UK Government to Allow Product Placement on Television

LONDON (Reuters, 9/14/09) - The UK government will allow product placement on television programmes, lifting a ban it upheld six months ago, the BBC reported. Lifting the restrictions, which will remain in force for children’s television and BBC programmes, could generate annual revenues of up to $100 million pounds ($167 million) a year for commercial broadcasters, the Daily Telegraph said. Broadcaster ITV reacted with dismay in March when the government upheld the ban in the face of a sharp downturn in traditional advertising.

Source: http://uk.reuters.com/article/idUKTRE5BC24C20090913

Ikea Increases Investment in Branded Web Series

Ikea will continue onto a second season for the branded web series, “Easy to Assemble.” The web show, written and produced by actress Illeana Douglas, has featured a variety of other entertainment players such as Keanu Reeves, Justine Bateman, Ed Begley Jr., Kevin Pollak and Jeff Goldblum.

The show found its roots in Douglas’s unsuccessful sitcom pitch. Fortuitously, Ikea viewed the pilot, and collaboration has since formed. Since its initial launch, the show has received about 1 million viewers and has increased traffic to the Ikea website. This has encouraged Ikea to shift a larger portion of its $90 million domestic marketing budget into more nontraditional types of media. According to the Magnus Gustaffson, CMO of Ikea,

"In the next three to five years, we can expect both content concepts and the distribution model to develop even more rapidly. So in that time frame, the importance of the 30-second TV spot, as we know it, will decrease and the importance of something that today is perceived to be more niche, i.e., web series, will increase."

"Ikea Increases Investment in Branded Web Series"
By Andrew Hampp, AdAge 9/18/09

For full article:
http://adage.com/madisonandvine/article/article.jsp?article_id=139108
For other web series and related news: http://twitter.com/webseries

“Cloudy with a Chance of Whoppers”

Alex Palmer of Adweek has reported that Burger King and Sony Pictures's new release Cloudy with a Chance of Meatballs have partnered to promote “Feeding America”, a hunger relief charity. The four week-campaign includes the microsite ClubBK.com, where visitors can not only view the film’s trailer, but engage in a variety of online games featuring movie characters and scenes. The game includes “Feeding America” themed virtual rewards. Says Cindy Syracuse, Burger King’s senior director of cultural marketing:

“As part of our BK Positive Steps corporate responsibility mission, we recognize the importance of helping others and are excited to provide kids with a fun and engaging way to give back to their communities...It's a natural way for Club BK members to put their excitement for the movie to work”

“BK Promotes Hunger Relief With ‘Meatballs’”
By Alex Palmer, Adweek 9/17/09

For full article:
http://www.adweek.com/bw/content_display/news/agency/e3126f8eabdf89e76f26c45dc4161d71c