

# TV Product Integration Strategy Guide

**Goals and Needs for Product Integration:** This is information you should communicate to your production company in order to create the best integration for your brand.

Brand/Product Name	
Brand/Product Description	
<b>Why</b> do I want my brand/product on TV?	
<b>Who</b> is my <b>target audience</b> for this brand/product?	
What kind of <b>star power</b> is most important to me? (Brand/Product, or On-Camera Talent)	
What are my <b>needs</b> for integrating this product?	

**Expectations for Product Integration:** These are examples of questions you should ask your production company. If you think of more, add them to the list!

What is the review/approval process for this integration?	
What is the timeline for production?	
What branding and contact info visuals are available for this integration?	
What materials are needed to help the production company properly display and represent the brand/product?	
When will the integration air?	

**Focusing Your Message:** Providing your production team with answers to these questions can help them tell the story of your brand/product in a way that's compelling and helpful to the audience.

<p>What are the most common questions that you get from people trying to decide if they should buy your product?</p>	
<p>What questions do you typically hear from people using your product?</p>	
<p>What pro tips and best practices have you learned from being hands-on with your brand or product on a daily basis?</p>	

**Production Process Checkpoints:** Check off this list to make sure you're ready for the fun part - making your brand part of the story!

- Call or meet with the production team to discuss your integration and answer any question they have about your brand/product.
- Send all materials to the production location.
- Find out when the integration will be taped, and make plans to attend the taping, if possible.
- If you can't be on set for the taping, provide contact info in case the production team needs to reach out to you with any on-the-day questions.

**Prepare for Air:** Your brand is about to get some extra attention! Check off this list to help you get ready for when your integration airs, so you can get the most out of all you've invested in this endeavour.

- Promote your episode to your customers and followers. Ask if your production company can provide any promotional materials or tools to help you with this.
- Prep your website, call centers, and other customer communication channels for increased traffic when the episode airs.
- After the integration airs, find out if the production team can provide you with a video clip of the episode featuring your integration. You can use this on your website, as well as putting it on a screen in your lobby area, at industry events and trade shows, and elsewhere.