

# FMCG PLACEMENT



**Achieving Audiences by Individual Brand**

**NETFLIX** Gaining Exposure across Non-Commercial Channels  
inc. BBC: SVOD

**Accessing Quality: High-Rating Content**

**Targeting Main Characters & Key Scenarios**

## HOW DOES IT WORK?

EMG's refined placement processes; make it quick and easy for client brand teams to manage.



EMG work with the brand teams to understand Target Audiences & Goals



EMG negotiate with productions, analyse scripted opportunities and place brands on set



Upon broadcast, EMG Track, Analyse & Report the meaningful results back to the client



- Individual, Targeted Placement Strategies per Brand is vital for a successful placement campaign.
- EMG's detailed approach filters the on-screen opportunities by Audience; Characters and Scenarios
- This ensures that brands' varying criteria is considered, and only beneficial exposure is achieved.



- Constant placement negotiations are carried out across EMG's unrivalled wealth of production industry contacts both across the UK and internationally.
- Delivery of branded product directly to film sets are made possible by EMG's dedicated logistics team taking care of all logistical requirements.
- EMG are the only agency to have a dedicated on-the-road team. This not only ensures that products are used on-set in the best possible light (literally!) but importantly, maintaining brand-production relationships.



## INCREASING AWARENESS & ACCEPTABILITY



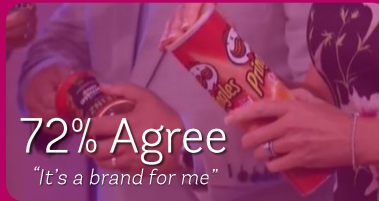
1,000+ scripted FMCG active-use & consumption scenes achieved every year



EMG-placed FMCG brands achieving c. 81% share-of-voice dominance across content



Products seen in relevant environments across a breadth of channels & genres



## IMPACTING PERCEPTIONS & PURCHASING

