A new concept of Marketing Strategy on Design Management
TPL(Trend Placement).

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Abstract: In modern creative economy, we would not say without the importance of mass media culture. And one more important phenomenon is that the value of advertisement opportunity is growing dramatically. All kinds of products and brands have very intimate relationship with popular culture such as broadcasting and film industry. One of the most common methods in marketing is PPL(Product Placement).

The mass media and popular culture are incredibly influential to customer behaviour in this society as I said above. PPL has been playing a role as a traditional process of indirect advertisement. However, products have become more immaterial and service started to be included in it, then the territory of PPL has expanded to BPL(Brand Placement). Those are, however, cannot explain new era of creative economy any more.

At this stage, by more focusing on the future mind, I would like to launch a new concept of marketing on design management, named a TPL. TPL stands for 'Trend Placement' which came from PPL(Product Placement). PPL is relatively passive marketing technique in terms of the limit of application. On the other hand, TPL covers more wide and comprehensive scope not just product or brand but general life style. For instance, a new job could be introduced through a character and a kind of new pattern of travel or wedding can be expressed by an episode in TV programme or screen

TPL is indirect method but has enormous potential to attract business power. People are going smarter and more sophisticated. Moreover, social changes in media environment such as appearance of IPTV and offering a enhanced broadband bring about more delicate demands for trend. People do not want direct advertising like a label on a certain product but better life style. To persuade customer in the modern society effectively, all things involved new items should be exposed systematically. And the system will be operated under the design management. This is a sort of way to share new information that started from recognition of design management in creative economy. It is certain that TPL is enough to be a productive business model in more cultural way. Therefore, the possibility of TPL to settle down as a futuristic marketing tool in design management and various case studies of TPL would be introduced in this paper.

Key words: Trends, Marketing, Design Management, Indirect Advertisement
1. Introduction
The modern creative economy scheme contains a new and multilateral businesses. In recent years, the creative industries[1] have grown at twice the rate as the rest of the economy. Creative industries include advertising, architecture, arts, antiques markets, computer and video games, crafts, design, designer fashion, film and video, music, performing arts, publishing, software, television and radio. Among these, this study focuses on the television, film and video, The main research object is indirect advertisements, because, I believe that the growth of the mass media culture will be the main business of the creative economy in the near future. Recognition of indirect advertisement not only influences brand image but also influences social change. So far, indirect advertisements in television drama, film and video have been through PPL but this is shifting to the more inclusive BPL. Companies have made efforts to raise their brand and product images by using PPL and BPL. The cultural industry has to keenly feel the necessity of active and positive marketing. I would like to explore the possibility of new methods for mass media culture and suggest a new concept and practical method.

2. Theoretical Background
2.1 PPL(Product Placement)
PPL, which stands for Product Placement, is widely used as an indirect advertisement. This is a representative method of embedded marketing, where branded goods or services are placed in a context, such as movies or television shows.
The most common method in embedded marketing is PPL. Therefore, we can easily find many examples of PPL in Korea. As the mass media industry has expanded, PPL is developing in terms of scale, structure and system. As the mass media industry has expanded, PPL is developing in terms of scale, structure and system.
The hierarchy of indirect advertisement is as follows.

Indirect advertisement is comprised of a main sponsor, a sub sponsor and others. The main sponsors are divided into direct exposure and indirect exposure.
• Direct exposure
  - A case where a partial or entire logo or emblem is exposed on a screen/monitor.
  - A case where a partial or entire brand name is used in a drama or film script.
• Indirect exposure
  - A case where a related product is exposed on a screen/monitor but is not a specific logo or emblem.
• Sub-sponsors
  - A case where logos or emblems related to the main sponsors are exposed on the screen/monitor or are used as a part of script
• Others - Despite the existence of a main sponsor or sub-sponsor, specific logos or emblems are exposed to the screen/monitor or are used as a part of the script.
PPL is classified as on-set placement and creative placement of a product[2]. On-set placement is consistent exposure of a specific product by one of the lead actors. On the other hand, creative placement is to expose a brand for only one shot. PPL can be further subdivided such as visual only, or combined audio-visual.

In addition, according to Solomon (1996) and Vollmer (1994), on-set placement means the positioning of products on a film set in a believable environment. A specific brand can be integrated into the scene as it occurs in the real world. Creative placement, on the other hand, is more tactful. For example, a billboard on the street carrying a brand logo is coincidently filmed.

As an example, The CROWN, a confectionery company, sponsored the MBC drama ‘Gook hee’ in 1999. When this drama became successful, they purchased the copyright, and then released a new product related to the drama. This allows the work to be real.

2.2 BPL (Brand Placement)

However, some argue that PPL causes aversion from people due to excessive exposure, which can hinder people’s immersion in a story. Delicate consumer psychology and the current tendency that powerful brands exert on purchasing made PPL evolve into BPL. BPL is more conceptual, however, it has the great power to elevate not only sales but also brand image, which is more effective than PPL in the long-term.

Brand, derived from the old Norse word “brandr” which means “to burn”, is considered a “name, term, sign, symbol, or design, or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of the competition” (American Marketing Association).

BPL means advanced PPL, and evolved from occasional product placement to more constant placement for a given period of time. Its advantage is that people do not feel it is an advertisement. From an economic view, BPL can generate higher value-added in the real world. Thus, it is accepted as an effective communication tool by many global companies. Actually, BPL is one of the most preferred marketing methods in modern society.

A good example is <Cast Away>, a movie released in 2000, that made the most of BPL by advertising the brand FEDEX, an international express transportation company.

Recently, the actual export records of Korean films show a substantial amount of growth. US$ 480,000 in 1997 increased to US$ 25,000,000 in 2003, a more than 50 times increase over 10 years. This is the same as the value added from producing 2,789 cars.

The most critical thing at this stage is that BPL has enormous power to attract ripple effects from cultural content. BPL is not just the appearance of media, it creates synergy like a single source multi-use. BPL makes people unconsciously recognize a brand, which leads to positive associations or ideas related to the brand.

3. A proposal of a new marketing strategy: TPL (Trend Placement)

The paradigm which moved PPL to BPL is again causing movement to a more metaphorical stage. Trends which stimulate consumers to purchase become the most important factor. I would like to launch a new concept of marketing on design management, named TPL, a new paradigm of broadcast in a modern society faced with sudden changes. Social changes in the media environment, such as the appearance of IPTV and the offering of enhanced broadband, bring about more delicate demands for trends.
A booming new media, such as the handy terminal supply service for DMB and the sudden expansion of cable TV, shows that the market for indirect advertisements is growing.

Indirect advertisements are prohibited in Korea. However, they are considered as a part of advertisement in the USA and Europe. Moreover, indirect advertisements are rising as a new marketing method. According to the revisions of media law, which were proposed by the Grand National Party in December, 2008, indirect advertising and virtual advertising were added as types of advertisement. This means that indirect advertising would invigorate broadcasting. It is expected that futuristic possibilities of TPL will increase more and more. The meaning and scope of the trend should be defined at this stage.

3.1 The meaning of Trend

Table 1. Definition of Trend

<table>
<thead>
<tr>
<th>Category</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trend as an Object</td>
<td>New emerging phenomena or styles. This means that the preference of many people for specific objects is increasing</td>
</tr>
<tr>
<td>Trend as a Process</td>
<td>Regarding living style and consumption culture - a kind of stream in which everyday attitudes tastes are simultaneously shown for 3~10 years - collective preferences for specific living styles and broadly sympathized phenomena which have similar features in consumer products - beyond just preferences for specific objects, rather a long-term preference system based on the change of the needs structure to decide consumption patterns</td>
</tr>
<tr>
<td>Trend as a Process</td>
<td>Regarding socio-cultural and cultural change - &quot;The power to make an image of the future&quot; - all changes naturally, technological changes of the environment, the changes in social structures and relationships, the change of needs structure and living style for 3~10 years - changing phenomena which has the time and qualitative direction to advance for in society - concept including qualitative change in technology, economy, society, politics and culture for a long time</td>
</tr>
</tbody>
</table>

The meaning of the trend could be understood differently depending on the focus.

Matthias Horx, trend expert, explained the structure of trends according to the length of forecast period and category of research object.

Table 2. Pattern of Trend

<table>
<thead>
<tr>
<th>Concept</th>
<th>Period</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro Trend Fad</td>
<td>Under 6 months</td>
<td>For a short time, from a few people and occasionally appearances</td>
</tr>
<tr>
<td>Micro Trend Trend</td>
<td>Minimum 3 years, generally 5~10 years</td>
<td>Concentrated preference or sympathy with a specific object by many people</td>
</tr>
<tr>
<td>Micro Trend Mega Trend</td>
<td>Minimum 10 years, generally 20~30 years</td>
<td>Collective preference for a specific living style and sympathizing phenomenon to consumption</td>
</tr>
<tr>
<td>Meta Trend</td>
<td>Over 50 years</td>
<td>Value chain of the moderners, complex structure for preferences and tastes and social changes</td>
</tr>
<tr>
<td>Meta Trend</td>
<td>Trend of a trend which shows a changing tendency between various trends and relationships</td>
<td></td>
</tr>
</tbody>
</table>

In general, it is impossible to forecast trends. However, a planned fad could be predicted. In other words, a one-year fad could be created by mass media.
3.2 The modern people’s lifestyle

Lifestyle is a unique living style which is common to members in a society (Lazer 1963). There are more definitions about consumption patterns reflected in personal living styles (Solomon, 2004). The concept of lifestyle was started by Max Weber, a sociologist. According to Weber, all societies have different classes and each level has clearly different living styles and world views.

Nowadays different living styles are impossible since that modern lifestyle is bound up with media, especially broadcast and film. Further difficulties are caused because lifestyle can be classified by social interests and activities. Trend is the key factor to form social interests and activities, and is the driving force to judging a new lifestyle, and the result from lifestyle. Now, the desire for trends is spreading more and more. To supply people’s demands for trends, it is necessary to stimulate their emotions. The most effective way to touch a people’s emotions is through storytelling. TV Dramas and films are based on storytelling, so, it may be easy to catch consumers’ interests if trends are merged into the different scenarios.

Table 3. Definition of lifestyle

<table>
<thead>
<tr>
<th>Author</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazer (1963)</td>
<td>As a general and extensive meaning, a form of life, reflected in the entire society or part of a social aspect.</td>
</tr>
<tr>
<td>Reynolds &amp; Darden (1972)</td>
<td>Human’s structure system which is changing to develop one’s personality by oneself</td>
</tr>
<tr>
<td>Wind &amp; Green (1974)</td>
<td>Extensive living process by using time and money</td>
</tr>
<tr>
<td>Berkman and Gilson (1978)</td>
<td>Patterns of behaviors determined by consumption</td>
</tr>
<tr>
<td>Assel (1983)</td>
<td>A shape of life determined by a few questions on how time is used, what the importance in a given situation is, and how to understand oneself.</td>
</tr>
<tr>
<td>Mitchell (1983)</td>
<td>VALS Program</td>
</tr>
<tr>
<td>Seo-il, Che (1992)</td>
<td>Peculiar living style of members in a society</td>
</tr>
</tbody>
</table>

3.3 The potential of TPL

TPL covers a wide and more comprehensive scope, including not just products or brands but general life styles, a type of consumer-oriented PR techniques.

Recently, many TV dramas deal with adulterous relationships, which have engendered a lot of controversy from the audience. Provocative subjects have been scolding for a long time. Discovery of new matter for scenario writers is similar to the development of innovative concepts by designers. Changing lifestyles of the modern people should be reflected, which will attract synergy between creative subjects and the growth of the creative economy.

I believe that TPL can make people participate in this cultural phenomenon. However, a more TPL sophisticated strategy, is needed. It is a new marketing technique which is focused on the revitalization of the cultural industry by enhancing the weak points of PPL and BPL.

Some argue that PPL causes viewers to make an over-consume or impulse buying. Moreover companies compete excessively with each other, which increases the money for indirect advertisement. However, PPL alone does not influence people’s purchasing choice. When it came to trend elements, including new places or new leisure
sports, they were effectively affected. PPL, a more direct method, is not desirable for viewers who have to make purchasing judgement. TPL, however, is more futuristic and advisable.

| What do you think of PPL products which appeared on TV, film and Online games? |
|-------------------------------------------------|-----------------|
| 15, June 2009 - 28, June 2009                   | Total number of poll: 1,019 |
| I don’t care                                    | 9.9% (101 votes) |
| I recognized it but never purchased             | 58.1% (592 votes) |
| I want to buy it right now                      | 28% (29 votes) |
| After collecting information on that product, and then decide to buy or not. | 28.3% (288 votes) |
| I don’t know                                    | 0.9% (9 votes) |

Figure.1 The result of poll about influence on purchasing of PPL[3]

TPL not only function as a formal purpose of sales or brand image, but also as an information provider on leisure, occupation and recent events. Because the territory of TPL is very broad, it produces a lot of derivatives and is thus connected to enormously higher added value.

In addition to, there is a ‘hallyu’ in the center of the popular culture industry. The ‘hallyu’ is very influential on the global cultural market, especially in China. TV dramas in Korea have been distributed to every country apart from the USA and Western Europe, and have approximately 800,000 viewers. It is obviously a brilliant cultural product. This superior cultural product is encouraged by trends. It is time to prepare precautions as a powerful state of culture.

Henrik Vejlgaard[4], a Danish trend expert defined a trendsetter is the person or group who contributes to the spread of a new trend, and they are in the most important position. He explained each position of trend creation and acceptance using a diamond model. TPL can play a role as a trendsetter and be a vehicle for the birth of new trends.

Figure.2 The diamond model of trend
3.4 The application of TPL through case studies

A new job could be introduced through a character, and a new kind of pattern of travel or wedding can be expressed by an episode in a TV drama or film. For a good example, I would turn to "My name is KIM SAM SOON" released in 2005. The first professional work that was dealt with as a story factor in TV dramas occurred such as "Model" in 1997 and "General Hospital" in 1994. However, this was a relatively passive approach compare to now. Occupation is not just a lead actor’s job but new information and provision of indirect experience. The barista in "The 1st Coffee Prince", and the patissier in "My name is KIM SAM SOON" have opened a new world of work for the young generation. This coincides with the tendency of expert boom. Although "Boys Over Flowers" was ridiculed due to an excessively unrealistic story, New Caledonia, an island located in the region of Melanesia in the southwest Pacific where the main actors travel, has made a deep impression on viewer’s minds. According to a reliable newspaper, the amount of visitors in Macau, where the main actors visit has remarkably increased as well. The sites in TV dramas are stand out as an essential element for storytelling within the episode. The exhibition “Chagall - Magician of color” held in the Seoul Museum of Art, was used as an episode for "Full House" in 2004. The lead actress talked about ‘The Rooster’ and this scene impacted people’s visiting. The old passive attitude of using only as a jobs has changed to a very leading role in the new scenario, which is the main reason for the popularity of the medical drama "White Power" and forensic science drama "CSI". By placing trends in TV dramas or films, scenario writers could offere various stories, which result in abundant content. TPL could contribute the promotion of cultural infrastructure in Korea as a source provider, which is the biggest benefit.

The context effect from film or TV drama can be connected to make various promotional activities and events, which means that TPL could be an integrated marketing communication tool. The reason why TPL can exercise great power on viewers’ subconscious is that they want to identify with the lead actors. To do so, creators should correctly catch changing social phenomena and participate in productive trend promotion.

TPL has to play a role to spread and circulate information about new professions, expert knowledge and promote cultural products and leisure industry.

4. Conclusions

Laszlo Moholy-Nagy predicted that the illiterate of the future would not be ignorant of letters but of images.[6] I would like to replace the images by trends. There is too much information, and those who do not deal with the overflowing information cannot avoid being illiterate. The quantity of information is not an issue, but the way to weave it, into a comprehensive whole, which conclusively affects potential consumers and makes them enjoy a better life, remains an issue.

It is obvious that TPL can attract enormous business power, and it is essential for the construction of cultural infrastructure. In the long term, writers should closely watch people’s lifestyles to reflect realistic scenarios not sporadic PR of a cultural event. They should ask for agreement and sympathy from people by observing their lifestyles through the prism of trend.

People are becoming smarter and more sophisticated. Moreover, social changes in the media environment such as the appearance of IPTV and the offering of enhanced broadband, bring about more delicate demands for trends. To effectively persuade customers in the modern society, everything involved with new items should be
exposed systematically. Thus the system would operate under design management. Trends can easily permeate trendsetters and early adaptors who are eager to understand them and enjoy their benefits. However, practical consumers (mainstreamer or late mainstreamers) who form the majority of the market prefer progressive changes rather than that sudden changes. Therefore, a stoppage between technology and the market happens and the market needs time to control the mechanism. In other words, all kinds of trends should be merged into a familiar story in our daily lives.

Additional research is needed on the relationship of design management and the structure of public opinion formation through TPL.

This is a way to share new information that started from the recognition of trends in design management. It is certain that TPL is sufficient productive business model that operates in a more cultural way. Therefore, there is the possibility of TPL becoming a futuristic marketing tool in design management

![Figure.3 The flow to the TPL](image)

5. References and Citations

[1] The creative industries are those industries that are based on individual creativity, skill and talent. They are also those that have the potential to create wealth and jobs through developing intellectual property. Available at <http://www.culture.gov.uk/> [Accessed 2 May 2009]


[4] Henrik Vejlgaard, is a pioneer in trend sociology, the study of the trend process. He has lectured on lifestyle and trend sociology at the University of Copenhagen and the University of Arhus School of Business, both in Denmark. He has written three books in Danish on consumer behavior, trends, and design strategies.


