Product Placement in Family TV Shows: Impact on Children from 8 to 12—A Need for More Legal Constraints (An Abstract)

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Abstract In this paper we investigate the impact of product (brand) placement in a popular family program in Belgium (The Voice) on children from 8 to 12. Through two experiments preceded by a qualitative phase, we investigate the impact of product placement in terms of brand recall, brand recognition, and attitude change. The identification of a persuasive intent of product placement as well as the effectiveness of warning information about product placement both before and during the shows is assessed. Our results show that the information supposed to warn viewers of the show about the products placed is not sufficient and not understood. In addition, children do not understand the persuasive intent of product placement. Regarding the marketing effects, the results provide evidence of brand recall and positive attitude changes in favor of the brands placed. These results therefore suggest that as far as children are concerned, more education about product placement in TV shows is still needed.

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