



# GREEN PRODUCT PLACEMENT

Branded Integrated Marketing

**Spring- Summer 2015**

Member:

**ERMA**

Entertainment Resource  
& Marketing Association

# What do we mean “green” exactly?

- Green Product Placement serves as the “Organic Market” of product placement companies.
- On our virtual shelves are products made of all natural ingredients, organic ingredients, made in a sustainable way and/or that promote sustainable behavior in the consumer.
- We also carry products created by companies that make “giving back” part of their basic business plan, in addition to local entrepreneurs who are passionate about their products.



# Effective Brand Integration for Companies



Media Product Placement provides an additional emotional connection to the product for the viewer and promotes a stronger consumer connection. Not only does this platform increase brand awareness for these types of companies, **it will help influence the buying public toward more sustainable consumer choices.**



**GREEN  
PRODUCT  
PLACEMENT**

# Branded Placement Opportunities

As you know, branded placement opportunities are many in both fictional and reality television and film, such as this “office” scenario:





# Branded Placement Opportunities

this drug store “set”:



# Branded Placement Opportunities

Real “Drug Store Set” examples from HBO’s Emmy Award winning series “VEEP” “Good” products on display along with conventional brands: :





# Branded Placement Opportunities

This bar “scene”:



# Branded Placement Opportunities

And this kitchen scenario- just as examples. The opportunities are many to incorporate “good” brands into mainstream entertainment media:





# Branded Placement Opportunities

Including this street scene- which includes clothing, accessories, on set advertising and vehicles....

(Note: At this time we can provide advertising and accessories)



# A Resource for Production Personnel

- Our products are selected to not only fit into the ethos of our company, but also to be more aesthetically pleasing, look better on camera, and therefore be more desirable for set decorators and prop people to use in their projects.



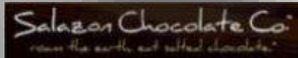
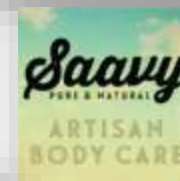


# Great Exposure for Good Brands





# Some of the Brands We've Placed:



# Testimonials:

*“Beth and her partner Lisa at **Green Product Placement** are the most dedicated, proactive, and hard working consultants I have ever hired. They generate amazing opportunities at a great value and follow through on those opportunities with a hands on approach that is rare in business. They are absolutely a great partner to help grow a brand through Film & TV exposure.”*

**~ Corey Scholibo- CMO, Repurpose Compostables**

*“I had the pleasure of working with this company on a feature film in 2012 and I could not be happier with the service they provided. Beth and her crew went above and beyond to make sure we had everything we needed for our production.*

*I will definitely contact them again for future projects.”*

**~ Naz Goshtasbpour- Production Designer, Toronto CA.**



# A Resource for Production Personnel

- Much of our combined experience has been on the implementation side of Product Placement:
  - We know the process of breaking down sets and scenes into components and “product shopping lists”.
- We know that collateral items and packaging are just as useful as actual products.
- We work with production staff to provide products, packaging and collateral marketing materials that enhances the look of their sets.





# Greener Distribution

- Smaller carbon footprint: no double shipping, no double warehousing
- We facilitate the process to make sure productions get their product in plenty of time without wasting additional natural resources.



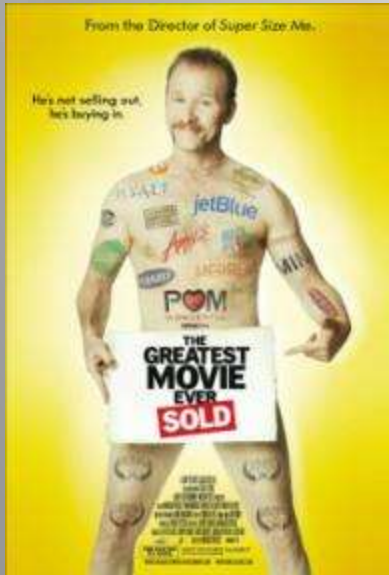
# Support from Strategic Media Personalities



From **Morgan Spurlock**, the creator of “Super Size Me” and “Pom Wonderful Presents: The Greatest Movie Ever Sold”:

*“I love that you are running with this and making it happen. This business is important and will find a major home in Hollywood. I will do whatever I can to help.”*

*Congrats on everything you’ve accomplished so far.”*



# Support from Strategic Media Personalities



Green Product Placement has the full support of uber-green celeb,  
Ed Begley, Jr.





# Green Product Placement In The News:

- Check out our [press page](#) for links to articles and interviews with publications such as:



# Involvement in Green Marketing and Sustainability in Production:

- GPP founder Beth has presented at Portland, Oregon's **Better Living Show**, the largest green home show in the Pacific Northwest, **Green Spaces NYC**, **Idea Mensch #IM48**, **The Darrow School**, the **Meer Door Minder Conference** in Belgium and **The Netherlands Film Festival**.
- Beth and VP Lisa are allied with and have presented at/with **Film Biz Recycling**, and are connected with consultants and companies in eco-set management, including at **Universal Studios**, **Sony Pictures** and **Eco-Set Consulting**, along with **Green Film Making in Amsterdam**, in addition to the **BFI** and **BAFTA** in the UK. GPP produced the **2014 London Sustainable Production Eco-Expo**.



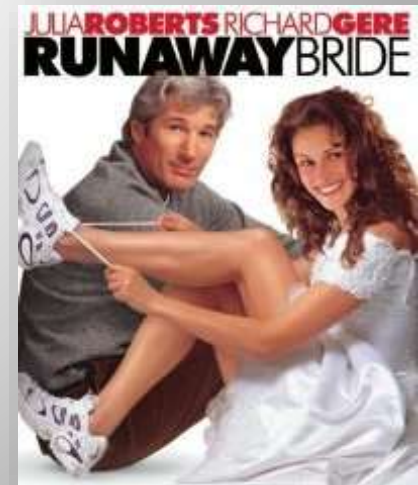
- GPP has been vetted and accepted to the **PGA Green Guide**- the sustainable production vendor list created by the **Producer's Guild of America** and were the first **product placement company listed!** In addition, we were chosen as a vendor of the week.



# Support from Prominent Industry Professionals

*“Even when I was set decorating RUNAWAY BRIDE, way back in the '90's, I would search out green brands to integrate into the appropriate sets. To have a company assisting me in placing green brands specifically will be fantastic -- and a welcome timesaver. I now work as a Production Designer all over the world and plan to enthusiastically promote this company to my fellow film folk.”*

~ Stephanie Carroll, Production Designer AMELIA and THE NAMESAKE formally SDSA Decorator ~





# Support from Prominent Industry Professionals

*“Green Product Placement has finally arrived. As a Set Decorator, working on such films as RED, THE INCREDIBLE HULK, SHALL WE DANCE and FINDING FORRESTER, I have always preferred to choose local, independent and preferably Green products for my sets. Until now, sourcing that product proved to be challenging and not necessarily supported by Production. Times have changed, and now Green Product Placement will not only source product to suit the Set Decorators needs, but it will promote the Green products so that Productions see the benefits too. It’s a win - win situation for the environment, film production and business.”*

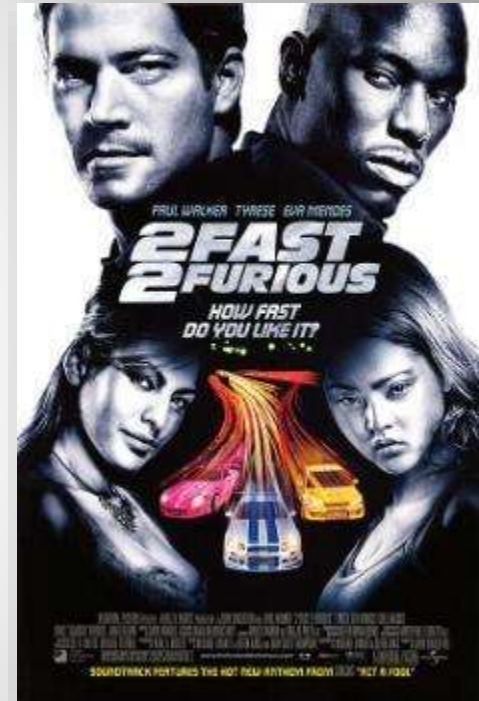
~Carolyn Loucks, Set Decorator, SDSA~



# Support from Prominent Industry Professionals

*“A couple of years back, I did a little research to see if there were any product placement companies that promoted “green” products. A few carried a product or two but there were none that I came across whose primary emphasis was on “green” products. So I was thrilled when I read about your endeavor”*

~ Jon Daniells, SDSA Decorator, THE LEGEND OF ZORRO and 2 FAST 2 FURIOUS and IATSE Leadman GI JANE, TANKGIRL~



# Support from Prominent Industry Professionals

In addition to Set Decorators and Props people, we also have relationships with branded placement executives at major studios, production companies and placement consultants such as:





# Initial Placements

In our first three years , we have managed a significant number of placement opportunities for our clients, including:

- HBO's, **"VEEP"**, starring Emmy Winner Julia Louis Dreyfus
- Showcase Canada's **"King"**
- Pilots for the CW and Fox
- HBO's **"Enlightened"**, starring Laura Dern
- Emmy Winning, David Fincher's **"House of Cards"**, starring Kevin Spacey, for Netflix, and **"Hemlock Grove"**, **"Orange Is the New Black"** Season 2, and **"Grace and Frankie"** also for Netflix
- Indie films **"Goodbye World"** starring Adrian Grenier and **"Empire of Dirt"**



# Placements

- CW's **"Gossip Girl"**
- Indie movie **"Better Living Through Chemistry"**, starring Sam Rockwell, Olivia Wilde, and Dame Judi Dench
- We have also placed our brands in:
  - **"Law and Order: SVU"**
  - CBS' **"Blue Bloods"**
  - CBS' **"Beauty and the Beast"**
  - USA Network's **"Suits"**
  - 20<sup>th</sup> Century Fox Films' **"The Internship"**
  - HBO/BBC Co-production **"Mary and Martha"** starring Oscar Winner Hilary Swank and Brenda Blethyn
  - Feature Film **"Good Kill"**
  - Series **"Alpha House"** for Amazon Prime



# Placements

- TNT's **"Leverage"**, starring Timothy Hutton
- CBS' **"The Good Wife"**
- USA's **"White Collar"**
- Feature Film **"Robocop"**
- Feature Film **"Winter's Tale"**
- Feature Film **"Devils Due"**
- Feature Film **"The Other Woman"**
- Feature Film **"Annie"**
- Feature Film **"Goosebumps"**
- WB Feature Film **"The Intern"**
- HBO's **"Eastbound and Down"** Season 4
- ...and others totaling over 130+ productions in our first three years.

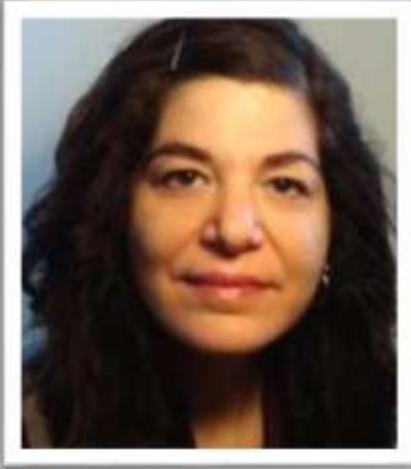


And this is just the tip of the iceberg- we'll have many more placement opportunities in both television and film in 2015 and onward!





# Our Team: Beth Bell



**Founder and President:** Beth had a “light bulb moment” following a live chat on the inspirational “TED” website with documentarian Morgan Spurlock. After spending many years in the Set Dressing and Decorating departments on such feature films as ***Game Change, The Replacements, Runaway Bride, Twelve Monkeys, Washington Square, Pecker, Contact*** and ***For Richer or Poorer***, Beth was very familiar with the use of product placement to dress and prop feature films. But how great would it be to use that opportunity to help promote businesses with a Green, Social Enterprising and/or local entrepreneurial agenda?

Beth was inspired with the prospect of being able to use this very powerful and engaging marketing platform to promote products in line with her own personal purchasing ethics and the ethics of a very large, and growing, group of savvy consumers whilst at the same time making it easier for film makers, production designers, set decorators and prop people to find geographically correct, socially conscious, and green products for use in their films.

Drawing for her experience in business management- as a Freelance Consultant and as managing director for *GreenBox Films*, along with her experience in the national and international experiential marketing realm as a manager for *Becker Group* (for such clients as *Westfield Group, Macerich, Emaar Properties, TLC, Radio Shack, Curtis Publishing* and many others), Beth thought to combine the sum of her experience in film and television production, business management and experiential marketing to launch, along with her team, **Green Product Placement**.



# Our Team: Lisa Dietrich



**Canadian and US VP of Marketing and Operations:** With a Bachelor of Fine Arts from MICA, Lisa found herself falling into the film business close to 15 years ago. With a love for design, visual communication, and the collaborative process, film fit perfectly. After working in Baltimore for over 5 years, Lisa obtained status to live and work in Canada.

Lisa has been working in film, television, and commercials designing and maintaining the sets and props for such Feature Films and Television as ***Total Recall, Liberty Heights, The Incredible Hulk, The Wire, and Resident Evil: Afterlife.***

Having always tried to use green and local businesses and socially responsible companies in her life outside of work, she jumped at the opportunity to use the medium she's part of to help promote these types of companies.

The world of Product Placement and the challenge of not only sourcing these companies but trying to do this in a green and socially responsible way is not new to Lisa. Aside from the obvious reasons for using these products, Lisa finds that the visual aspects of the products tend to be far more exciting in design and color. When using these products you are not only helping the businesses but promoting the independent artists who are creating the overall look of the product and its packaging. This helps to produce better looking and more visually stimulating sets whilst at the same time promoting a powerful brand presence for businesses with a green, local and socially enterprising agenda.



# We'd love to work with you!

## Contact us today:

Web :

[www.greenproductplacement.com](http://www.greenproductplacement.com)

Check out our press page! :

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