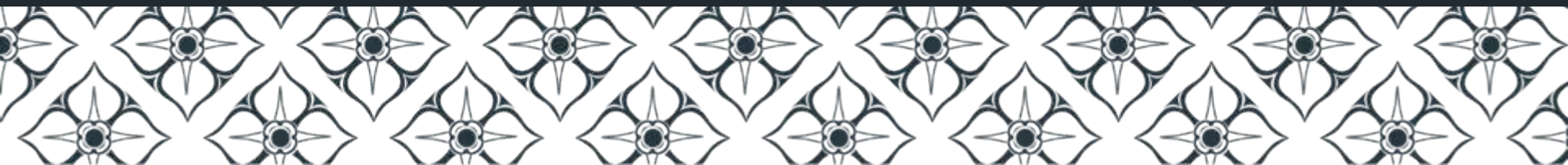




Chris Hackley
Royal Holloway University of London
Branded Content Network UEL 3.11.16



Comments on Academic Marketing Research in Branded Content



ROYAL
HOLLOWAY
UNIVERSITY
OF LONDON

Sources

My research papers and some dAmap pieces on product placement, ad agency account planning

<http://royalholloway.academia.edu/ChrisHackley>

See also advertising & promotion text

<https://study.sagepub.com/hackley>

- Some of my feature articles on product placement
- <https://theconversation.com/profiles/chris-hackley-140118/articles>

Pre-eminent research themes

Ethics-

Manipulative, deceptive?



Mapping managerial practices

UK TV product placement and 2011

Promotional strategy

But- media and cultural studies offer more penetrating work than managerial attitudinal/experimental studies e.g. Jenkins, Grainge and Thompson



Problems for theorisation

Definitional scope of
hybrid/evolving marketing
practices

Falls between disciplines

Theoretical scope-

Propaganda/ideology?

Communication research

- Managerial marketing research is well-placed to grasp the evolving managerial and consumption practices, but less well equipped to form penetrating theorisations