

Product Placement in Movies and Television for [REDACTED]

Per our previous meeting, protocol for showcasing your services and brand name in a film and/ or television show has been researched. After speaking with the Virginia Film Commission, it has come to our attention that premium way to get this accomplished is to be written into a script in advance.

Being written into a script may be achieved by either contacting individual studios which have divisions that deal with product placement and contact the writers ...

...OR by hiring an agency that specializes in contracts with studios/ writers/ etc. to guarantee their clients (i.e. [REDACTED]) placement in the script.

An example of such an agency is Creative Entertainment Services. They specialize in product placement and work closely with the client to “customize a plan to effectively maximize your products’ visibility to the targeted consumer.”

If you desire to continue looking into product placement to increase brand visibility, we would be glad to continue the research and begin requesting further information from this company as well as provide several similar agencies as well as price quotes from each.