

**After reading the excerpt on Product Placement from the book "Buyology," answer the following questions in this journal. The reading begins on Page 40 at the start of paragraph 3.**

- 1). Who are the 3 main sponsors of American Idol?
- 2). How much do each of the sponsors of American Idol pay to have their brands featured on the program?
- 3). Explain how advances in technology have led marketers to increase their use of product placements on television.
- 4). The first "modern" product placement is thought to be Reese's Pieces in the movie E.T. From a business standpoint, was this placement successful?
- 5). Describe how the author attempted to scientifically test the effectiveness of product placement.
- 6). Which sponsor receives the most benefit from their advertising with American Idol - Coke or Ford? Explain your answer.
- 7). According to the author, what is the key to making product placements work?