

*THE INTERN'S
HANDBOOK X
PAL ZILERI*

Product Placement Strategy by Adriana Gomez-Weston

WHAT IS PRODUCT PLACEMENT?

Solving The Puzzle Of Entertainment Marketing

WHY PRODUCTIONS WANT TO WORK WITH BRANDS

SAVE MONEY

Just like brand marketing departments, productions have budgets – and when they can save dollars through getting products for free, and come in under budget, they look great to their bosses.

SAVE TIME (AND MONEY)

Every brand exposure on screen requires legal clearance, and having a brand willingly provide product, versus buying the product and then still having a production point hunt down the brand for official sign off, provides them this clearance and saves valuable (and billable) time.

MAKE MONEY

Money! Either cash that is paid to the production or assistance in helping make sure more eyeballs are exposed to the property's advertising makes this a win for productions as it gets more people to watch the content.

SEE THE THEME? MONEY!!!

WHO ARE THE DECISION MAKERS?



TYPES OF ON SCREEN EXPOSURE



FILM BY HOLLYWOOD BRANDED

SOME GREAT AND (NOT SO) GREAT EXAMPLES OF PRODUCT PLACEMENT

MAD MEN: KODAK
CAROUSEL

THE FIFTH ELEMENT:
MCDONALD'S

WAYNE'S WORLD:
MULTIPLE BRANDS

BACK TO THE FUTURE II:
NIKE

TRANSFORMERS 4:
MULTIPLE BRANDS

THE GREAT GATSBY
(2012):
PRADA

Understanding the Career (I)

- A product placement agent conducts research into a client product and the intended placement medium.
 - The agent is in charge of contacting entertainment companies in order to pitch a placement. This argument will include why the product is a smart fit for the production, and how the brand can benefit the entertainment company.
 - The agent will contact a representative from the entertainment company, and key figures such as the director and producer will be consulted.
 - If an agreement is achieved, a contract will be made to specify the details of compensation, and rights and restrictions.
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Understanding the Career (II)

- Product placement has been around since the 1800's, but has now become more prominent in today's technology-driven society.
 - With the surge of streaming services and DVR, traditional methods of advertising are no longer as effective as they used to be. Brands and marketers have to become more creative in order to reach their target market.
 - Films have always been a way of connecting with consumers because:
 - The consumer is giving their undivided attention.
 - Contact with a celebrity/public figure increases the desire for a brand and/or product as opposed to traditional marketing.
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The Project Process

I decided to create a mock product placement strategy uniting a developing film, an established apparel brand, and a principal actor. For the sake of this project, I studied the *Intern's Handbook* (Currently in development by Sony Pictures), a film that will be based on a novel of the same name. Using the elements presented in the book, I proposed a collaboration with renowned Italian menswear brand Pal Zileri. To facilitate the legitimacy of this endeavor, I conducted substantial research on the *Intern's Handbook* target market as well as the target market of the brand. I created a detailed case for the unity of these two entities, including information of the book's content, the appeal of the proposed principal actor, and the benefits of such a union. At the conclusion of this project, I included a marketing plan proposal for the brand and the film. This proposal would help facilitate consumer interest and sales for the Pal Zileri brand, as well as further introduce the company to the millennial market. This union would also help create additional growth opportunities for the principal actor and create a unique image for the film.



PAL ZILERI



Photo Courtesy of Pal Zileri on [Instagram](#)

About

- Founded in 1980 in Vicenza, Italy. Born out of the Forall Confezioni.
 - Originally produced for other labels such as Moschino and Trussardi.
 - All of their garments are exclusively handcrafted in Italy. They refuse the notion of sourcing and cheapening their products.
 - “Sews together traditional craftsmanship with avant-garde style and advanced techniques.” in which they have coined the term *Avant Craft*.
 - “Where classicism is the foundation of the new language of Pal Zileri, an urban mix with great personality.”- Creative Director Mauro Ravizza Krieger.
 - Apparel distribution in around 70 countries.
 - Changed in leadership in 2014, and is currently under CEO Paolo Roviera.
 - Pal Zileri is currently going through a rebranding process, and has made strides to appeal more to the millennial market.
 - Used to have a wider range of brands, but has since scaled back during the image change.
 - Currently has three brands, the main Pal Zileri, Lab Pal Zileri, and Black and White. They also offer a made-to-order service.
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Target Market

- “Classic and energetic” men aged in the mid 30’s onwards.
 - The Pal Zileri man has personality, elegance and professional stature; he needs comfortable but sophisticated clothing.
 - “People that need to wear an elegant cut but wish to be contemporary.”
 - Falls in the Bridge (Lab Pal Zileri) and Designer (Pal Zileri) price categories.
 - Based off of the above information- Pal Zileri’s ideal customer is a man with taste, a good income, and a man with many interests. He loves culture, travel, and comfortable, but stylish clothing.
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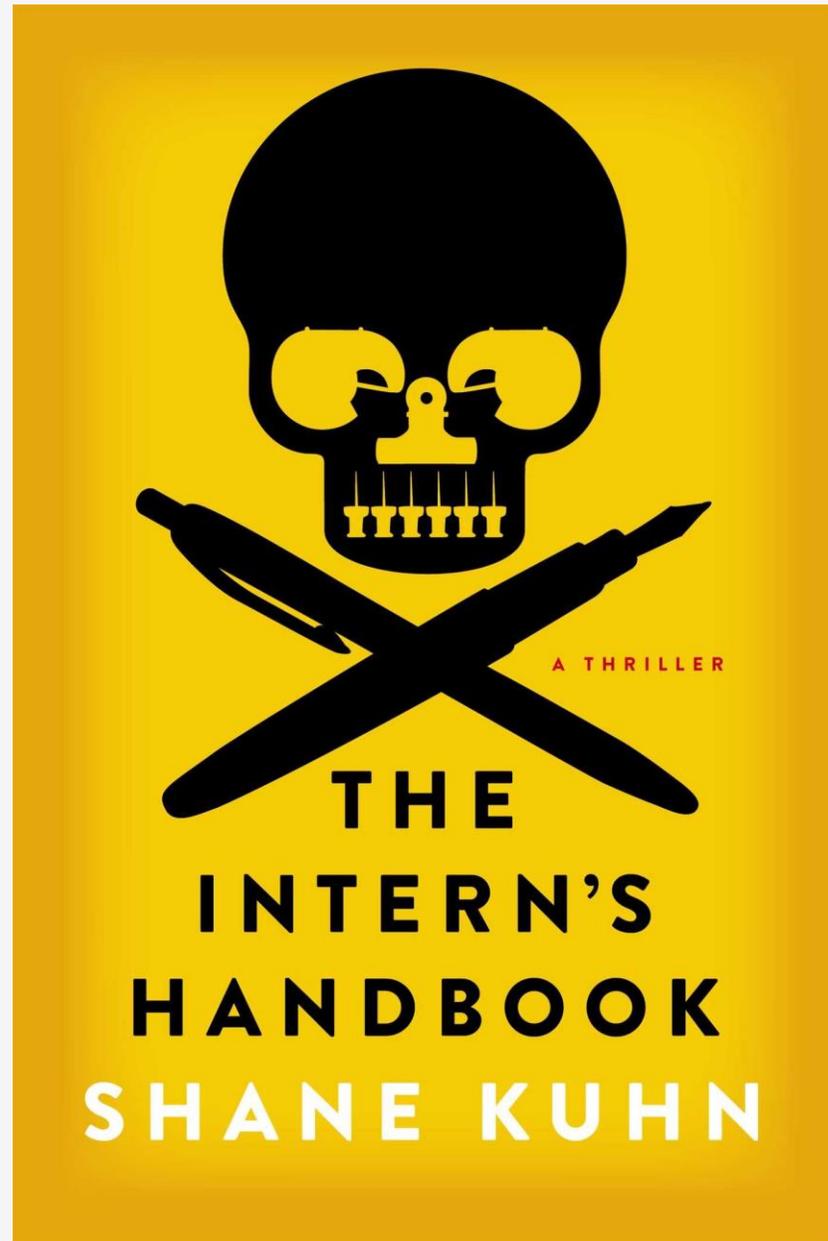
Pal Zileri Brands

PAL ZILERI

PAL ZILERI LAB

BLACK AND WHITE

*THE
INTERN'S
HANDBOOK:*



Plot Summary

“Interns are invisible. That’s the secret behind HR, Inc., the elite “placement agency” that doubles as a network of assassins for hire who take down high-profile targets that wouldn’t be able to remember an intern’s name if their lives depended on it. At the ripe old age of almost twenty-five, John Lago is already New York City’s most successful hit man. He’s also an intern at a prestigious Manhattan law firm, clocking eighty hours a week getting coffee, answering phones, and doing all the grunt work actual employees are too lazy to do. He was hired to assassinate one of the firm’s heavily guarded partners. His internship provides the perfect cover, enabling him to gather intel and gain access to pull off a clean, untraceable hit. Part confessional, part DIY manual, *The Intern’s Handbook* chronicles John’s final assignment, a twisted thrill ride in which he is pitted against the toughest—and sexiest—adversary he’s ever faced: Alice, an FBI agent assigned to take down the same law partner he’s been assigned to kill.”

Novel Success

- Winner, Best Thriller 2015- Colorado Book Awards.
 - Ranked #1 in international bestsellers in 2014.
 - Received praise from publications such as the *New York Daily News*, *Kirkus Reviews*, *Vogue UK*, *Entertainment Weekly*, and *the Seattle Times*.
 - Was picked up for a film adaptation before it hit shelves on April 8th, 2014 (Announcement was made May 15th, 2014).
 - Followed by a sequel- *Hostile Takeover* (Released on July 14th, 2015).
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Film Adaptation

- In May 2014, it was announced that the rights to the Intern's Handbook were bought by Sony- the acquisition is said to be in the high six figures.
 - The script for the film is to be written by Oren Uziel (22 *Jump Street*).
 - The film will be produced by Neal Moritz, Ori Marmur, Brad Mendelsohn, and David Alpert. Author Shane Kuhn will executive produce.
 - Part of a trilogy, the film is in development to be a potential franchise.
 - Currently, the film is planned to be a vehicle for actor Dave Franco.
 - The film was optioned in May of 2014, given a treatment in January of 2015, and a script was completed in August of 2015.
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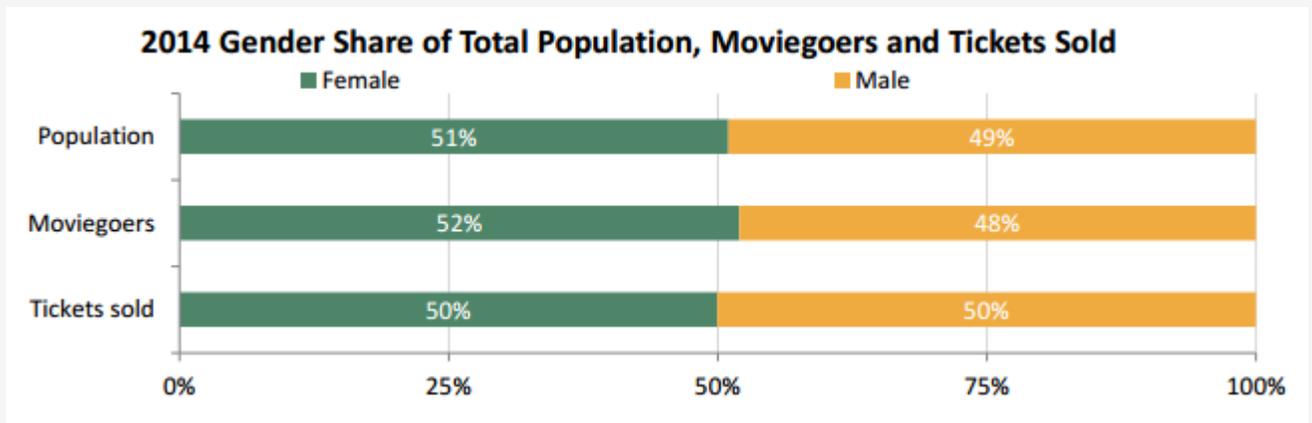
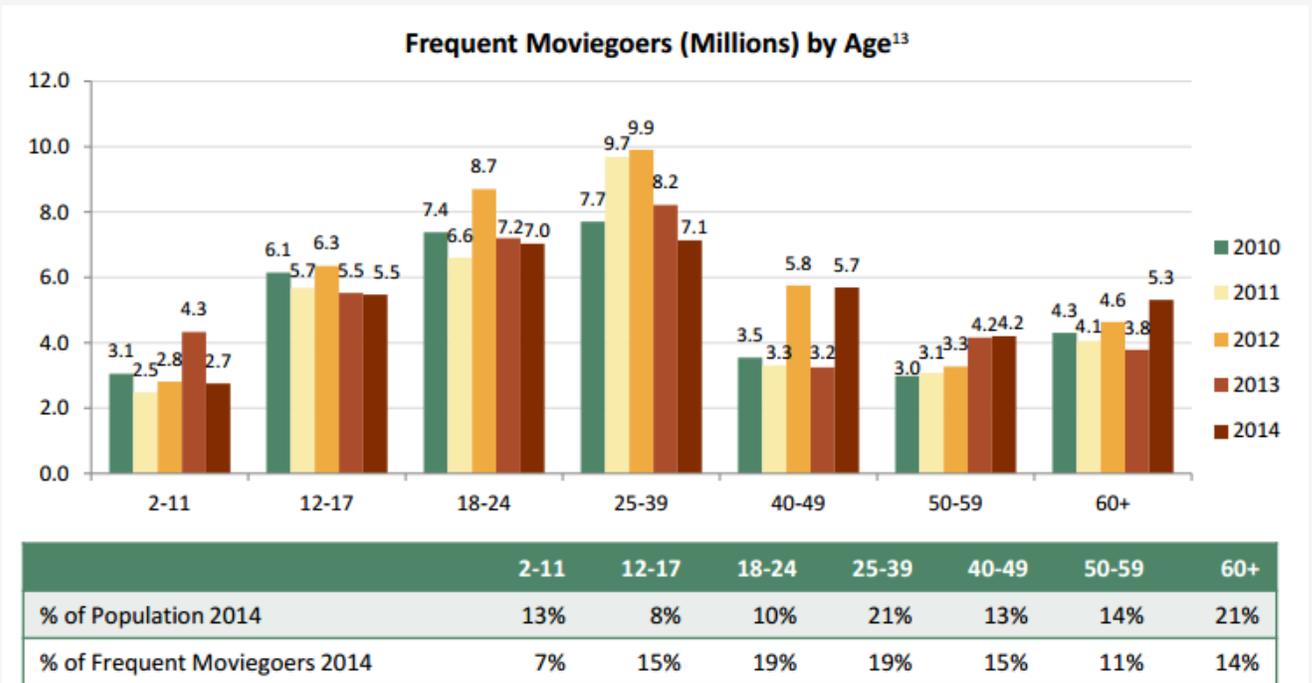
Film Projected Success

- The film boasts a different number of target markets: Due to its fast-paced and action-packed storyline, it is likely to appeal to males over the age of 18.
 - Due its presentation of interns and the modern day economy, it will have a mass appeal to millennials (adults aged 18 to 34).
 - Principle Dave Franco has cultivated a large international following (primarily females aged 14 to 25) over the years. He alone will draw in a number of movie goers.
 - *Since the film is still in early development, additional information is not available. The director, supporting cast, marketing, and release time will also factor into the film's success. The storyline is also likely to be altered to accommodate principal actors and appeal to a wider audience.*
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Statistical Support

Based on information from the MPAA 2014 Theatrical Market Statistics, the highest population of frequent movie-goers occurs between the ages of 18-24, then peaks at 25-39, which would be the ideal market for *The Intern's Handbook*. This market represents 20% of tickets sold for 2014.

As far as the gender of movie-goers, females outnumber males by 4%. While the film's material may be more male-directed, marketing to females is equally as crucial.



Why This Film is Great for Placement

- Author Shane Kuhn has over 20 years of experience in the entertainment and advertising industries. His biography states that he is a “**shameless product pusher in the ad world.**” So the book itself is chock full of placements.
 - Set primarily in New York City, the advertising capital of the world. The urban backdrop alone lends itself to organic placements.
 - In the novel, Lago constantly name drops products. The character is well-traveled and extremely versed in pop culture and brands. Lago has an amazingly refined taste and knowledge of high-end labels, and most importantly- the money to afford them.
 - In addition to name dropping, Lago utilizes ordinary products such as coffee to carry out his missions. In fact one of Lago’s rules for success is to learn how to make the “perfect” cup of coffee.
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Why This Film is Great for Placement

- Since this film will be seen by mainly adults, there will be a higher average income to spend on the products presented in the film. According to a 2008 [study](#) by Nielsen, 46% of movie-goers make over \$75,000 a year.
 - Since the film will appeal to a large male audience, in addition to clothing, there is strong opportunity for alcoholic beverages, electronics, and other luxury brands and products such as office supplies and coffee.
 - The partnership with Pal Zileri will be unique. The brand hasn't been prominently featured in any films prior. The plot allows for all brands of Pal Zileri to be showcased. They are different, but have a common theme which unites them.
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Brands Mentioned in the *Intern's Handbook*

Lilly Pulitzer®

★ Heineken®



LENSCRAFTERS ❤️ 👁️



HARRY WINSTON

Cadillac®

TEQUILA
RESERVA DE
DonJulio.



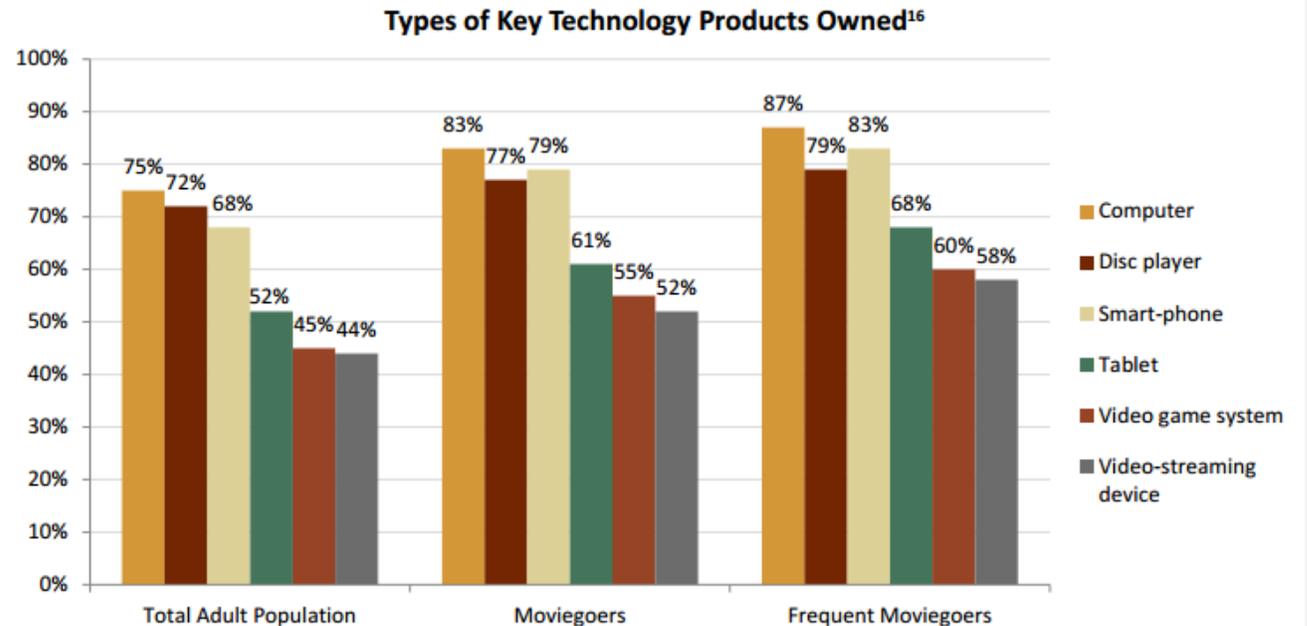
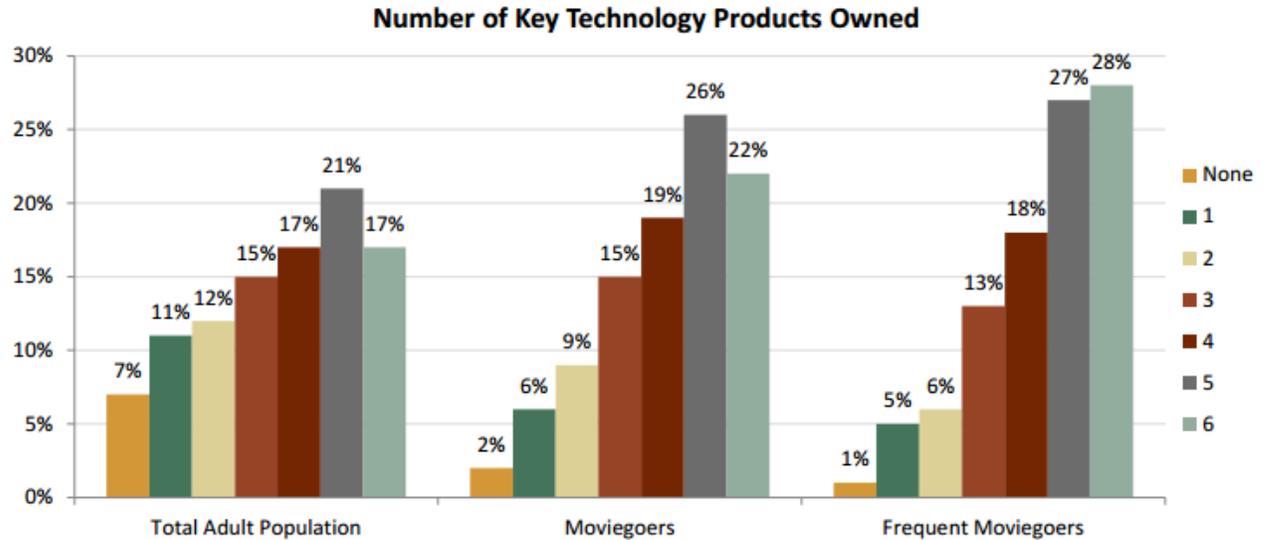
Jägermeister®



HONDA

Statistical Support

Based on information from the MPAA 2014 Theatrical Market Statistics, frequent movie-goers are more likely than other members of the population to own technology products- which means they are easier to market to due to their media access.



*PRINCIPAL
ACTOR & PAL
ZILERI*

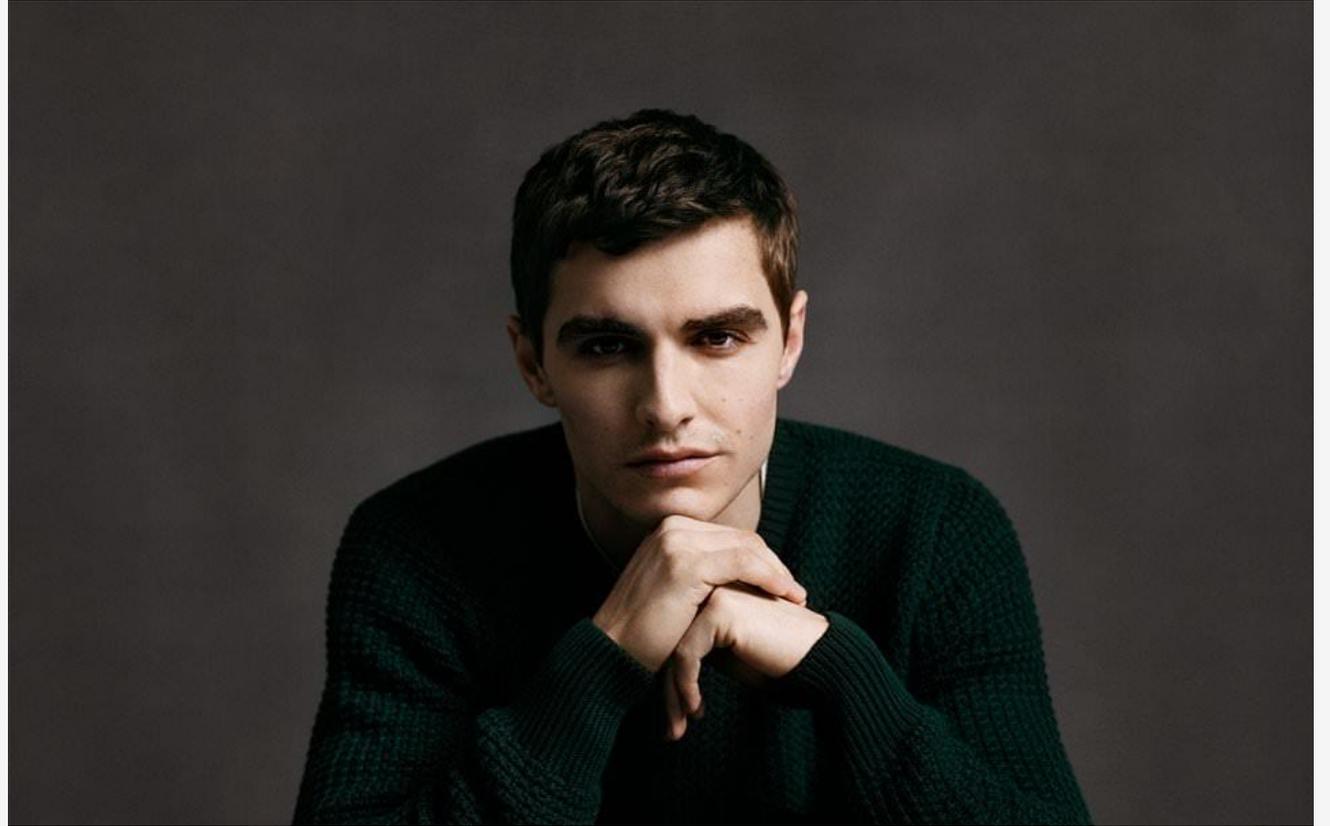


Photo Courtesy of [Mr Porter](#)

Dave Franco & Pal Zileri

- Well-traveled, and has gained an international fan base. Has filmed in countries such as Germany, England, and Thailand, and received the International Man of the Year award from GQ Australia in 2014.
 - Embodies the Pal Zileri trademark of modern and classic, casual and formal. Pal Zileri is a powerhouse within the menswear industry. It relies on its reputation and craft to sell its clothing. It's advertising is minimal. Franco is similar. He has not lent his image to social media and cheap publicity, and remains a quiet but growing force within the entertainment industry.
 - His age (31) bridges the gap between Pal Zileri's two main brands.
 - Has a primary concern of comfort, but has a lifestyle that requires specially crafted apparel.
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Notable Film & Television

- Scrubs (2009-2010)
- 21 Jump Street (2012) **138M US**
- Warm Bodies (2013) **66M US**
- Now You See Me (2013) **118M US**
- Neighbors (2014) **150M US**

UPCOMING

- Now You See Me 2 (June 2016)
 - Nerve (September 2016)
 - The Disaster Artist (TBA 2016?)
 - Easy (TBA 2016?)- Netflix Series
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Brand Affiliations- Past & Present

LG & FUNNY OR DIE

BAND OF OUTSIDERS

MADDEN 2015 & 2016

MARVEL

- ☠ Has been in attendance at presentations for Dior Homme and Vince Camuto.
 - ☠ *Has not been in any other major apparel label campaigns.*
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Photoshoots

GQ AUSTRALIA

VS MAGAZINE

MR. PORTER



Film Considerations

- The film's apparent violent nature. There are also multiple instances of sex and drug use by the main characters. Pal Zileri may not want to associate itself with this image.
 - Dave Franco may be a good match, but does Pal Zileri believe that he would be a good fit for the brand? While he does have a decent fan base, will the target market accept him?
 - How will the director approach product placements? Some directors are more open to placements and better at incorporating them into their films.
 - Film credits: Pal Zileri would possibly want to be mentioned in the end credits for providing the principal actor's wardrobe.
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Brand Placement & Integration (I)

- Pal Zileri's integration into *The Intern's Handbook* would be a stealth placement (No visible logos present, but a film credit). Based on John Lago's character, he is loyal to certain brands, and swears by them on his assignments. Lago would be the kind of man who would go to a specific place for all of his clothing needs.
 - The character of John Lago would be wearing the clothing throughout the film- for both his intern (Pal Zileri) and assassin persona (Lab Pal Zileri). Additionally, he would use to the made-to-order service for special missions.
 - A proposal of exclusive pieces would be proposed to supplement the film. This would help with Pal Zileri's rebranding strategy, and appeal to younger consumers. The main selling point is the concept of DUALITY- which Lago mentions in the books. The ability to switch from casual to formal, day to night- *and* the ability to take on another persona at will.
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Brand Placement & Integration (II)

- Film placements are great because they have the potential to create a lasting impact. Depending on the success of a film (long-term), it can influence trends and buying habits.
 - The partnership of Pal Zileri, Dave Franco, and the Intern's Handbook will re-introduce Pal Zileri to the millennial market- especially that of the United States.
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