**Why More Brands are Opting for Product Placement**

As consumers move away from traditional TV in favor of ad-free streaming services such as Netflix and Amazon, companies are looking to creatively market through product integrations. Brands that market via product-placement deals can see an 89% higher purchase intent and 74% higher brand awareness compared with traditional 30-second commercials, Hulu data show.

***CNBC 5/29/18***

<https://www.cnbc.com/2018/05/28/kfc-in-stranger-things-not-a-coincidence-netflix-product-placement.html>

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