

Business Tech Lab
“There’s Soap on my TV”
Scaffolding Activity
The Product Placement Quiz

Background

Creating a successful product placement is often a catch-22. The placement must be memorable, but not overtly obvious or awkward.

In this scaffolding activity, your group will be measuring the “memorability” of product placements from recent movies by creating a product placement quiz to give to your peers.

Process

Each member of your group must choose at least three movie screenshots featuring a product placement. Save the screenshots to your computer. Once the screenshots are saved, use Photoshop or an internet-based photo editing tool to obscure the brand names placed in the scene (see the example below from the recent “hit” movie *Grownups*).

After your group has selected and edited all of their photos, combine them into a single document (Keynote, Pages, etc.). Use this document to quiz the product placement recall of 10 different people (outside of the class). Be sure to document the results of your quizzes.

