

## ABSTRACT

One of the tools in the IMC is Advertising or rent. Advertising is any form of activity related to presenting and promoting ideas, goods, or services in a creative aiming to obtain the broadest exposure to persuade the public. (Product Placement) is a technique in advertising that is used to promote products or services by displaying ads or products and services that are inserted into the grooves of a story in a media such as TV program, music video, or a movie in order to gain awareness in the minds of consumers (brand awareness).

Mission Impossible: Fallout is one of those movies that implement the use of the Product Placement. Product Placement most dominant in this film is the BMW automotive brand. BMW has been working with Paramount Pictures as exclusive automotive partners for the marketing cars Mission Impossible movie franchise since 2011 in the film Mission Impossible: Ghost Protocol is the latest to film Mission Impossible: Fallout. In each serving a BMW car in the movie Mission Impossible itself aims to menyuskan BMW's global campaign called "Vision Efficient Dynamics Concept" in Mission Impossible: Ghost Protocol, Mission to drive on Mission Impossible: Rogue Nation, Mission to Thrill on Mission Impossible Fallout. Each global campaign aims to promote the launching of new products that will be released by BMW later, With the situation the use of product placement in a row as a promotional tool into problems worth studying on how product placement affects the brand awareness of the audience watching the film Mission Impossible: Fallout ,

The variables used in this study consisted of the independent variable is product placement. As well as the dependent variable, namely brand awareness. This research uses descriptive causal quantitative research methods. The population in this study were people in Bandung, aged  $\geq 20$  years and have seen the movie Mission Impossible: Fallout. With a sample of 100 people who had been calculated using the formula Slovin. Data collection is by distributing questionnaires with purposive sampling technique.

**Keywords** : Product Placement, Brand Awareness, BMW, Mission Impossible : Fallout