

SimmonsSM Products

Consumer Opinions about Product Placement



Guideline Changes in Product Placement in the Media

In January 2009, the Federal Trade Commission (FTC) will be introducing new product placement guidelines.

Therefore, Experian Simmons looked through its Simmons National Consumer Study/Simmons National Hispanic Consumer Study data to find out the American consumers' current opinion on and receptivity to product placement in the media.

Experian Simmons also examined which types of consumers are more likely to respond to product placement. This brief review will provide unique insight and prove helpful during the upcoming product placement guideline revisions.

Source: Simmons National Consumer Study/National Hispanic Consumer Study Spring 08 Full Year (April 07 - June 08)

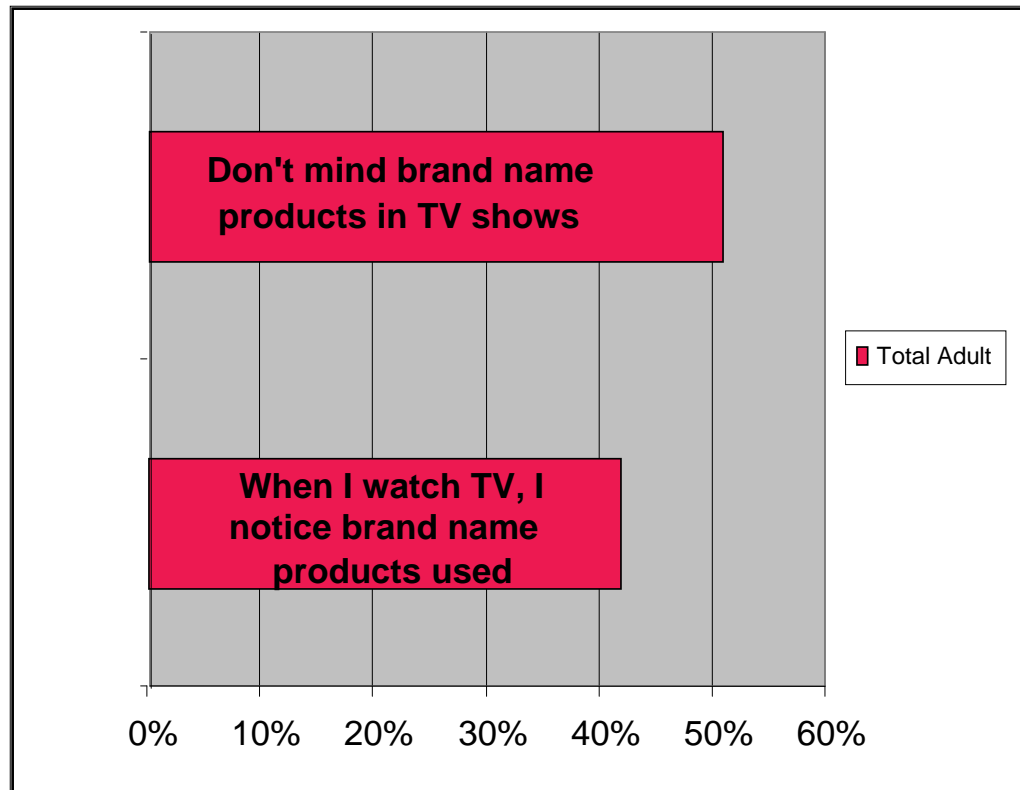


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Consumers Have Positive Feelings Towards Product Placement

Percentage of Total U.S. Adult Population that Answered "Any Agree" to Statements Below



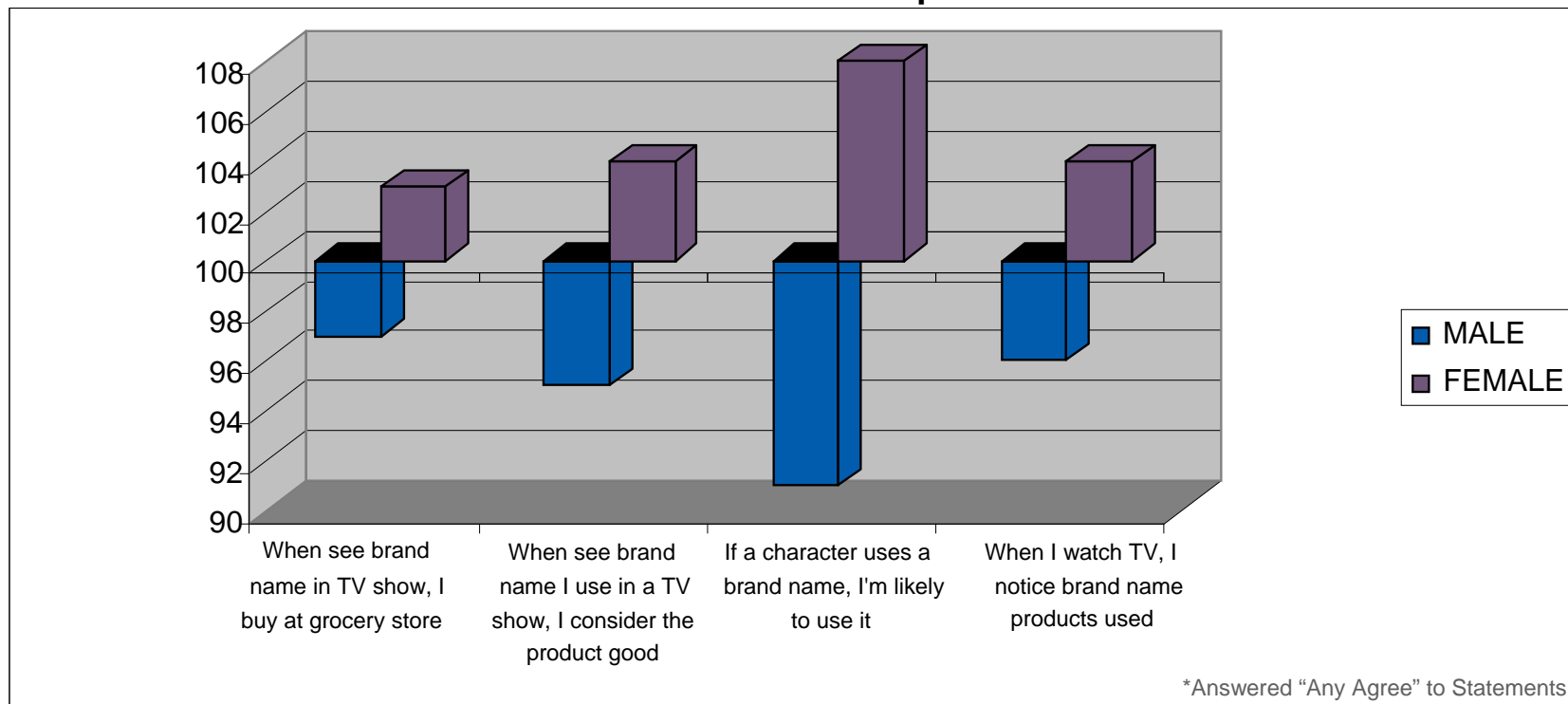
The total adult U.S. population seems to have positive attitudes towards product placement on TV, with 51% claiming they "Don't mind brand name products in TV shows."

In addition, 42% of consumers also report that they notice brand products used on TV. Meaning that they not only have positive attitudes towards product placement, but they also take notice of brands shown on TV.

Are Males or Females More Receptive to Product Placement?

Females are more likely to notice brands on TV and more likely to respond to product placement by purchasing products they view on TV.

Gender Differences in Product Placement Opinions: Index to Total Adult

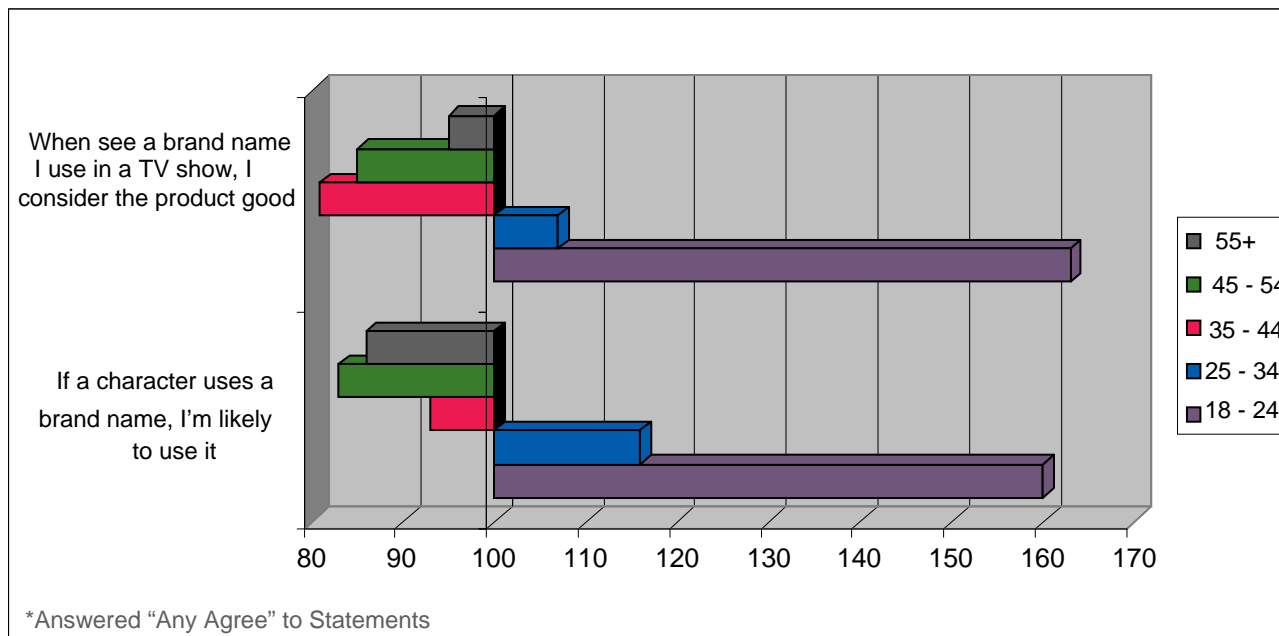


Younger Consumers Also More Likely to be Influenced by Product Placement

18-24 and 24-34 year old consumers are most likely to agree with statements suggesting a likelihood to be influenced by product placement.

Consumers aged 35 and over, on the other hand, are less likely to agree to statements suggesting a likelihood to be influenced by product placement.

Age Differences in Product Placement Opinions: Index to Total Adult

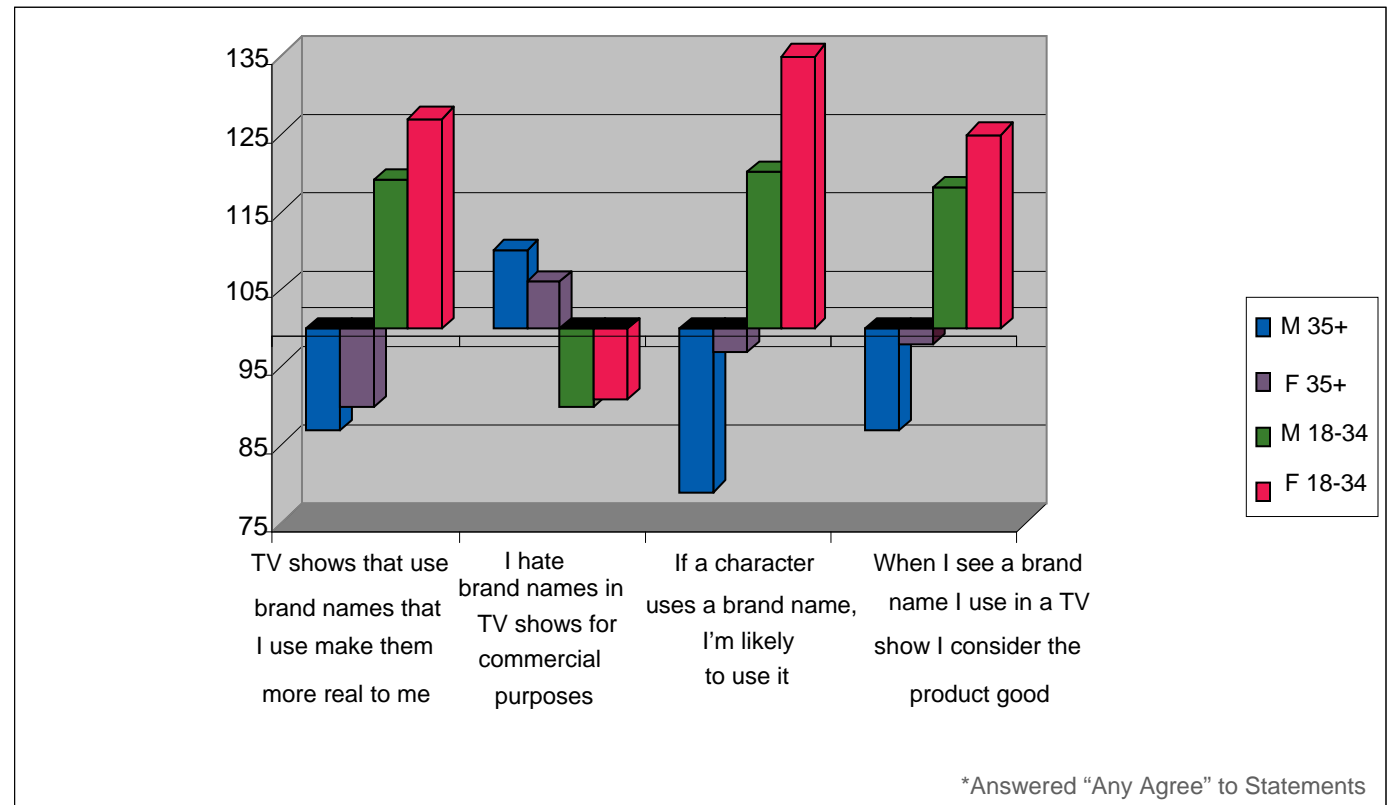


Who are the Best and Worst Targets for Product Placement?

Females 18-34 are the *best* targets for product placement since they have more favorable attitudes towards seeing brands on TV and they are also more likely to respond to product placement.

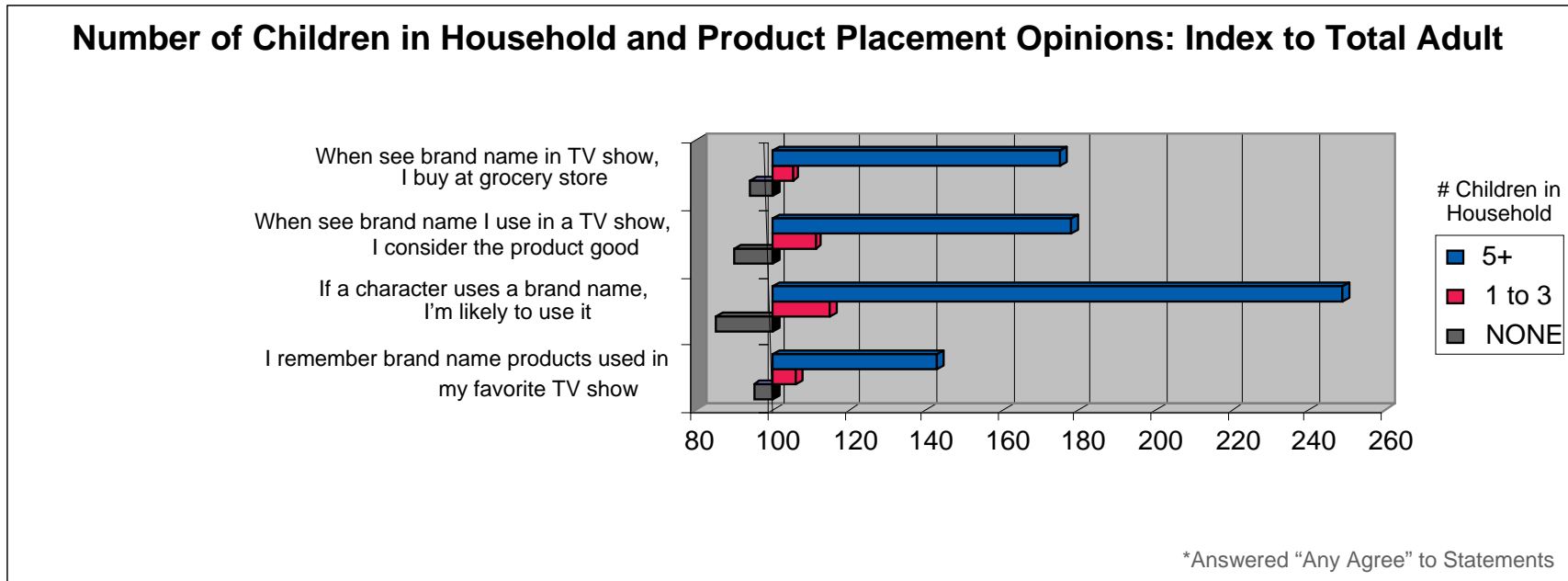
Males 35 and over are the *worst* targets since they are less likely to respond to product placement, and more likely to have unfavorable attitudes towards product placement.

Targets for Product Placement: Index to Total Adult



Households with Children Also More Receptive to Product Placement

Additionally, households with more children seem to be more receptive to product placement, while households with no children are less likely to agree with statements that suggest favorable attitudes towards product placement.

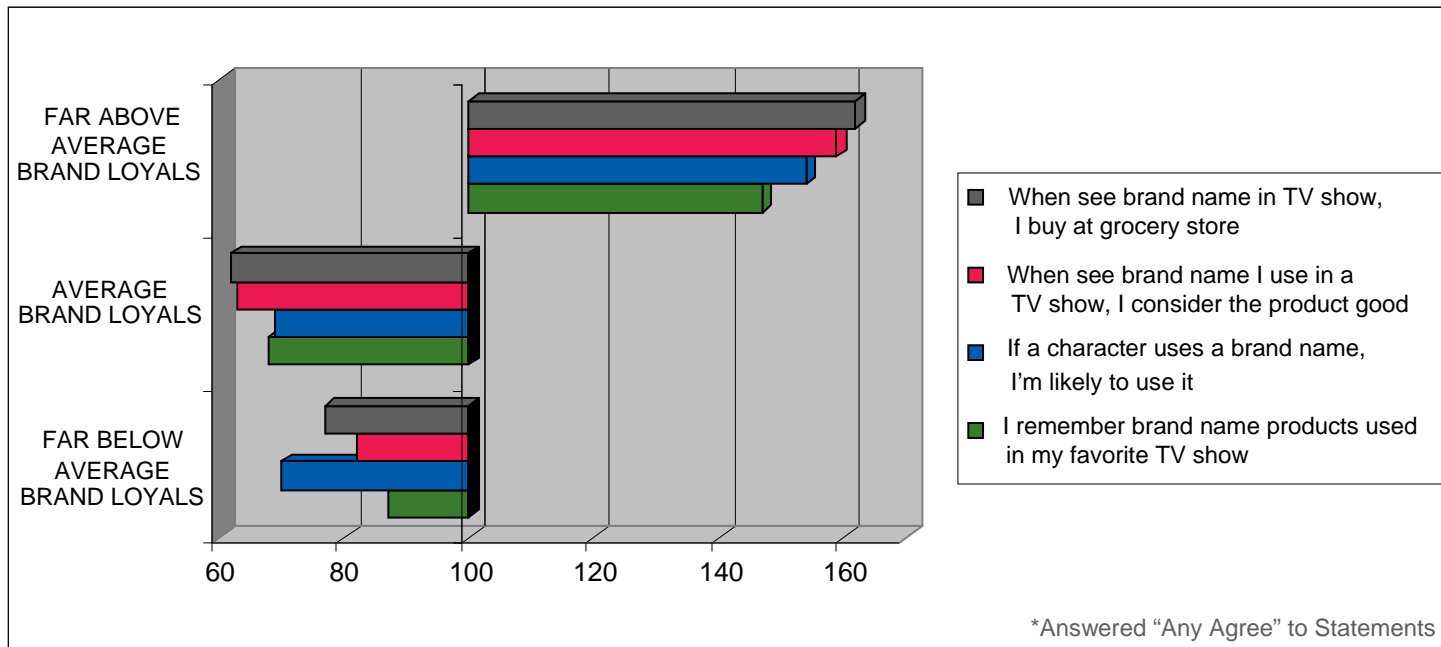


Brand Loyals More Likely to Have Positive Attitudes Towards Product Placement

Brand loyals, or those who stick with certain product brands, are more likely to agree to statements suggesting a positive attitude and response towards product placement.

Consumers who are not brand loyals are less likely to agree to the same statements

Brand Loyals' Opinions on Product Placement: Index to Total Adult



Thank You!

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