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WHAT THE ACTORS SAY

As much as the channel would like to be paid for exclusively advertising a brand, the bearer of the message is usually an actor. And sometimes there might be a clash of interest as an actor might be the face of say some soap/shampoo but asked to 'advertise' another soap/shampoo on the show. What happens then? Shouldn't they be paid too?

If it's on the contract



Says actor Karan Mehra, "Usually brand uses models and branding via soaps is a novel idea. If artists get remuneration then why not? It may be disappointing only if an artist is not paid because what if he wants to associate himself with a brand outside the one used in the show. When we perform for the channel, we are paid and if brands are being promoted by us, we expect

to be paid. An actor can't be used for anything and everything as there is a valid contract with clauses. Even internationally, prior approval is taken from the artists if they are being used to promote brands or products in shows."

As long as it's natural



Actress

Manasi Parekh Gohil adds, "They should stop blurring products on the show, because the minute the product is



A still from
Yeh Rishta Kya
Kehlata Hai

blurred your attention goes directly to it! And as a viewer you want to find out about the product and it's very easy to figure out the details of a brand because we are so used to seeing them on a daily basis. In fact, I feel that if we leave the brand, it weaves in naturally into the scene and people probably won't pay much attention to it because its part of the setting."

who is seen in different commercials including a popular biscuit brand says, "For a channel, the primary revenue stream is advertising so you lose out on a lot of moolah through product placement. Unless, in-branding leads to extra revenue as well as further marketing of a product or brand, the blurring of products will continue! There has to be a common ground between the channel and the advertiser in terms of revenue. If I have a contract ad, which is very rare, then I would not pick up the rival brand. However, such contracts don't happen even with the biggest stars as even Bollywood actors are one day endorsing a cold drink and the next endorsing another. Also if I am doing a TV show, it's the character that is endorsing the product and not Raj Singh Arora so I don't see a conflict."



It's the character, not me!

But what if you are holding a brand a rival to the one, you are an ambassador of? Raj Singh Arora

THE RIGHT 'CHANNEL'

For a channel that generates revenue from the advertisements and in-branding, showcasing a brand without being paid for can be a tricky situation. Also there can be a conflict if the brand used in the show is the rival of the brand aired during the commercial break.

Juhi Ravindranath, Head, Advertising Sales - Content Sales, Imagine TV states,

"As an internal flexible code of conduct, broadcasters may choose to disallow in-programme product display - unless paid for. Product integration is an emerging revenue stream for broadcasters and

they will want to protect it. It also protects the advertiser in the case of sponsored shows, by disallowing competition to gain a back door entry through product placement. Most GECs are working with advertisers on customised placements of brands to drive additional value for both- the broadcaster and the brand."

Sukesh Motwani, Programming Head Fiction, Zee TV says,

"From a creative view point, subtle product integrations are perfectly fine. There has been a fine blend between the product and the story line which will make the integration look seamless."