list above: Antonia, Corina, Inna, Smiley and Marius Moga and made ad's in which two artists appear simultaneously. (Pepsi Romania, 2013).

I've noticed that Smiley, is one of the artists who is not shy in changing the brands for which he endorses the product but, he remains in the same area – telecommunication. He is one of the celebrities that had collaborations in his career with brands like “Vodafone”, “Cosmote” and “Romtelecom”.

But I can not say that Smiley - is the only migrating artist from the list. The majority of them, from what I could find, have more than one collaboration with a brand. For example, the widest collaboration portfolio is owned by Marius Moga. He has endorsed along the way products for telecommunication brand, online shopping sites, soda company, automobile brand and electronics company.

From these analyses I can see that on the Romanian market the celebrity endorsement type is a used advertising tool by famous brands and not that well known brands. Using celebrities to maintain, attracted and to appeal to a large number of costumers.

Analysis of PP from 2011 – 2014

Romanian product placement is a new type of advertising that got the eye of national artist. After the huge impact of PP from international stars such as Lady Gaga that changed the customer's behavior, the others artists started to implement their own version of the PP strategy in their music videos.

For my second analyses I will observe the growth of the PP in Romania. In order to do this, I will continue with the qualitative approach. I have chosen a number of five well known Romanian artist and their official videos from the last year (2014). The videos were chosen after the number of visualizations by the public on the artists official YouTube pages.

The analysis was done by:

- accessing the online media for information's regarding every clip from different year;
- at the same time, I did a background research of every artist on the time lapse chosen to analyze;

- to observe the product placement, I've watched all 20 clips and noted on table 5 the number of products placed, the frequency and the duration.

In order for to observe a growth in the utilizations of advertising and how it has changed by transforming itself and adding new meaning with the passing of time. Because I am focusing on the different ways that the PP is used, I have chosen these specific artists.

Research Questions:

Q1. Is there a growth in number for product placements in music videos?

Q2. Does there exist a difference between how PP was used in earlier videos and how it is used today?

Q3. Can we observe a new type of method that arises from the usage of pp?

Table 5. number of products placed, the frequency and the duration

	2014	2013	2012	2011
Smiley	0	3	3	0
	Nemuritorii	Criminal	Dead men walking	Dream girl
Alex Velea	Din vina ta	E marfa tare	Minim doi	One shot
	0	4	0	0
Corina	Autobronzant	Pernele moi	A ta	No sleepin'
	4	2	3	1
Antonia	White horses	Hurricane	Jamaica	Marionette
	0	5	1	0
CRBL	Ușor, ușor	România nu-i jucăria ta	Petre	Kboom
	2	1	0	1

Smiley

He is one of the most successful pop artists, producers and entertainers from the Romanian music industry. From 2009, he is the founder of

the record label HaHaHa Production producing music for many artists: Radio Killer, Alex Velea, Mihai Ristea, Soré, Don Baxter, Cabron, Jazzy Jo, Giulia, Pacha Man, Speak, Brigh, CRBL, Puya, Delia, Wanda, Zero, Elena Gheorghe, Anda Adam, Andreea Bănică, Loredana, Andra, Corina, Cream and Emanuel (Facebook, n.d).

The song “Dream girl” was released in 2011 and brought the artist the Best male award at RMA and was number one song for several weeks in Romania. It was viewed by over 6,860,885 people on his official YouTube channel (HaHaHa Production, 2011). In the 3:32 music video, no product is placed.

But in 2012 and 2013 in the music videos “Dead man walking” and “Criminal” I noticed three product placements in each clip. The “Dead man walking” music video was viewed by over 1,690,345 people on the CAT Music YouTube Channel (Cat Music, 2012). In this 4:23 minute clip, products from Pepsi, HaHaHa Production (the artist personal label house) and Supremebeing (jacket) are placed. The products appear more than once in the clip. At the same time, I noticed the familiar faces of other Romanian artists (Alex Velea, Radio Killer, Dox Baxter, Boier Bibescu, Mihai Ristea, Sore, Speakone and Brighi).

“Criminal” music video, was viewed by over 4,945,752 people (HaHaHa Production, 2013), Pepsi alongside Aqua Carpatica and Jacobs are placed. The type of placement is the same as in the precedent year, Pepsi appears more than once in the 3:58 clip.

But this year, as I mention in the first part, a new type of advertising appeared in Romania – the order type of song. “Nemuritorii” is an example of an order song that was made for the “Selfie” movie soundtrack in which the artist is playing. The 4:02 clip that was viewed by over 1,424,986 and the entire clip is based around the movie story line.

Alex Velea

Is a complex artist with good vocal abilities, dynamic sound, dancing and acting skills, that released in 2006 his first album “Yamasha” (Facebook,

n.d.). Although he is a well known artist, in the music videos of 2011 (One Shot), 2012 (Minim doi) and 2014 (Din vina ta) there is no trace of product placement. But the music video “E marfa tare” released in 2013 and viewed by over 5, 827,243 on the YouTube channel (HaHaHa Production, 2013), has a number of four product placements. Pepsi, Mini Cooper, Gusto, and BLVO appear more than once, transforming the clip in a heavy product placement type. Just like Smiley, Alex Velea is another musician that has well known artists popping up in the clip (Smiley, Mihai Ristea, Sore, Jazzy Jo, Giulia, Boier Bibescu, DJ CellBlock, Cabron, Speak and Pacha Man).

Corina

The birth of another pop - Corina, dance and R&B singer was in 2004 with the debut album produced by Marius Moga “Noi Doi”. In 2011 her song “No Sleepin” was number eight on the Romanian “Top 100” and was viewed by over 1,314,397 times on the Ego Italy YouTube channel (Ego Italy, 2011). Although the music clip has a large number of participants and the action does not take place in a single place, I observed only a single product that was placed – the Polaroid camera. This was the beginning of a longtime relationship between the artist and PP.

It was followed by two number three song “A ta” in 2012 and “Pernele moi” in 2013. With a number of placement’s ranking between three and two. With placements from well known brands like Chio, Puma and Facebook, the first clip was viewed for only 925,298 times on YouTube (Ego Italy, 2012). In comparison with the 2,454,445 views that “Pernele moi” music video obtained. Having only two big brands Pepsi and Puma but with more than one placement in the 3:39 time length clip.

Her latest music video “Autobronzant” has been viewed already by over 1,568,430 times on YouTube (RotonMusicTv, 2014). With four product placements of brand like Pepsi, Channel Islands surfboards, Corina Bud clothes and Noon Copenhagen watches in only 3:12. This is just confirming the bond between the artist and PP along the years, becoming more prominent.

Antonia

The R'n'B and soul artist ranked number eight with her 2011 song "Marionette". On YouTube the 4:21 minutes long music video that has no product placement was viewed over 1,213,426 times (Roster Music, 2011).

The first product was placed in her 2012 music video "Jameia" and it featured the Samsung tablet. The song ranked number five in the Romanian charts, being viewed online over 5,197,922 times (ThisIsAntonia, 2012). It was followed by the "Hurricane" music video in 2013, that had PP for products like Avon, Pepsi, Adevarul Books, Apple and Jack Daniel's Tennessee Whiskey. The song was recorded with another well known Romanian artist, Puya, ranked 23 in Top 100.

Although the 2013 music video had five product placements, this year clip for the "White horses" has not even, one product place in the background. This being a dramatic change.

CRBL

He is a singular artist, being a singer, choreographer, dancer, actor, producer and music director. His music videos have, as his songs, different meanings. From the single PP (Nike) for the song "Kboom" in 2011 that was viewed over 1,283,023 time on YouTube (Cat Music, 2011) to the double PP for his latest song "Ușor, ușor" - Can-am Spyder and Rubik cub seen over 953,871 times on YouTube (Cat Music, 2014) – CRBL is getting comfortable with the Romanian placement strategy.

With clips filmed in places that have a certain meaning for the artist, as "Kboom" in his home town – Pitesti, CRBL is known to do everything for a reason. For example, the 2012 manifesto song "Romania nu-i jucăria ta" viewed over 230,556 on YouTube (Cat Music, 2013) and that sends a strong message to all Romanians had products such as: rugby club, Stejarul Buzau and Kendama.

Findings

We observe that every artist has had at least a product in his/her music video along the years. In 2011, as I've noticed in my second analyses, the placing of products was at the beginning and artists were shy in using this type of strategy. The placement was none or just one and hard to be notice by viewers in 1 second appearance in a 4 minute clip.

In just one year the PP can be observed at three of my five artists. And by 2013, the placement was at its peak, with examples of 6 product placements appearing more than once in a single clip of some Romanian artist. 2013 has been the PP year in Romania music videos, product popping up for more than 1 second.

This year the ordered songs appears in the Romanian music industry with advertising clip, as the new music videos. The PP frequency registered a low usage in comparison with earlier years. But of course, as I have mentioned before, there are faithful artist with music videos containing at least 1 product placement. Corina, can be seen as one of them with a grow of product placement, from just one placement in 2011 to four placements in 2014.

At the same time, I've noticed a well known brand always present in music videos from the start till now. That is the big soda brand that still has the grip on the PP advertising strategy, appearing more than once and having more that 1 second of fame.

Regarding my third research question, we are witnessing a new placement that has grown alongside PP - the celebrity placement. I did not just observe the products that are placed in a clip but, at the same time, a huge number of other artists that are popping in an alert way. Having artists like Smiley, Alex Velea and CRBL, that want to show their viewers a big, happy gang that are behind them every time.

Conclusion

In the successful product placement of music videos such as Delia & Speak – A lu’ Mamaia!, the placement was a simple one, that recreated a feeling of reality when we saw the Heineken logo somewhere in the background of the scene. Because they were not the main focus of the scenes and they could be observed just for a couple of seconds the product placement was a successful one that brought benefits to the company image and to the sales of the product.

The unsuccessful product placement examples, are the ones that look more as an advertising clip for the products from clips such as Andra’s – Atata vreme cat te iubesc. The excessive number of placements in a music video can create a negative response from viewers because it looks more like they are forced to buy the product.

In the case of various product placements such as in Connect-R – Vara nu dorm, the mix of placement that appears around the clip can be a successful one but at the same time can have a low rating on sales for a specific product; it depends on the actual placement. In this case, there were financial and legal reasons to use those products, and the majority of placements that were made, were in fact successful.

The research questions show that there is a difference between the product placement and the artist. Because when it comes to bad placement, or forced product placement, sometimes the attitude had nothing to do with the story of the music videos.

When it comes to the number of brands that are used in a music video, in the case of Romanian clips, that number varies from five to four, only in the neutral product placement case, there was just a product. The main products appear two or three times in a music video, transforming the placement in an aggressive – in your face type.

Another characteristic of the Romanian music video is the well used trend of having all the artist of a specific music house production in the same

clip. This is very clear that they want their production to become an idol for the listeners that transmits the image of a happy family to their fans.

Even the Romanian videos have a global audience with a huge number of consumers touched by it. Following the marketing plan of low cost and the credible message supported by celebrities that are often considered true role models we cannot question the effectiveness of product placement. But we should not forget that product placement is a method of promoting the today marketing area and in Romania it is used as hard and “in-your-face” way as possible.

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