

Product Placement: Film

PRODUCT PLACEMENT PROMOTION/IMAGES FROM FILMS

[product placement in Transformers](#)



[Harrison Ford drives Chrysler](#)
[in new film Firewall](#)



[Movie Gives Wonder Bread Exposure](#)
[Worth \\$4.3 Million](#)

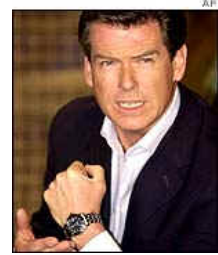


AVON BREAKS NEW GROUND
WITH SALMA HAYEK PROJECT
Company Launches First
Cross-Promotional Film Deal
November 01, 2004
By T.L. Stanley

www.adage.com/news.cms?newsId=41858



Will Smith in "I, Robot" with Audi car



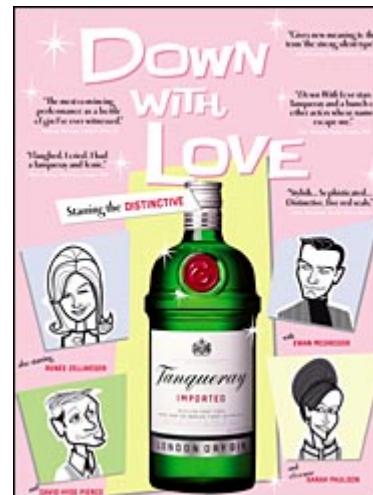
Pierce Brosnan's driving a \$229,000
Aston Martin Vanquish in *Die Another Day*.

[Product Placement in 007](#)



Actor Tom Cruise drives a futuristic
Lexus in *Minority Report*.

[Read about the product placement in the
movie.](#)



A Tanqueray gin print ad ties into the
movie "Down With Love."