

## ABSTRACT

A quantitative study uncovered the perception of the millennial generation of product placements in 2015 local mainstream movies. The Elaboration Likelihood Model of Richard E. Petty and John T. Cacioppo and Social Judgment Theory of Muzafer Sherif and Caroline Sherif were used to formulate comprehensive research instruments and analyses of the results. The perception of the millennials was discovered through finding their generally used route of persuasion and attitudes towards the recognized product placements in their top ten 2015 local mainstream movies. The study found that the millennials use the peripheral route of persuasion and fall into the latitude of non-commitment. Moreover, the millennials were found to have a low level of concordance with their rankings of which factors within the product placements itself they give importance to. The study recommends future researchers with same line of study for a content analysis of product placements under similar categories and its effectiveness.

*Keywords: product placement, Filipino movies, millennials' perception*