



Delivering **reliable** solutions

## Success story Product Placement For TV & Film



***SAE is a trusted partner of marketing agencies and production companies across the TV & Film industry. The reason is simple. When budgets have to be spent wisely, you have to know that the items you need on set will be there – and in the condition you expect.***

***You need a partner who understands the importance of product placement and the results demanded by big brands for their exposure. Enter stage right, SAE logistics takes ACTION.***

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### **The Brief**

*“Hello, can you store some Lottery display stands? Oh and some pallets of washing powder ...oh and some pallets of chocolates and staging?”* said a voice on the phone. *“Of course we can.”* said **Nick Bousfield**, SAE’s Operations Director, *“Tell me more.”*

Entertainment Marketing Group (EMG) – one of the UK’s most successful Placement Agency - needed a much larger storage facility than they were previously using to house their stock of “product placements” goods.



Step in SAE Logistics, offering secure warehousing conveniently located to the West of London. SAE came highly recommended for their experience in handling and storing a vast range of goods that appear on our TV, film and gaming screens.

### **The Solution**

*The storage facility at SAE provides not only secure, dry, internal storage but protected external space as well. In addition to the high-value branded products, they were also able to house a fleet of cars, trucks, catering vans, coaches, machinery, staging and scenery – all types of goods that are needed when a TV or Film production takes place. But it wasn’t just storage that SAE could help with. With their complete logistics service, they could provide everything that EMG needed.*

*As a highly reputable transport company that serves the UK, EU and all worldwide destinations, their fleet of specialist vehicles will carry anything from a single mobile phone through to full trailer loads of 26 pallets. The requirements for scenery sets, staging, props and goods that require temperature controlled environments, was no problem for the expert team at SAE who can even assemble items as required on delivery.*

*SAE were responsible for receiving from EMG’s suppliers, stock of every conceivable product including high-value electronics. SAE offer a unique fulfilment service and have a meticulous eye for detail. Every item will be thoroughly checked for its condition and functionality before shipping to the Film Production Team. So when you read that “I’m coming to get you” text in the next cheesy horror film on a mobile phone, you know where it has come from!*

# Success story TV & Film Industry Product placement



EMG were delighted with the no-nonsense, flexible and expert service which meant they were confident that their clients expectations were being met. They benefited from:

- Convenient, secure warehousing
- Flexible, responsive transport
- Expert handling and fulfilment to ensure goods arrived in top condition
- Responsive to recall of products back to storage as required
- On-screen exposure for their clients ensuring brand exposure and meaningful marketing results

Film & TV production is a collaborative art. By choosing a specialist partner like SAE Logistics, EMG could relax in the knowledge that they would attend to details large and small and take their share of responsibility for bringing a production to life.

EMG said “*SAE Logistics have done everything we have asked and more.*”

*We know that our client’s valuable assets are safe and will arrive exactly when and where they are needed, accomplishing high-quality brand exposure and increased brand perception.*

*It is a great partnership with SAE Logistics and we wouldn’t hesitate to recommend them.”*



So, if whilst watching the next episode of Eastenders you see a box of **Kellogg’s Cornflakes** on the kitchen table in the background it is EMG that have negotiated with the Producers to display their clients goods – it is has also been SAE’s responsibility to have made sure that the goods have arrived at the film set in top condition Just in time for breakfast!

For all of your Film & TV logistics requirements contact our dedicated team today on **01895 825258** or email us on **info@saelogistics.com**.

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