

# Product Placement

Oh yeah, the 1980s were known for the prominent placement of commercial products within movies (for example, JEEP in INDIANA JONES AND THE TEMPLE OF DOOM, HE-MAN in THE RUNNING MAN, and NAIR in TEENAGE MUTANT NINJA TURTLES). Johnny Sellout ran an advertising firm back in the day and he was able to place each of the following brands within one of the following movies (and, to be honest, without even really knowing anything about the movies). But he was most proud of getting what famous corporate mascot into a movie?



FAST TIMES AT RIDGEMONT HIGH **TIME**

HARRY AND THE HENDERSONS **HARDEES**



THE LAST TEMPTATION OF CHRIST **ESPRIT**



THE BREAKFAST CLUB **KFC**

FERRIS BUELLER'S DAY OFF **OFF**



POLICE ACADEMY **OLAY**

THE BLUE LAGOON **LEGO**



ADVENTURES IN BABYSITTING **ARBYS**

THE PRINCESS BRIDE **ICEE**



RAIDERS OF THE LOST ARK **DELTA**

PLANES, TRAINS, & AUTOMOBILES **MOBIL**



NATIONAL LAMPOON'S VACATION **AMOCO**

HONEY, I SHRUNK THE KIDS **NIKE**



The first letters of each product spell: **THE KOOL AID MAN**