

TÍTULO DA TESE EM INGLÊS: Sex and the City and brands: the analysis of product placement effects in portuguese young viewers

ABSTRACT

This study focuses on brands and product placement in television: *Sex and the City* and Portuguese young adults are our objects and are examined to understand potential effects of product placement on purchasing habits and consumption behaviors.

Our framework considers television entertainment as a way to deliver content and values, world-views and minds-apes. Our proposition recognizes that through television series, audience can improve their mindset by getting in touch with different contexts, references and values, with effects on viewers that favor commercial interests as a way of matching brands and consumers. Taking these ideas into account, we propose as objectives to account for the effects of product placement in purchasing habits; to analyze brand recognition and brand perception of product placement in *Sex and the City*, and, at last, if product placement phenomenon can create “brand awareness” and ultimately create consumers’ identity.

Key words: Television, television series; product placement; brands; branded content