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## NESCAFÉ TO BE FIRST TO UTILIZE PRODUCT PLACEMENT ON BRITISH NATIONAL TELEVISION



Nescafé has become the first brand to utilize product placement marketing on British national television. Nestlé's Nescafé has teamed up with the ITV daytime show *This Morning*, to have their Dolce Gusto coffee machine set up in the show's kitchen area. The deal is reported to be worth over 100,000 English Pounds. Other than a 'P' appearing on the screen when the machine is being used (signifying product placement to the viewers) the exact way in which the product will be used during the program remains to be seen, and will likely remain secret until the show airs in the coming weeks.

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