

Beverages and Clothing: the top industries for product placement

Brussel, Belgium Apr 27, 2022 ([IssueWire.com](https://www.issuewire.com)) - March 2022 - Product placement, used for decades by companies to put their brand in the spotlight (literally). Sortlist, the B2B matchmaking platform, examined which films and TV series have the highest number of product placements. In addition, we found out which product categories and brands are most often found in media.

Among the main findings of the Sortlist study are:

- On average, product placement is used 12.61 times per film.
- The first 'Sex and the City' film comes in second with 89 product placements in the category 'Top films for product placement'.
- Television shows are ideal for product placements because they tend to run longer. The average number of product placements per series is therefore significantly higher. The Office (US) wins the gold medal with 1448 product placements, spread over 9 seasons.
- The product category 'Alcoholic beverages' takes third place (4822 product placements) in the ranking of most advertised products in films and TV shows.
- Tech giant Apple, with its two sub-brands, Macbook and iPhone (2145 and 1626 product placements respectively), achieves a place in the top 3 brands that use product placement the most.

You can read the entire report here: <https://www.sortlist.com/blog/product-placement-power/>

About Sortlist

Sortlist is Europe's largest B2B marketplace in the marketing industry. The company was founded in 2014 in Belgium as a startup to connect companies with marketing and creative agencies that fit their needs. Today Sortlist has offices in seven countries.

Press contact

Louise Botermans, louise.botermans@sortlist.com

Media Contact

Sortlist

louise.botermans@sortlist.com

Source : Sortlist

[See on IssueWire](#)