

PRODUCT PLACEMENT IN YOUR INDIE MOVIE

*Is product placement worth
an indie moviemaker's time?*

by Theresa Pickett

Is product placement worth an indie moviemaker's time? Placing brands in movies can be very appealing to some companies who want the appeal of their product to seem authentic. With video production taking more of a turn toward viral videos, companies receive regular requests from bloggers who create video reviews. Your film production can have appeal to companies hoping to reach a wider audience.

How Does Product Placement Work?

You can secure funding for having a product in your movie. By showing a product in your movie in a positive way, your movie would attempt to make a statement to the audience that the product is worth purchasing. Since crowd funding is so popular today, receiving payment for having

an item in your film may be worth the time.

Another approach to product placement would be to receive an item for free in exchange for putting it in your movie. Receiving an item for free can be worthwhile if you can get an item that you could use later. Get an item that you would have purchased anyway for free to practice wise budgeting practices.

HOW TO WORK WITH COMPANIES TO DO PRODUCT PLACEMENT

Contact the companies you want to work with directly. In your pitch email, include information about your qualifications as a moviemaker as well as a link to your

website. Show links to any work you've done in the past. Your pitch should have as much data as you can include about the potential reach of your project. You could describe the amount of views your website gets, successful crowd funding campaigns, and the reach that your social media audience has. Companies want to work on projects that have the potential for a bigger reach.

When you've drafted a good, final draft of your pitch, create a spreadsheet where you can put the contact information for the PR professionals. There, you can make notes about the conversation you have. Some companies might have specific requests, so stay very organized, especially if you might work with more than one company during your production.