

BB product placements snapped up

Marketers of reality show Big Brother 2 say that there has been a huge demand for product placement with some sponsors shelling out more than R500 000 to have their products used by the housemates.

Prices are 30% up on last year, but so is demand and a "first come, first served" sponsorship policy was adopted. It costs between R282 000 and R585 000 for product placement.

At the upper end of the scale are "active exposure" products that get used every day, like packaged cereals, dishwashing liquid and toiletries. The cheaper option is for "incidental exposure" goods, such as gym equipment which appears less frequently.

Further down the scale sponsors can contribute products for house "tasks", activities set out for the housemates by Big Brother to provide variety for the show. These slots go for between R30 000 and R80 000.

Tracey Hawkrige, executive project manager and head of New Media Oracle Innovision, the firm handling Big Brother sponsorship for screening platform Multichoice, says that sponsors have also become more innovative. "They are utilising the additional elements in the show and are highlighting more of their products. They have learnt from last year, and have developed a more integrated approach, leveraging their sponsorship with additional exposure."

While there is little doubt of the worthwhile bottom line benefits to Big Brother sponsorship, Hawkrige says that it is nonetheless necessary to try and quantify the exposure afforded to sponsors. To this end teams of "spotters" have been assigned to watching the show night and day and making note of every product appearance and verbal mention. Sponsors are then provided with a detailed log of exposure.