Product Placement in Rap Music: An analysis of branded entertainment in rap music lyrics from 2006-2020
Questions

Q1: Has the number of brand mentions in rap music increased or decreased from 2006 to 2020?

Q2: Which brand categories were mentioned most often in rap music songs?

Q3: Which brand sub-categories were mentioned most often in rap music within each brand category?
Culture

THE FOUR ELEMENTS OF HIP-HOP CULTURE

- Deejaying
- Emceeing or Rapping
- Graffiti Art
- Breakdancing
1973
DJ Kool Herc hosted his first Block Party at 1520 Sedgwick Avenue in the Bronx.

1975
DJ Grand Wizard Theodore invents the record scratch.

1978
The music industry first uses the term “rap music,” which shifts the focus in hip hop from the deejays to the emcees.

1979
“Rapper’s Delight” by the Sugarhill Gang is the first hip-hop recording to gain widespread popularity in the U.S.

1984
The Fresh Fest concert, a hip hop tour featuring artists like Run D.M.C, nets $3.5 million. Hip hop has arrived.

1999
Rap was the fastest growing and most popular music genre, accounting for a quarter of all music consumption.

2018
Rap was the fastest growing and most popular music genre, accounting for a quarter of all music consumption.
Product Placement

1986 “My Adidas” by RunDMC

Sprite’s “Obey Your Thirst” campaign 1993-2019
Kris Kross

2001 “Pass the Courvoisier” by Busta Rhymes
Quantifying the Data

<table>
<thead>
<tr>
<th>CASES</th>
<th>CODE COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each song which mentioned a brand category was logged as a CASE.</td>
<td>Whenever a brand category was mentioned in a song, it was logged as the CODE COUNT.</td>
</tr>
</tbody>
</table>

1 Song = 1 Case

1 Mention = 1 Code Count
Categories

Five Categories Identified:

- Travel and Destinations
- Transportation
- Fashion
- Entertainment
- Food and Non-Alcoholic Beverages
Travel and Destinations

TRAVEL AND DESTINATION COUNT PERCENTAGE BY SUB-CATEGORY

- Cities: 55%
- States: 17%
- Countries: 16%
- Venue: 8%
- Other: 4%
Travel and Destinations

2007 CITIES
Count = 34

Travel/Destination Count by Year
Transportation

TRANSP COUNT
PERCENTAGE BY SUB-CATEGORY

- Sptr/Lux: 6%
- Other Cars: 16%
- Other Trans: 78%
Transportation Count by Year

2016 and 2017 SPORT/LUXURY CARS
Count = 30 each year
Fashion

**Fashion Count Percentage by Sub-Category**

- Shoes: 24%
- Jewelry: 19%
- Clothing: 24%
- Access: 14%
- Other: 19%
Fashion

Fashion Count by Year

- 2014 SHOES Count = 18
- 2012 CLOTHES Count = 14
- 2010 OTHER Count = 16
- 2018 JEWELRY Count = 19
Entertainment

ENTERTAINMENT COUNT PERCENTAGE BY SUB-CATEGORY

- Movies/TV: 26%
- Sports: 22%
- Tech Phys: 20%
- Tech Soft: 19%
- Other: 13%
Entertainment Count by Year

- 2010 SPORTS Count = 6
- 2011 TECH HRDWE Count = 6
- 2015 TECH SFTWE Count = 6
- 2016 MOVIES/TV Count = 9
Food and Beverages

**FOOD AND BEVERAGE COUNT PERCENTAGE BY SUB-CATEGORY**

- 80% Food
- 20% Bev
- Other
Food and Beverages

- 2006 FOOD Count = 6
- 2016, 2017, 2019 BEVERAGES Count = 2
Question #1

Count by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
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<tbody>
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<tr>
<td>2019</td>
<td>74</td>
</tr>
<tr>
<td>2020</td>
<td></td>
</tr>
</tbody>
</table>
Question #2

Cases

- Fashion: 150
- Entertainment: 95
- Transportation: 157
- Travel & Destination: 166
- Food & Non-Alcoholic Beverages: 43

Counts

- Fashion: 334
- Entertainment: 148
- Transportation: 343
- Travel & Destination: 399
- Food & Non-Alcoholic Beverages: 51

n=375  n=1275
Question #3

Top Sub-Categories by Cases and Count

Sport and Luxury Cars (Transportation)
Cities (Travel / Destinations)
Clothing (Fashion)

CASES
COUNT
Key Takeaways

1. 45% Increase from 2006-2020
2. Travel over Transportation or Fashion
3. Software over Hardware
4. Sports and Luxury Cars Consistent
5. Difficult to Connect Brand Sales to Song Lyrics