

## Product Placement: Genius Marketing

Have you noticed the increase in home renovation shows in the past few years? TV networks are actively pushing "do it yourself" home renovation and flipping shows.

These shows while informative, are definitely trying to do more than just teach you and motivate you to fix up your digs. In fact, television networks use these shows as a vehicle for product placement and branding. From specific brands of paint, to siding and drywall, these shows inform you of the innovative products out there for you to use to make your home a better place to live.

For example, I would much rather see a professional install brand new Kohler fixtures instead of just seeing an ad for it. Involving the product in the show is both logical and effective. Not only do I get to see a professional install a future potential product I may use, I get to see it in action and in the grand scheme of the decor. I won't feel like an idiot shopping at Home Depot if I know what I'm looking for. Great Marketing.