

Old brands come to life: Historic product placement in the light of Mad Men, an American series

Árpád Ferenc PAPP-VÁRY, PhD habil – Veronika CSERÉNYI

*Budapest Metropolitan University, Tourism and Business Faculty, Marketing Institute,
Nagy Lajos király útja 1-9., Budapest, Hungary, apappvary@metropolitan.hu*

Abstract

Product placement is in a certain sense the TV advertisement of the 2010s. While traditional advertising, and especially 30-second TV spots experience increasing difficulties, the new genre is booming.

Even ordinary viewers notice that brands appear in various kinds of movies and series – in special cases they can even be seen in films set in the past or the future. On the one hand, this may increase the authenticity of the film or series, and on the other, this may get money from the brands for the filmmakers.

This writing examines the appearance of brands by means of a unique case study.

Mad Men is not only one of the favourite series of advertising professionals; its fan base is much wider. The final episode in May 2015 was viewed by 3.3 million people in the US on the day it was aired, making it the best drama series of all times. At the moment, Mad Men is rated 8.6 at IMDB (International Movie Database), and has been nominated for several film awards, winning 16 Emmies and 5 Golden Globes.

The series takes us to the 1960s, offering an insight into the life of a fictional agency called Sterling Cooper. The era depicted here is especially interesting because it was the golden age of television advertisements and advertising agencies located at Madison Avenue as well. Therefore it is exciting to see Sterling Cooper employees working on the briefs of well-known brands, presenting their ideas to the clients.

But what are these brands? Our objective was to re-watch the 7 seasons of Mad Men, and gather all brands altogether with their appearances. As the series is set in the 1960s, these appearances belong to the group of so-called 'historic placements'.

This writing is also topical because in 2017 Heinz ketchup came up with advertisements similar to the ones 50 years ago, presented by the main character of the series, Don Draper to the representatives of the brand.

Keywords: branded entertainment, historic product placement, case study, Mad Men

1. Introduction: The increasing role of product placement

How can we define product placement? There are many authors, most of them marketing professionals who wrote on the topic of product placement. And, equally, there are so many definitions as well (Dudovskiy 2012). These include the following three:

- A product is placed in a movie or television show in exchange for payment of money or other promotional consideration by the marketer (Gupta - Gould, 1997).
- A marketing tool where a product is put into a movie scene, or its brand name is heard. (Lehu and Bressoud, 2008)
- Paid product message aimed at influencing movie or television audiences via the planned and unobtrusive entry of a branded product into a movie or television program. (Balasubramanian, 1994)

Although product placement has a history of several decades, it became increasingly significant and inevitable in the United States and Europe in the past years. According to research in America conducted by PQ Media, a company specialised in media research, while advertising spending for this purpose was only USD 190 million in 1974, it was USD 512 million in 1985, USD 1130 million in 1994, and USD 3458 million in 2004 (Lehu, 2009). It has since exceeded the magic threshold of USD 10 billion, too. (Onlinemba.com, 2011). At the same time, if we examine the Top 40 list of Hollywood movies, we can see that the average number of product placements per movie was 17.8 in 2011. (Brandchannel.com, 2012). However, brands do not only appear in movies but also in series,

reality shows, talent shows, and so on. This has several reasons: changes in consumers' relationship to advertising, technological progress, mainly digitalization, the reform of advertising, the changes of the legal environment, and the needs of film and TV show production companies.

Focusing on the last aspect, product placement has two important advantages from the perspective of TV show producers and filmmakers: it makes money – which is not necessarily physical money, but can also be some accessory or tool they need; it makes the film or show more lifelike, more realistic.

Product placement is in a certain sense the TV advertisement of the 2010s. While traditional advertising, and especially 30-second TV spots experience increasing difficulties, the new genre is booming. Marketing literature, however, has only been catching up with practice recently. At this point there are no comprehensive publications on the categories of product placement, or how it should be divided into categories. The author of this article recommends the grouping methods listed below (Papp-Váry 2014):

- by the position of the product placement within the film/programme
- by the type of the products placed,
- by the brands placed,
- by the financial background of the cooperation
- by the position on the product lifecycle.

This article is connected to the last method.

However, this article discusses a very special example – a series set in the past, that is, the 1960s. How can brands appear in the movie? And can they be relevant enough to affect sales in the present, in year 2017? Our examples will prove that the answer is yes.

2. Fiction and reality: The Mad Men series

As we have seen in the introduction, *Mad Men* is set in New York in the 1960s, where aspiring advertising professionals are building the American dream. It is worth mentioning that most people working in the advertising industry at the time were men, and women were usually employed as secretaries. Therefore the main character of the series is a man, Don Draper, who we see on the screen as a creative director.

This key character of the *Mad Men* series was allegedly based on former Leo Burnett creative director Draper Daniels, who is credited with the famous Marlboro Man campaign. In the series Don Draper makes the campaign of Lucky Strike (another cigarette brand) successful.

According to another theory, advertising professional George Lois was the inspiration behind Don Draper's character. However, George Lois disapproves of this comparison so much that he even created a 'Fuck you Mad Men' advertisement. He said that the character wearing a grey flannel suit with a white shirt, displaying a sexist, racist, incompetent, Republican attitude has nothing to do with him, and he was much more handsome in his thirties than Don Draper.



Illustration 1: George Lois (left), Draper Daniels (right), and the protagonist of the *Mad Men* series, Don Draper (centre).



Illustration 2: The main characters of Mad Men

3. Brands in Mad Men

As we have mentioned above, we may witness a very unique, special kind of product placement in Mad Men, which is called 'historic placement'. The essence of historic placement is that brands that are popular today (or have just been discontinued) are presented in a movie or series in an authentic way, in a contemporary environment.

Based on the viewing of the seven seasons, we can see that some brands are recurring characters in Mad Men. We also witnessed an interesting example when a specific brand first appeared passively, then, as time progressed, it was presented actively and creatively, and we could also see that the competitor of the specific brand was also placed in the series later on. Last, but not least, it is also important to note that the theme of the Mad Men story provided an excellent breeding ground for creative product placements, whose number was recorded season by season. These are illustrated by this study, providing insight into the background and secrets of brands appearing in the series.

An advertising agency works for (and with) brands, of course – it is still not obvious that Mad Men must have featured so many brands. On the one hand, it is a drama series, where the integration of brands is always a harder task than in comedies, for example. On the other hand, the series is set in the 1960s, and the authentic placement of contemporary products is never an easy genre. For the same reason, it is always hard to convince brand owners to provide money for the productions, although authentic product placement is important for filmmakers in this sense. The series could have also revolved around fictional brands, but the ones in Mad Men are very real.

We can see several types of products in Mad Men, and of course, they can be observed with an authentic design typical of the era. Perhaps one of the most noticeable examples is the cars used by advertising professionals, with most of them being Cadillac, Jaguar and Chevrolet models of the 1960s. We may also notice other frequent appearances: Heinz ketchup adorns the kitchen table in the neat suburban home of Don Draper and his wife Betty Draper, and the couple quench their thirst with Coca-Cola. The creative director looks at his Omega watch to find out the time, and reads The New Yorker magazine in his freetime. In each episode, characters hold Lucky Strike cigarettes produced by the renowned American Tobacco company in their hands, and several medicines and therapeutic products not qualified as drugs are mentioned in the series.

Examples include the Enovid contraceptive pill, which was the number one product in the market in the 1960s. The doctor prescribes this pill for junior copywriter Peggy Olson after a medical examination. Don Draper takes Aspirine against headache, and he asks his wife if she has an Alka-seltzer effervescent tablet against hangover.

The series also includes product placements whose brand cannot be identified. The creative director of Mad Men usually consumes Old-Fashioned, a popular cocktail at the time, but we usually do not know what brand of whiskey he mixes in it.



Illustration 3: On the left: Don Draper's Cadillac car. On the right: Chevrolet's car showroom for clients



Illustration 4: Contemporary press products and Don Draper's Omega Seamaster DeVille watch made in 1966.



Illustration 5: The Coca-Cola brand appears in each season of the series

As we can see from the examples mentioned above, there is a wide palette of product types appearing in *Mad Men*. (See the appendix.) It should also be noted that the series features several brands from a specific product category. We find recurring brands regularly appearing each season, but there are several others that only appear in a single season, or some (but not all) of them. It is even more exciting to understand how they got involved in the series.

4. Creative placements

It is a widely spread belief that the Cadillac car brand paid for their placement in the series. However, a spokesperson for AMC (the TV channel producing the programme) said that they had not contacted the car manufacturer in any way before it appeared in the series. The brand played a leading role in Season 2, when Don Draper is urged by his boss to purchase a 1962 Cadillac Coupe de Ville. At the end of the same episode, Don's wife

is caught in an unpleasant situation, as she feels like throwing up in the car. Matthew Weiner, the creator of the series said that no car manufacturer would be willing to pay for such an appearance. (Conrad 2010)



Illustration 6: Don Draper and the 1962 Cadillac Coupe de Ville

Another example: Hilton Hotels was one of the most outstanding sponsors that appeared regularly as the location of Mad Men's social events, receptions and parties in Season 3. It is therefore perhaps not so surprising that Conrad Hilton, the founder of Hilton Hotels also appears in the series as a character. In order to depict his character authentically, the makers of Mad Men received help from Mark Young, the historian of Hilton Hotels, who provided an insight into the Conrad Hilton life story collection at the University of Houston. Young was finally pleased with the depiction of the tycoon in the series.

The marketing department of UTZ Quality Foods noticed that during a date in Season 1, Peggy Olson, the junior copywriter mentions that UTZ potato chips is one of Sterling Cooper's clients. UTZ was excited to see the news, and perhaps their greatest hope was fulfilled when the makers of the series included an advertising spot shooting in the story of in Season 2, focusing of this specific potato chips product. According to UTZ, they never paid for this product integration, they only provided the creators of the series with sample products and background information on the history of the brand. The company was lucky that one of the writers of the Mad Men series was a great fan of their product.



Illustration 7: The shooting of a TV commercial for Utz potato chips in the series

Kodak could also count itself lucky. One of their projectors from the sixties appears in the series, and Don Draper compares it with the carousel of sweet memories during a customer presentation. This is where the name of the model, Carousel, comes from. The company claimed that it was a sovereign decision by the makers of the series to include them in the series, because they did not pay for the placement. However though, following that specific episode, Kodak provided the series with authentic product advertisements and other photos as the company introduced Carousel in real life during that period. Its print advertisement was published in spring 1962 in the National Geographic magazine. (Conrad 2010, Price 2009)

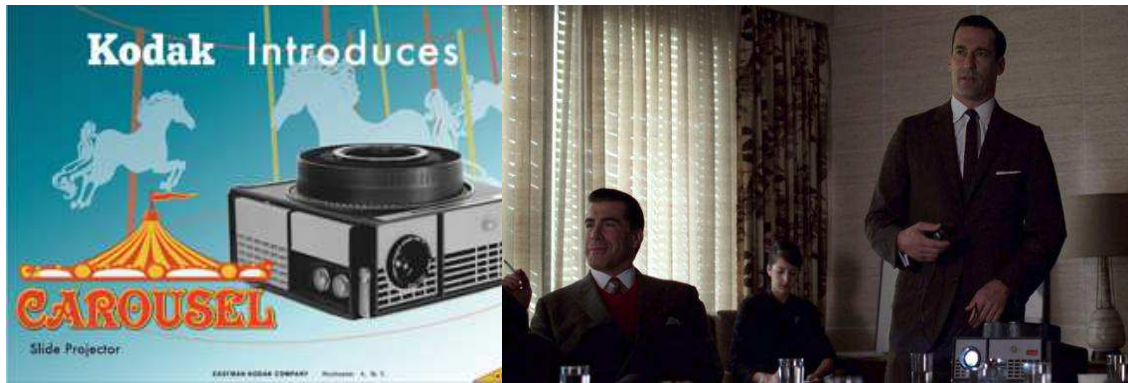


Illustration 8: The advertising campaign of Kodak's Carousel slide projector in the 1960s (left) and its client presentation in the series (right)

It is not surprising that Heineken also wanted to be a part of the 'Mad Men craze'. The popular beer brand convinced the makers of the series to feature their 1962 design bottles in the series. They appear during a dinner in Don's home, when Betty Draper recommends the Dutch beer to their guests heartily. Heineken's relation with the producing TV channel, AMC, can be compared to the Hilton project, because the popular beer brand sponsored the closing party of Mad Men's second season. (Conrad 2010)



Illustration 9: Dinner with Heineken beer in the main role.
This is where Don's wife, Betty finds out that the Dutch beer is a client of the agency

Of course, this could not be a burden to them, but the appearance of luxury Jaguars was an issue for the marketing professionals of the car brand. Although the creative writers of Mad Men contacted Jaguar to collect authentic material, they did not involve the company in the details of the storyline to be used. Therefore, the company was hit by an unexpected and peculiar depiction of the brand: the chief executive of Jaguar indicates that SCDP only wins the Jaguar account if Joan, the office manager of the agency enters into an affair with him. The chiefs of the advertising agency offer Joan 50 thousand dollars for her 'favour', but she wants more: five percent share in SCDP for sleeping with the CEO of Jaguar. (Fallon 2012)



Illustration 10: Don Draper's presentation for the Jaguar brand, and the popular XK-E car model

However, the most unique brand appearance is probably that of John Deere's lawnmower. The product appears at the beginning of Season 3: Ken Cosgrove celebrates winning John Deere as a client, riding around the office with a tractor manufactured by the company, when a fatal accident occurs. In an inevitable moment, one of the secretaries is sitting on the tractor, unable to control it, and the John Deere crushes the foot of a top executive. In this connection, the company pointed out that it does not support the unsafe use of their products, and the brand usually does not appear as a product placement in series. (Conrad 2010)



Illustration 11: The appearance of a John Deere tractor

These 'ad-men' often use pens manufactured by A.T.Cross to write memos, or just to fill out checks: "Of course the pens are all antique pieces which were used in America at the time the series is set." (Golyostoll blog) In return, the company helped the makers and distributors of the series with online advertisements and various campaigns. The pen manufacturer is one of the partners that support the series since the very beginning. (Conrad 2010)

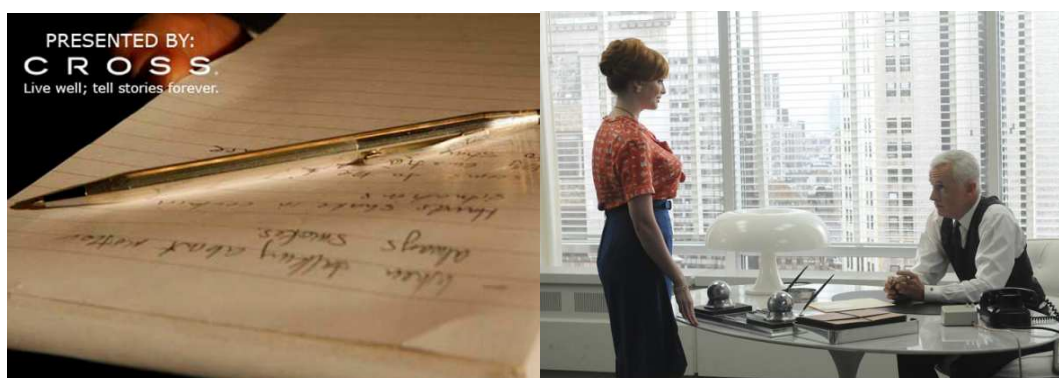


Illustration 12: A.T.Cross pens often appear on the desks of advertising professionals

Another essential aspect of presenting the 1960s is the dominant musical style in that era. We can see a greatly effective historic placement in the series: the Beatles' song 'Tomorrow Never Knows' is played at the end of the premiere episode of Season 5, when Don puts on the Beatles' album, Revolver. The advertising professional gets acquainted with youth pop culture under the influence of a client, because it would like to hear this song by the popular group during their advertisements. It is a well-known fact that living members of the Beatles very rarely give permission to the use of their songs in films or television. Matthew Weiner, the creator of the series paid a great price, 250 000 dollars for royalties, which is estimated to be five times more than what is usually paid by series for a soundtrack song. (Benedek 2015, Rónai 2014)



Illustration 13: Don Draper, holding the album Revolver by The Beatles

Speaking of the authentic depiction of the era: in the final episode of Season 7, we can see the original 'Hilltop' advertisement by Coca-Cola from 1971. According to the company, the outstanding appearance of the brand was not part of a paid campaign. Although the company gave permission to use the original 'Hilltop' advertisement, it did not pay any money for the product placement, and it had limited overview at the specific use of the advertisement in the series. In an iconic scene of the final episode of the last season, we see Don Draper accompanied by hippies, meditating in yoga pose on the seaside in California, and Hilltop, the original, now classic Coca-Cola ad from 1971 appears. According to statistics by Amobee Brand Intelligence, Coca-Cola was mentioned in 21 204 tweets within three hours after the episode was aired, which is a significant increase as compared to the earlier digital revolution. For the Coca-Cola Company, the appearance of the cola advertisement was extremely well timed as the campaign based on the 100th birthday of the iconic cola bottle was active at the time. (Schultz 2015)



Illustration 14: The "Hilltop" advertisement of Coca-Cola, in the closing episode of Mad Men in 1971

Appearing in Mad Men had an even more positive influence on Lucky Strike. Although cigarettes are less and less often displayed in today's Hollywood movies and series, they could not omit this from a story set in the sixties, since the smoke of cigarettes around characters was an organic part of advertising agency life at the time. All characters in the series smoke, including Don Draper's elegant wife, even during her pregnancy.



Illustration 15: Betty Draper with a cigarette in her hand

The appearance of Lucky Strike and the presentation to the client in the pilot episode may be the most important moment of *Mad Men*. During a meeting with the people of the brand, Don Draper comes up with the famous slogan of the cigarette brand: 'It's toasted'. In reality, the slogan had been used since 1917, and was not created in the 1960s, but this does not detract from the value of the placement. (Addict blog 2008)



Illustration 16: Lucky Strike client presentation, where the famous slogan of the cigarette brand "It's toasted" is born.

As a result of the placements, Lucky Strike started to fly high: while the sales of other British American Tobacco brands only increased by 2-3 per cent between 2007 and 2012, those of Lucky Strike boosted by 12 per cent.

Therefore elegant advertising professionals and stylish ladies did not only facilitate the building of the brand, but also the increase of sales. Of course, critical voices regarding the placements were also heard soon: Penny Woods, the Chief Executive of the British Lung Foundation went as far as to say that many people only start to smoke because think that it is cool, and films such as *Mad Men* depicting successful people wearing nicely ironed clothes, smoking their way through the series contribute to the maintenance of this image. (Kreativ.hu 2013)

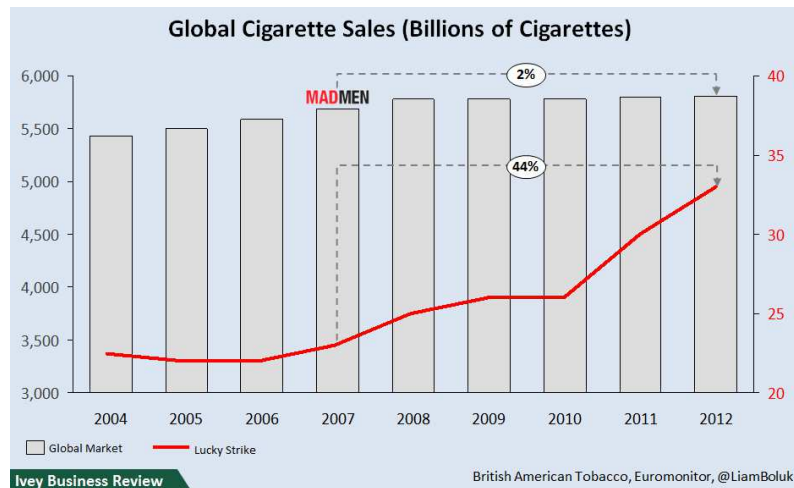


Illustration 17: The global cigarette sales of British American Tobacco (billion cigarettes)

However, in the defence of our series, we must also say that not everything is black and white – just as usual. As the story progresses, there are more and more scenes discussing ethical questions regarding the advertisement of tobacco products. Finally, Don Draper, the chain-smoking creative director publishes a paid advertisement in The New York Times explaining why he had quit smoking – but it is true that he only does so after losing Lucky Strike as a client.

Interestingly, the advertisement is based on a real letter written by an advertising professional, Emerson Foote: when he resigned as the chairman of McCann Erickson, he referred to moral standards declaring that he is not willing to work for any advertising agency promoting a cigarette brand. (AMC Shows 2015a)

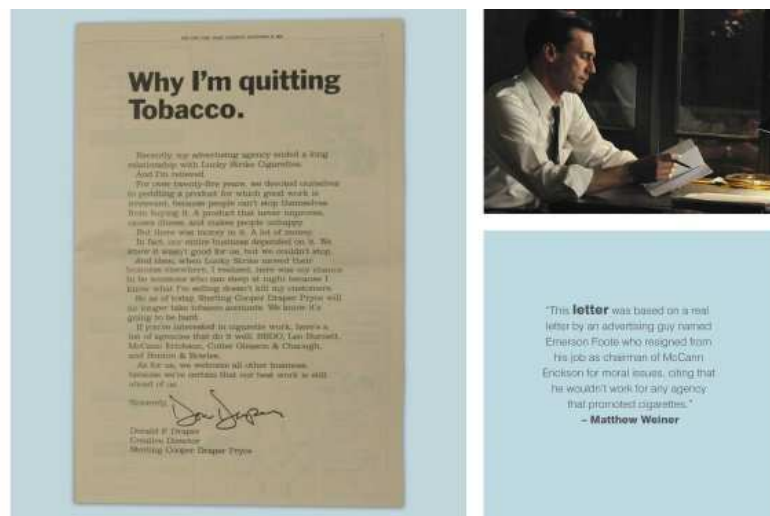


Illustration 18: The letter from the series, addressed by Don Draper to Lucky Strike on the pages of The New York Times.

Having mentioned product placement, Mad Men is actually also one of the rare examples of the integration of a brand in the title of a series. This way the series also promotes a geographical location, referring to a part of New York called Madison Avenue – the original form of the expression Mad Men is actually 'Madison Avenue men'. This term was introduced by the advertising directors of companies working at Madison Avenue in the late 1950s. Therefore the word 'mad' is not so much of a reference to madness, but rather Madison Avenue in New York, and 'men' is a reference to the male employees of advertising agencies working there. This is immediately made clear by the pilot of the series, making viewers aware of where the series is set. Therefore the series is also a great example of strengthening the image of New York City.



Illustration 19: Season 7 of the series is promoted by Don Draper's silhouette placed on Madison Avenue.

5. The Mad Men craze

Mad Men has left its mark on several areas in recent years, and the TV channel airing the series used several tools to promote it. This is also proved by an application on their website called 'Mad Men Yourself', which allows anyone to feel like they are on the Madison Avenue of the 1960s. Using the application we may create our favourite character, choosing its clothes and accessories. The website of the AMC television channel also features a page where we can read recipes of authentic cocktails appearing in Mad Men.



Illustration 20: Mad Men application on the website of the channel producing the series.

However, real fans are not satisfied with this. This is how 'dondrapering' became popular, referring to the opening scene of the series with Don Draper's silhouette from the back, holding a cigarette in his hand. This image of the iconic figure of Don Draper inspired several memes, creative reinterpretations, and this made draping a well-known 'concept'. (AMC Shows 2015b)



Illustration 21: The influence of the series: the spread of the meme "draping".

Another aspect that adds to the uniqueness of the series is of course the clothing of characters, which is the merit of Janie Bryant, the multi-award-winning costume designer of *Mad Men*. With the contribution of the successful costume designer, Banana Republic and Brook Brothers also created their own fashion collections inspired by *Mad Men*. Furthermore, the Estée Lauder cosmetics company was also captivated by the refined and perfectionist glamour era depicted in *Mad Men*. The series inspired the creation of a make-up collection recalling the 1960s. It is no surprise that the collection was named after the series.



Illustration 22: A *Mad Men* inspired dress collection by Banana Republic and Brook Brothers.



Illustration 23: An Estée Lauder make-up collection inspired by *Mad Men*.

The authenticity of *Mad Men* is ensured by the authentic depiction of contemporary style and brands placed in the episodes. This is why it was big news when they announced that the makers of *Mad Men* donated the costumes and accessories appearing in the series to the Smithsonian's American History Museum in Washington, DC. According to Dwight Blocker Bowers, the museum's curator dealing with entertainment memorabilia, the producers of *Mad Men* performed the most thorough research so far in the history of TV shows, in order to reflect the atmosphere of an advertising agency in the 1960s to the last detail. The accessories donated to the institution include the grey coat and light hat that became trademarks of Don Draper, the mystical advertising professional, and further authentic objects from the 1960s such as shaving tools, toothbrushes, bottles of alcoholic drinks, watches, and an original pack of Lucky Strike cigarettes. (BBC News 2015)



Illustration 24: The grey suit and light hat that became Don Draper's trademarks (left), and Lucky Strike cigarettes from the 1960s as they appear in the series.

6. Interesting results

Returning to the viewing of Season 7 in search of 'authentic contemporary product placements', it is worthwhile to mention the most important results of our analysis:

Of all brands organized into our tables by season, Lucky Strike, Canadian Club, Cadillac, Coca-Cola, Heinz, Parker Jotter and Madison Avenue appeared in each of the seven seasons, thus becoming trademarks of the series. Of all these, Madison Avenue is an obvious example, because the advertising agency in the focus of the series is located here. Parker Jotter pens are products of A.T.Cross. As the company sponsored the series from the beginning, the appearance of their brand in the episodes is evident. We could not get background information regarding the placement of the other products in all seven seasons. They presumably facilitated the authentic and contemporary imagery through the display of brands that were already popular in the 1960s and 1970s, or the preferences of the director might have been the reason for their presence all through the series.

Heinz ketchup is the only product that first appears in the series passively, but is featured actively and creatively later, as time progresses. In the first couple of seasons it is just an accessory in the kitchens of characters, or on the tables of restaurants. However, Heinz ketchup becomes a client of the Sterling Cooper Draper Price advertising agency, thus becoming a part of the story.



Illustration 25: The creative concept of Heinz ketchup in the series

While other movies and series usually feature only one brand from a specific product category, the Mad Men series lines up several brands from each product category, often putting competing brands on screen. Of course, this is not surprising, because if the agency is working on a brand, it is inevitable to name its rivals. In addition, even competing (real) advertising agencies are mentioned in the series many times.

A few examples: The most notable example is mentioning Pepsi and Coca-Cola in the same episode. But we may also see various whisky brands in *Mad Men*, or hear their names in the episodes. The luxury stores at Madison Avenue are also mentioned several times. Playtex and Maidenform lingerie are mentioned at the advertising agency as rivals, and Playtex appears as a client of the company. We may see several car brands including Jaguar, Chevrolet, Cadillac, Alfa Romeo and Volkswagen. We may also observe competing breakfast flake and sweet brands. This is exemplified by Cheerios and Post Raisin Bran cereals, and Hersey's and Clark chocolates.

Brands play an important role in terms of the story, because they complete the profile of the Sterling Cooper advertising agency.



Illustration 26: Competitor morning cereals in the series: Post Raisin Bran (left) and Cheerios (right)



Illustration 27: The appearance of various chocolate brands

While watching the seven seasons attentively, we found out that the creators of *Mad Men* often use creative product placement. We recorded the number of these for each season. The number of creative placements is very similar in each season – there are no outstanding differences. Our table illustration shows that Season 3 includes the smallest number of creative placements, while Season 6 includes the most ones. The creative use of historic placement in *Mad Men* enhances the series, providing an authentic representation of the contemporary situation. Brands are incorporated in the plot, and their appearance is not strained or advertisement-like. Actually, they raise awareness, and it is interesting to see today's products (or brands that have been discontinued since then) in an authentic way.

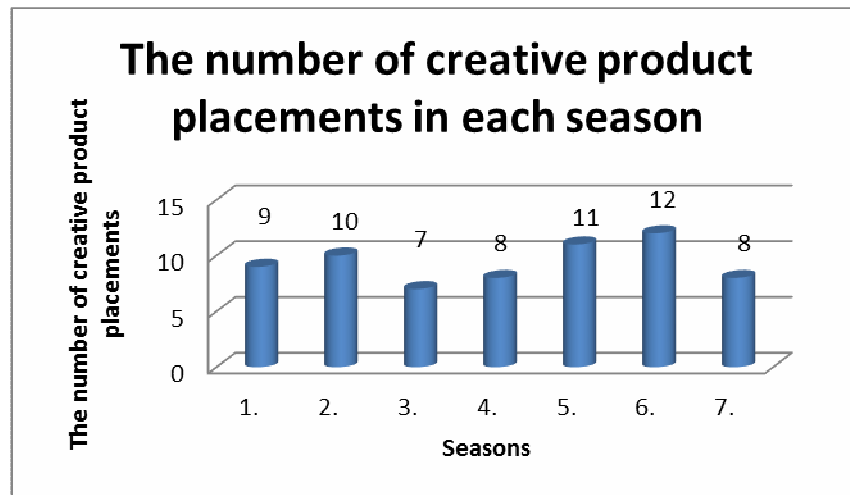


Illustration 28: The number of creative product placements in various seasons
Source: Diagram prepared by the authors, based on information from the table

7. A Mad Men advertisement comes alive – in 2017

At the time this study was written, that is, in March 2017, a news item was published in AdWeek Magazine titled *50 Years Later, Heinz Approves Don Draper's 'Pass the Heinz' Ads and Is Actually Running Them*.

As the article says, "Fifty years ago, in the fictional world of *Mad Men*, Don Draper pitched a daring ad campaign to Heinz execs, for the brand's ketchup, that proposed not showing the product at all. Instead, the ads would show close-ups of foods that go great with ketchup – french fries, a cheeseburger, a slice of steak – but without any ketchup in sight. Don's proposed tagline: 'Pass the Heinz.' (...)

In the *Mad Men* episode, the Heinz clients balk, clearly uncomfortable with Don's unconventional idea, with one of them calling it 'half an ad.' They even said, 'I want to see the bottle. I want to see the product.' And Don says, 'well, you don't need to show the product, because the consumer will complete the thought. The product will be in their imagination, which is even more powerful.'"

Fifty year later, in 2017, the time for 'Pass the Heinz' has come. In a meta union of advertising's real and fictional worlds, Heinz greenlighted the ads – and ran them almost exactly as Draper intended in print and out-of-home executions. Partly a PR stunt, partly just solid on-brand communications, the campaign is sure to delight fans of *Mad Men* but also those can understand the brand idea who did not watch the show.

"Even though Don Draper created the 'Pass the Heinz' campaign almost 50 years ago, the communications still really work in today's world," said Nicole Kulwicki, head of the Heinz brand. "Mr. Draper really understood the one thing every Heinz fan knows, which is to never settle for the foods you love without the great taste of Heinz. What we loved about the campaign is that it doesn't require paragraphs of copy to explain it. It features mouthwatering food images, and all that's missing is the Heinz."



Illustration 29: The "Pass the Heinz" campaign concept is presented by Don Draper in *Mad Men*



Illustration 30: And the campaign that was finally realized in 2017 on the corner of the 49th és 7th streets in New York: The advertisement is clear without any deep knowledge of *Mad Men*, and is a real treat for fans

7. Summary

To conclude our study we can state that historic product placement must be closely connected with the age it is part of, thus facilitating the authentic depiction of the story. Therefore the placement of a brand requires thorough background research, but it is also a quality marketing communications tool that is enjoyed by the audience.

Mad Men is also a masterpiece in that sense: it offers something unique in terms of product placement, reviving long-forgotten brand names, and fostering the image of brands that are still popular. The creators of *Mad Men* present the exciting era of classical advertising spots using authentic product placements,

Mad Men is not meant to address everyone, and its influence may be greater among people who work in the advertising industry, or adore the America of the 1960s. If we examine the seven seasons carefully, we may realize that all episodes feature products or brands that can be closely associated with the advertising agency, or some of the well-thought-out and greatly impersonated characters. Using the iconography of brands, this 'ad fanatic' team does not only develop the character of their own self and their agency, but also influence the viewers. Moreover, as we have seen, they may also promote sales – fifty years after the time the series is set.

Brands in Mad Men, Season 1

Cigarettes and other tobacco products

- Old Gold – auditive
- Lucky Strike – creative
- Kent – visual passive
- Marlboro – visual passive

Alcoholic drinks

- Old-Fashioned – auditive
- Canadian Club whisky – auditive
- Mai Tai cocktail – auditive
- Gimlet cocktail – auditive
- Martini – auditive
- Mint Julep cocktail – auditive
- Jack Daniel's whisky – visual passive
- Smirnoff vodka – visual active
- Campari – visual passive
- Brandy Alexander cocktail – auditive

TV programmes, Magazines, print media

- Reader's Digest – auditive
- The Danny Thomas Show – visual active
- Playboy magazine – auditive
- Book: David Herbert Lawrence – Lady Chatterley's Lover – audiovisual
- Book: Ayn Rand – Atlas Shrugged – audiovisual
- The Real McCoys TV series – auditive
- Advertising Age magazine – auditive
- The Atlantic Monthly – audiovisual

Cars, transport vehicles

- Cadillac – audiovisual
- Volkswagen – audiovisual

Places, restaurants

- The Oyster Bar at Grand Central – visual
- P.J. Clarke's – audiovisual
- Pennsylvania Station – auditive
- Four Season Hotel – auditive
- Broadhurst Theatre – visual
- The Roosevelt Hotel – auditive, visual
- The Gaslight Cafe – visual
- The Pierre (Hotel) – auditive
- El Morocco – visual
- The Waldorf-Astoria – auditive
- Toots Shor's – visual

Geographical locations

- Manhattan – visual
- Broadway – auditive
- Madison Avenue – auditive, visual

Medicines, medicinal products

- Enovid pills – auditive
- Alka-seltzer effervescent tablets – auditive
- Aspirine – auditive

Shops, services

- Tiffany and Co. – auditive
- Henri Bendel – auditive
- Bergdorf Goodman – auditive
- Lord & Taylor – auditive

- Saks – auditive
- Bonwit Teller – visual
- Bloomingdale's – auditive, visual

Clothes, accessories

- Jaeger LeCoultre Memovox watches – visual active

Companies

- Brown & Williamson (company manufacturing tobacco products) – auditive
- Procter & Gamble – auditive
- Bethlehem steel company – creative
- B.B.D.O. advertising agency – auditive
- Leo Burnett advertising agency – auditive
- DrScholl – auditive
- D.D.B. advertising agency – auditive
- Y&R advertising agency – auditive
- McCann Erickson advertising agency – creative
- Esso – auditive
- Pan American World Airways (Pan Am) – creative
- American Airlines – creative
- Vicks Chemical – auditive

Other products

- Gillette – creative
- Right Guard deodorant – creative
- Guerlain Shalimar perfume – auditive
- Dash detergent – visual passive
- Tide detergent – visual passive
- Rinso Blue detergent – visual
- Dreft detergent – visual passive
- Clearasil face wash – creative
- Relax-A-Cizor electric muscle stimulator, reducing device – creative

Foods, drinks

- Heinz ketchup – visual passive
- Coca-Cola – creative
- Utz potato chips – auditive

Furniture, office equipment

- Parker Jotter – visual passive
- Kodak Carousel projector – creative

Source: Collection by the authors

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A Map for Preventing Financial Failure: A House of Quality Approach

Fusun KUCUKBAY^a, Enis YAKUT^b,

^a Manisa Celal Bayar University, Business Administration Department, Manisa, Turkey, fusun.kucukbay@cbu.edu.tr

^b Manisa Celal Bayar University, Business Administration Department, Manisa, Turkey, enis.yakut@cbu.edu.

Abstract

Financial failure of the firms does not affect only the firm but also the whole economic system. Bankruptcies firstly bring up the unemployment problem. One effect of unemployment is decline in purchasing power of the economy. This causes a recession in the economy. The firms, which have commercial relations with failed firms, will also have financial problems as they cannot collect their account receivables. Both unemployed people and the corporations that have commercial relations with failed firms have financial problems so loan payments to financial institutions may not return. As a result both real sector and financial system may be affected negatively. Decreases in profits decreases the revenues of tax. Cumulatively bankruptcy of a firm affects the country's whole economic system and even global economy negatively.

The subject of this study arouse to prevent the financial failures, because of the reasons mentioned above. The main aim of this study is to provide efficient precautions to the firms to prevent financial failures. Reviewed literature indicates that the focus of financial failure studies are the prediction of financial failure but there has not been paid considerable attention to the prevention of financial failures. To the best of our knowledge, any study that examines the relationship between the financial measures and the operational and financial actions which affect the financial measures and that states which action is preferably applied in order to prevent financial failure exists.

The study has two phases according to its aim. Firstly the firms is classified according to their financial performance with the help of multi criteria decision making method called as Multimoora sort. In Multimoora sort method is new technique, proposed in this study. Each firm determines its relative position in the group.

In the second part of the study, a prevention map is tried to be prepared which helps to prevent the failures of unsuccessful firms. In the preparation phase of the prevention map, quality function deployment method is used. The relationship between the financial ratios and the financial action that affect the financial ratios are analyzed with the help of quality function deployment. With the consideration of this relation, the prevention map helps to decide which financial action will be taken for making the firms to pass the upper class.

This study will make contribution to the field of the prevention of financial failures and will help the firms to pass to upper success class. As a failure of a firm affects whole economic system negatively, it is thought that this study will have positive effects on the whole economy. Beside of this benefit the study will contribute to literature by examining the prevention of financial failure which is not studied before. Research institutions, universities and firms will be able to use of the study's findings.

Keywords: Multimoora sort, house of quality, financial failure

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