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Building Brand Awareness Through Film Narrative

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Abstract— **Film becomes one of the commodities that build brand awareness through product placement, films that combines product messages with stories in the film's narration gives the message value naturally from scenes in the film. The relationship between product placement and storytelling in film narratives is an interesting part to learn. This research used Qualitative method through a naturalistic-interpretative paradigm approach with pragmatic content analysis methods to construct reality, express meaning through the processes, events, and authenticity of product entities in relation to storytelling and brand sharpening through film. The purpose of this research is to understand the concept of building brand awareness by placing products in film narratives. The results showed that product placement in film was very important and had a strong impact on brand awareness by utilizing functional telling, links, and references in film narratives. Products that used as the main property of each scene in a functional event will often appear and visually blend in with the film's story, while product placement in the relationship and reference of the event does not have a direct relation with the film's story, but placed according to marketers' needs. Building brand awareness through product placement in films must pay attention to the genre of film, storytelling, and the target audience.**

Keywords— **Brand, Product Placement, Film Narrative**

I. INTRODUCTION

A brand is an important asset that must managed so that it continues to grow large and firmly attached to the minds of the public. States that brand awareness is a form of a person's ability to recognize or remember brands. One strategy is to build a brand or brand so that it can recognized and remembered by the public through product placement in a film. Product placement in the film provides the visual dimension create a context in a story while the plot creates a story to be more realistic while the auditory dimension will strengthen consumer confidence in a brand rather than merely displayed without explanation [1].

The film presents data, facts, views, and thoughts in the packaging of the reality of a developed narrative structure. Narrative is a component that is always contained in every media and any cultural form conveying the ideology of a culture, and is a way in which there are values and ideals that are culturally reproduced [1]. How the power of the film narrative is able to build brand awareness, merge into the narrative as part of every scene, disguising commercial messages.

Previous research has carried out as a basis for developing further research on building a brand through narrative films. Research that has carried out can be seen in Table I:

TABLE I. PREVIOUS RESEARCH

No	Researcher's Name	Research Title	Research Results
1	Woodside, Arch & Sood, Suresh & Miller, Kenneth	When consumers and brands talk: Storytelling theory and research in psychology and marketing	People relate to one another in terms of stories, products and brands often play the central role and peripheral role of their story. To support research on Storytelling in consumer psychology, this article develops narrative theories that illustrate how consumers use brands as props or anthropomorphic actors in the stories they report about themselves and others. Such drama demonstrations allow storytellers to experience powerful myths that reflect psychological archetypes.
2	Park Jin, Dong., & Berger K, Bruce	Brand Placement in Movies: The Effect of Film Genre on Viewer Recognition	Audience recognition of brands placed in films, according to film genre, gender, and previous viewing experience. A sample of 137 cinema viewers watched 12 video clips representing three popular genres (action, comedy and drama) audience recognition of brand placement in films. The results show brand recognition is more common in drama films. Previous viewing experience and gender did not make a significant difference in brand recognition.
3	Groenveld, Yvonne	Effects of congruence between brand and film image in brand placements on brand recall and attitudes	it was found that the way brands and films were perceived by consumers actually had an effect on memory and attitude. Specifically, in this study it was shown that congruence (ie films and brands were perceived in the same way) more positive evaluation results were carried out, and more feminine associations were compared to unsuitable placements.
4	Kumar, Sunita	Influence of Product Placements in Films and Television on	Nowadays marketers are very utilizing product placement in film and television. Product placement considered more

		consumers Brand Awareness	profitable because it is included in the story line and therefore difficult for viewers to miss.
5	Buffo, Simonetta	Brand Narration and Fashion Films	Starting with a new approach to brand communication in the New Millennium Era, showing fashion films is a powerful tool in defining and strengthening the visual identity of fashion brands. The analysis focused on various types of narratives in specific categories of online video and found that fashion in films worked on three fundamental parameters of the Visual Identity Model.

This study aims to find out and understand the concept of building brand awareness by placing products in film narratives. Various research approaches carried out using descriptive pragmatic content analysis methods. Based on the analysis in the description of the research will result in the discovery of brand placement in a film will depend on the events developed as film narratives. This research will contribute and have a positive impact on the fields of film, marketing and stakeholders to build a brand, place products in films through film narrative events.

II. METHOD

The research method carried out using a pragmatic content analysis method. This research used Qualitative research with a naturalistic-interpretative paradigm approach to constructing reality and understanding its meaning to describe the processes, events, and authenticity. The method of content analysis by observing the phenomenon of communication, formulates precisely what is studied and all actions based on specific objectives [2]. The object of research related to one message in a media, carried out identification of messages and media delivery messages. Several forms of classification in content analysis included pragmatic content analysis. Classification was done on the sign according to the possible cause and effect. This study also used analyzing the appearance of the sign, the frequency of appearance and visual clarity of the brand and the repetitive products that can result in the development of a like attitude towards a product [3].

Content analysis used as a research technique in making conclusions from context data. There are two functions of content analysis, namely: providing a systematic and testable description of the contents of the manifestations and narrative discourse, and producing valid conclusions about the narrative context based on their descriptive contents. The three main functions of content analysis namely:

1. Mapping the characteristics of communication with various questions: what, how, and to whom the message is delivered
2. Make conclusions, such as antecedents of communication, by asking questions why the message was delivered, and

3. Make conclusions about the consequences of communication by proposing what the effects of the message

III. RESULTS AND DISCUSSION

A. Brand

A brand is a name, term, sign, symbol, or design, or a combination of these, aims to identify a product or service to distinguish it from competing products [4]. A brand is a summary of the physical or non-physical qualities of an entity formed in the minds of its viewers. Brand tried to in distinguishing by its competitors, because the brand has value and guarantees or promises from producers to consumers on a consistent basis.

Brands can easily distinguished from other brands from various aspects, related to quality, attributes, satisfaction, and pride, which are inherent in a brand, thus providing convenience in making purchasing decisions by consumers.

1. The importance of brands for consumers: (Temporal, 2002: 44-46)
   a) Brand gives choices Humans like choices, and brands give consumers freedom to choose. As markets divided, companies see the importance of giving different choices to different customer segments. Brands can provide choices, allowing consumers to differentiate various kinds of company offerings.
   b) Brand makes decisions easier Brands make the decision to buy easier. Someone might not know much about the brand of a product or service that interests him, but the brand can make it easier to choose.
   c) Brands provide quality assurance Consumers will choose quality products or services wherever and whenever they can. Once they try a brand, they will automatically compare with other brands they have used in relation to their quality level. A pleasant experience will produce a good memory for the brand.
   d) Brand provides risk prevention most consumers reject risk. They will not buy a product or use a service when in doubt about the results. Experience with a brand if positive will give consumers confidence and comfort to use or buy service products even if they are expensive. Trust is an important factor why a person buys certain service products rather than others. Brands build trust, and large brands can truly be trusted.
   e) Brand provides a tool to express themselves Brand produce opportunities for humans to express themselves in various ways.

2. The role of the brand
   Brand plays a very important role, one of which is to bridge the expectations of consumers in a company promising something to consumers because of several factors as follows:

a) Consumer emotions sometimes go up and down. The brand is able to make emotional promises to be consistent and stable.
b) The brand is able to penetrate every cultural and market fence. It seen that a strong brand can accepted throughout the world and culture.
c) The brand is able to create communication interactions with consumers. The stronger a brand, the stronger its interactions with consumers and the more brand associations that are formed in that brand.
d) Brand is very influential in shaping consumer behavior. A strong brand will be able to change consumer behavior.
e) Brands facilitate the making decision process by consumers. With a brand, consumers can easily distinguish the product they will buy from other products in relation to quality, satisfaction, pride, or other attributes attached to the brand
f) The brand develops into the largest source of assets for a company. Discussion.

B. Brand Awareness

The brand awareness is a general purpose of communication for all promotional strategies. Creating brand awareness with the aim of marketers always hope that the brand will brought back from memory as a consideration in making a decision. The level of brand awareness can measured by how strongly consumers first mention the brand name that is most remembered by consumers, whether reminding or brand awareness is adequate depending on where and when a purchase decision is made [5].

Brand awareness becomes an important basic reference for a company of existence and commitment. Factors that cause brands with high brand awareness are:
a) Widely advertised, so widely known by the public.
b) Existence that has stood the test of time, the existence of a long-standing brand shows that the brand is able to meet the needs and expectations of consumers.
c) A wide distribution range, making it easier for consumers to get the product.
d) The brand well managed. Brands with high top of mind have high consideration value. If a brand is not stored in memory, the brand will not be considered in the purchase decision. Usually the brands that are stored in the minds of consumers are brands that liked and hated.

Brand Awareness has the level of brand awareness from the lowest level (unaware of the brand) to the highest level, Top of Mind. The brand awareness pyramid from the lowest level to the highest level is like fig 1. Below:
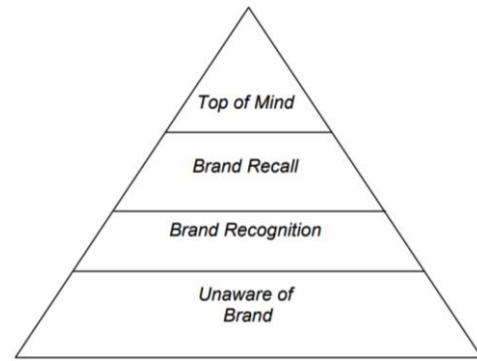

Fig 1. Brand Awareness Pyramid

1) Top of Mind (top of mind) is the first brand mentioned by consumers that exist in the minds of consumers, or the brand is the main brand of the various brands that exist in the minds of consumers.
2) Brand Recall (brand recall) brand recall without assistance (unaided recall).
3) Brand Recognition is the level at which brand recognition reappears after aided recall.
4) Unaware of Brand is the lowest level in the brand awareness pyramid where consumers are not aware of a brand.

C. Narrative Film

Film is one of the entertainment mediums that can enjoyed by various groups of people, whether through television, cinema, or media players, which inevitably leads to a certain lifestyle. The most powerful function of film is communication, so that the film can connect the thoughts to convey to its viewers about life values, norms, lifestyles, and developed social life systems that apply in society. Reality, dreams and hopes become part of the contemplation and thought of every message received by the viewer so that the film has the power to determine cultural values believed or will not affect the mindset and bring about hegemony and ideology in social life. Films of a nation reflect the mentality of the nation itself more than is reflected through other artistic media [6].

Film language is a series of sounds and images arranged according to a story line. Filmmakers offer various solutions with developed communication styles offered to the audience. Whether or not it is accepted or measured from the good or bad of a film depends on the experience and mindset of the filmmaker. The audience has a role to understand the film as a whole, an understanding of the narrative and cinematic aspects of a film. The experience of the filmmaker and the experience of the audience will aligned towards the full understanding of a film.

High quality tools and techniques used by filmmakers may not necessarily produce quality films, depending on how to process them. A good storytelling must be in line with a good cinematic narrative. There are no definite benchmarks for achieving an adequate film, but it depends on how the interpretation able to be understood.

1. Narrative Elements

The narrative element is an aspect of storytelling, storyline and plot of the story that built. While the cinematic element is a cinematic style of visual narrative with film-forming technical aspects, which consists of four elements namely; mise-en-scene, cinematography, editing, and sound, where each of these elements interact with each other and continue to form a complete cinematic style [7], can be seen in Figure 2.
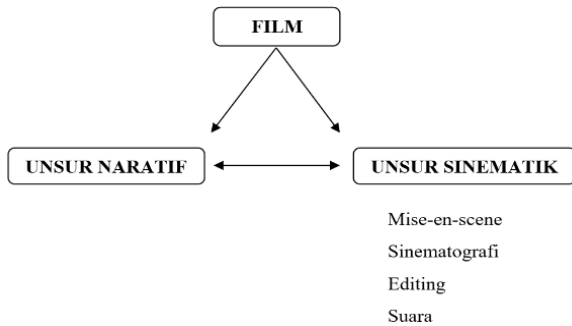

Fig 2. Diagram of interaction and continuity
Film forming elements [7].

Every story that built certainly has a narrative element, be it a story written, told, or depicted to contain a narrative element arising from a causal relationship (causality). Every event has a clear reason, because something happens because there are causes and effects that bound together. The narrative is present because of the action of the story actor which raises his demands and desires, so that all the actions and actions of the actor will motivate the occurrence of the next event and so on.

Stories developed for films, be they original stories or adaptation stories, in the narrative will experience the division of story lines by determining the plot of the story. The plot itself is a series of events that presented visually and audio in the film [8]. Selecting the parts of the story that are necessary and unnecessary is needed to be presented, depending on the storyline chosen from the core of the story. A unified plot or storyline centers on a continuous sequence of behavior, where one event brings us to another occurrence naturally and logically [8].

D. Product Placement

Marketing continues to explore the various forests in order to instill the brand in the mediums of entertainment, especially film. The visual dimension creates a context in a story while the plot creates a story to be more realistic while the auditory dimension will strengthen consumer confidence in a brand rather than merely displayed without explanation [9].

Advertising shows when watching soap operas on television raises skepticism about advertisements that make viewers reluctant to see these advertisements and change television channels. To avoid this, a blurred communication strategy developed, which is the merging of commercial messages with cultural activities. One form is product placement. Product placement is an activity of inserting a product with a certain brand with a film, in order to move the context and mood of the viewers associated with the film on the brand that is inserted [10]. Product placement excels in persuading viewers in terms of brand recall, brand associations, attitudes towards commercial and brand messages, and intentions [9]. The viewers experience belief perseverance when watching product placement shows, that is, attitudes and intentions will remain after knowing that the brand actually has paid to appear in soap operas [11].

Marketers begin to look for other ways to continue to market their products by gathering commercial activities to be part of cultural activities, namely blurred communication [12]. One form of blurred communication is product placement. Product placement is a combination of advertising and publicity. Therefore, it can said that product placement is a unique benefit mix for the sponsor. Marketers will pay for the display of the message so that the contents and format of the message controlled by the marketer, but the marketer's identity hidden. Thus, the public [13] can trust commercial messages displayed.

In utilizing the product placement strategy, Babin and Carder (1996) mention there are three important elements that must considered, namely:

1. Insertion of the brand done correctly.

2. The effort of the marketer or producer so that the brand can be recognized by the viewers.

3. Real brand placement, so it looks real.

The effects of product placement to show a film that inserted some brands to experiment participants were then compared with participants who did not watch the film in terms of brand salience (the memory that stands out against the brand) and brand evaluation (brand attitude). The result, product placement can have an effect on increasing brand salience but may not necessarily affect the increase in brand evaluation [14].

IV. DISCUSSION

Incorporating a brand and melting it into the film through the film narrative that developed naturally requires the right strategy so that the goal of building brand awareness achieved. The stages disguise the brand and unify the message of the brand with the message the film must naturally appear.

A. Brand and film narrative formulation

The plot of the story is built by the elements of the event. However, events are not just present. Events come because of the activities of the characters in the story have a conflict or conflict with other characters, or with the environment in which the character is located. However, events are caused by natural activities that cause conflict with humans. Without conflict, an event will only be an imperfect narrative. Every conflict will move to the point of highest intensity, where opposition no longer avoided. That is what called the climax. Thus, it said, a plot built by events, conflicts and climaxes.

Events can be interpreted as a transition from one state to another. A fiction certainly not built from just one event, but many events. However, not all events in fictional works function as plot builders. Based on the function of the plot development, events can be divided into functional events, links, and references [15].

1. *Functional Events*

Functional events are events that greatly affect plot development. The series of functional events is the core of the story. If a functional event removed, it will cause the story to be different, or even be illogical.

Product placement can be placed in this event, the set of film designs and properties needed determined by the type of property they will use. As in the case of the James Bond film, to choose the property of the car used, the vehicle manufacturers scramble to become the chosen vehicle used by James Bond. The entry of products into the main property, of course will often appear in a variety of scenes from beginning to end. With the frequency of continuous appearance will certainly increase strong brand awareness. Besides the main character with all its characteristics as a protagonist will give a positive value to a brand because of course the product will used for all the role models can be seen in Figure 3 and Figure 4.

Fig 3. Use of the BMW Z4 series cars used in the James Bond film "The World Is Not Enough" film produced in 1999

Fig 4. Aston Martin DB 10 cars used in the James Bond film "Specter" film produced in 2015

In addition to large properties, it can also include products in films for small properties, part of the design set and wardrobe. As long as it is still in a functional event, the product used will often be present in every scene.

2. *Linkage Events*

Relational events are events that function to link functional events in order in the presentation of a story. These events do not affect the development of the plot, but only as a distraction, so that if removed will not damage the logic of the story.

If the product inserted in a connection event, it will certainly be possible for any product to enter as long as it does not damage the logic of the story and in accordance with the set design that built can be seen in Figure 5 and Figure 6.

Fig 5. Using Apple Laptops in the film "Hunger Game" is a property used by one of the characters.

Fig 6. The wardrobe property used by the main character in the James Bond film "Skyfall" such as a watch, cell phone, is a product that always used by the character to carry out the action, but in the event of a connection, it may be replaced by other brands.

3. *Reference Events*

Events that not directly related to the plot, but more related to other elements such as characterization or the atmosphere that surrounds a character's mind before an important event occurs can be seen in Figure 7-9.

Fig 7. Scene with set design of a 7-Eleven super market.

Fig 8. Relaxing scenes while playing cards, in the set design part of the narration of the scene being told while drinking soft drinks. That's where the product can be entered as a product placement
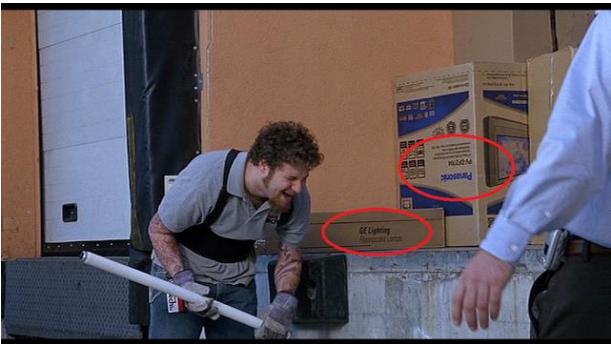

Fig 9. Scene in the background design set is used to carry out brand awareness in placing product placement even though it is only the packaging, but it is clear that the brand is inside the package.

V. CONCLUSION

The results showed that product placement in film was very important and had a strong impact on brand awareness by utilizing functional telling, links, and references in film narratives. Products that used as the main property of each scene in a functional event will often appear and seen visually. Building brand awareness through product placement in film must pay attention to film genres, film narratives, and audiences.

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