Analyzing the Advertising Effects of Product Placement with Placedise

Placedise

About the automated
standard reporting and output

We use some abbreviations and specific terms in this analysis and within our software. Please see this page for further explanation.

Advertising Object

With regard to Placedise, an advertising objects is the object, you are advertising for. It can be a specific product, a brand, a slogan, a location or something similar.

PLACE

The advertising opportunity, you want to test, is called a PLACE. A PLACE includes the relevant advertising object as well as the corresponding product placement. Example: The possible product placement of a new automobile model within a spy thriller (including all details of the product integration) is a PLACE.

PDGA

The PDGA value (Potential Degree of Goal Achievement) describes the percentage of how good the tested PLACE fits the given goals. The relevant scale spans from 0 % to 100 %, but can be exceeded up to 140 % in some specific cases.

Sub PLACE

A Sub Place splits a given PLACE into more entities. Those Sub Places differ in the way the advertising object is integrated into the content within one PLACE. Example: An integration of a new car in a comedy blockbuster is a PLACE. If the product is placed multiple times within this PLACE, you look at Sub PLACEs.
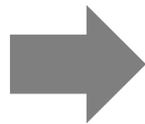
You can find more information and explanations in our FAQ on our website at www.placedise.com/faq/

Placedise

On the following pages, we give a short introduction to the Placedise output that you can use for reporting issues. It is mainly based on the general report that can be automatically generated.

Report

Project: Hershey's Reese's Pieces Placement (Example)
PLACE: Clear Placement in E.T.

The general report can be automatically generated

Potential Degree of Goal Achievement (PDGA)

73.0 %

The core and main result of the analysis is the PDGA, which describes the quality of the measure. It can be used to compare concepts.
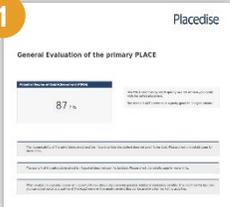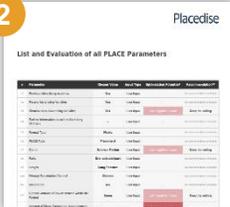
PLACEs Comparison *

#106 | Episode 11
PDGA: 73
Effective Reach: 197346448
Status: shared
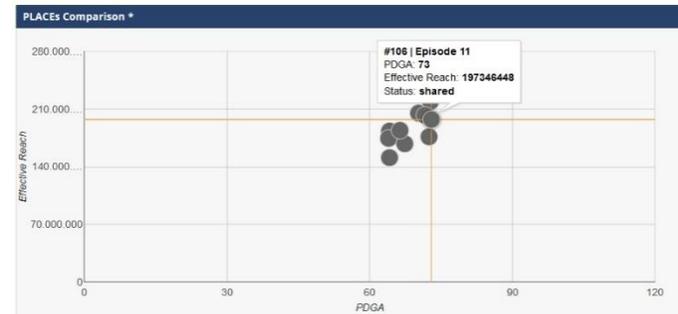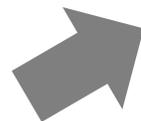
Comparison can be done within the software…
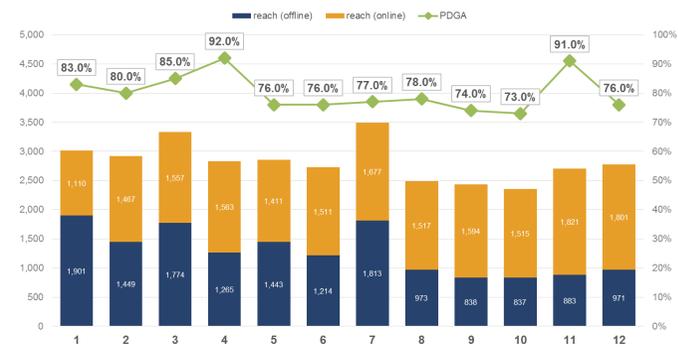
… or manually (even over time)

Placedise

The report consists of 4 parts that can be used for reporting and evaluation purposes. If you want to, you can also exclude some parts from the report.

1 PDGA and general recommendations

2 Detailed parameter evaluation and recommendations

3 Format setting overview

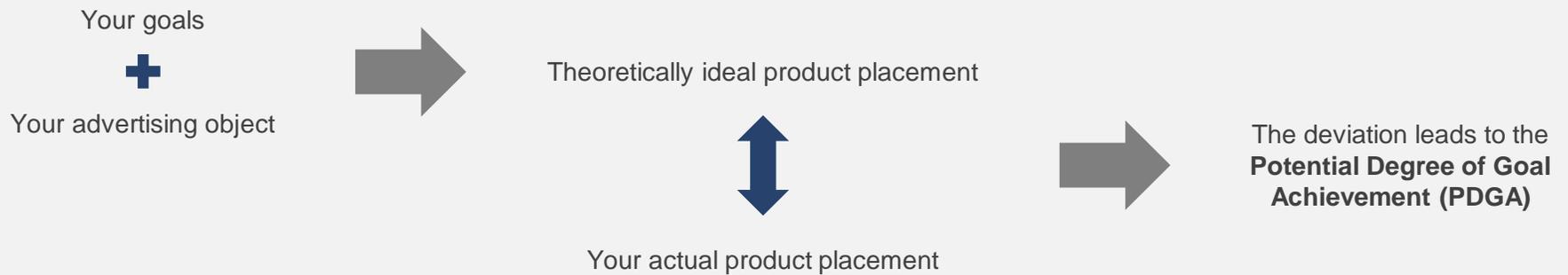**4** Advertising object setting overview

Whether the value is given by the user or automatically calculated by the algorithm

Whether changing the value would have a negative or positive impact on the overall score

#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#25	Sub PLACE Name	-	User Input	-	No recommendation available
#26	Modality	Visual	User Input	Possible, not confirmed impact	Audiovisual
#27	Advertising Object Recognizability	35 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#28	Recognizability as Advertisement	5 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#29	Advertising Object Prominence	35 (Scale: 0 to 100) (subtle to prominent)	User Input	Low negative impact	Keep the setting
#30	Plot Connection	55 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#31	Realism	25 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low positive impact	100 %

Placedise

4

The PDGA is the main KPI that you get from the Placedise software.
It describes the quality of the measure depending on your specific product/brand and goals.

How it is calculated

Your goals

+

Your advertising object

→

Theoretically ideal product placement

↕

Your actual product placement

→

The deviation leads to the **Potential Degree of Goal Achievement (PDGA)**

How to use it

A You can use it on its own – as single KPI that describes the quality of the project

B You can use it in combination with other KPI (e.g. reach). Since the PDGA describes the quality of the impact, you can use it as multiplier. Example: If you reach 1,000 people and your PDGA is 80%, you would look at an effective reach of 800 people.

Placedise

If you combine the PDGA with usual reach figures (e.g. ratings), you get a complete picture of how the measure performed. You can even observe the performance over time, as in our example.

Episodes

Placedise
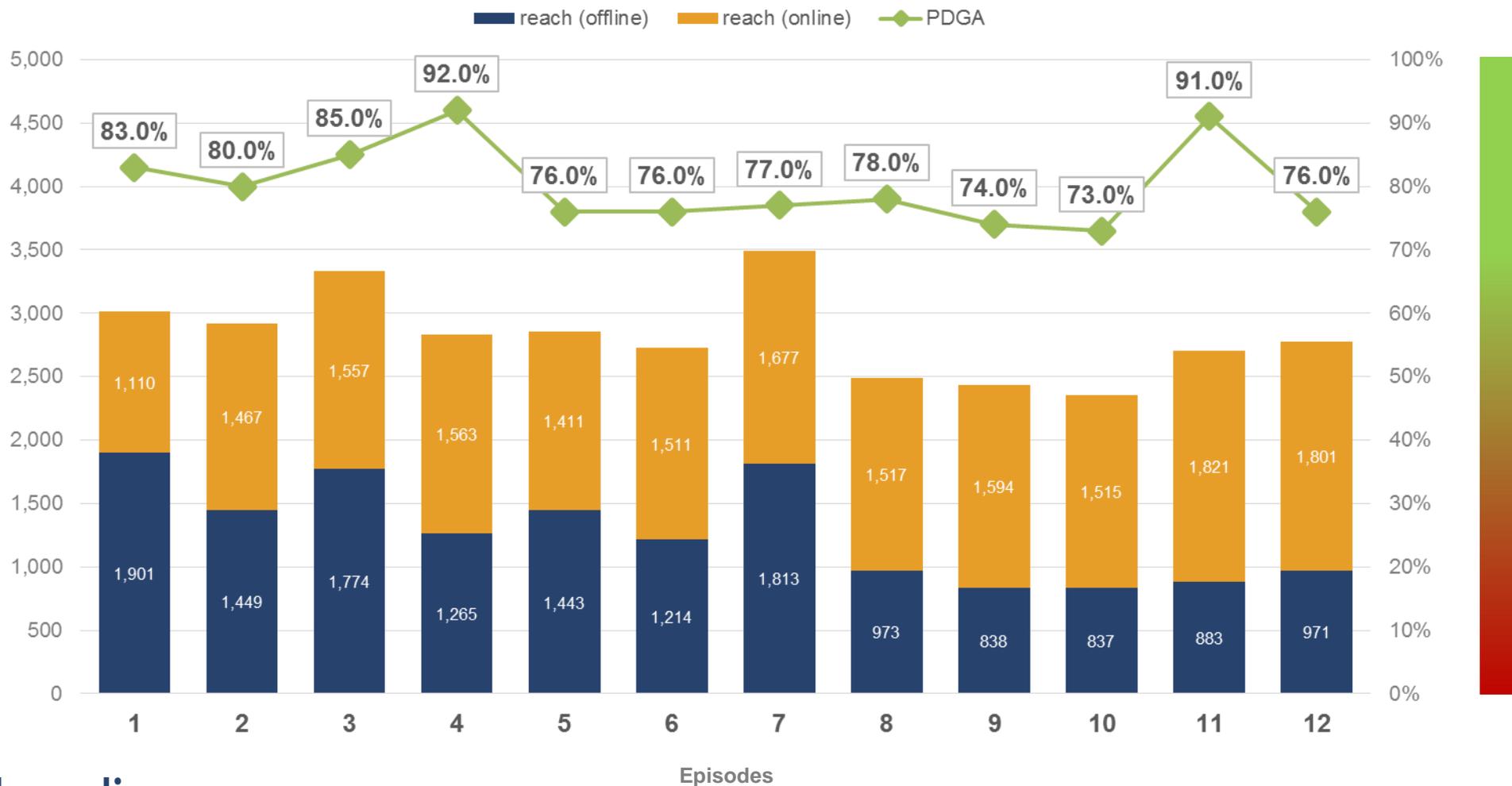
Considering all relevant advertising effects is not really possible for a human being. Our algorithm automatically combines the results of over 500 scientific studies and applies this cluster to the specific case that is described by the user. That is how we evaluate your project.

A well-known product shall be placed within a movie

A prominent placement, of course, leads to good recall results

Gupta & Lord (1998);
van Reijmersdal (2009)

But at the same time, prominence can lead to defensive or even negative reactions

Gupta & Balasubramanian (2000);
Homer (2009)

However, dangerous negative effects only occur under specific circumstances

Cowley & Barron (2008);
van Reijmersdal (2009)

But if the product is totally out of focus (compared to other information), it might get no longer considered at all

Bahrami, Lavie & Rees (2007); Bahrami et al. (2008); Grigorovici & Constantin (2004)

Brand building (e.g. via priming) works better with more subtle placements anyway

Strahan, Spencer & Zanna (2002);
Winkielman, Berridge & Wilbarger (2001)

But even with subtle placements, wrong execution can lead to negative effects (conscious and subconsious)

Laran, Dalton & Andrade (2011);
supported by one of our own studies (2013)

But this all depends on the country and cultural area of the target audience

Khalbous et al. (2013); Lee, Sung & Choi (2011); Rössler & Bacher (2002)

But if it is done right, subtle placements can increase sales as well as reputation

Herrmann, Walliser & Kacha (2011);
supported by one of our own studies (2013)

...

Placedise takes all those as well as any further evaluation steps and compares the user input with the theoretical ideal case.
That's over 1,200,133,368,872,819,954,751,382,668,036,653,761,121,244,182,907,328,644,277,183,857,341,013,375,273,926,656 of such steps!

Placedise

The presented data is based on an actual project, but slightly altered to keep the privacy of the client.

The Placedise test results tell you more about how effective the respective measure is with regards to their implicit and explicit effects on the target audience. You get detailed information about the performance of different placements and recommendations. You can look at the PDGA as a quality factor.
Information about reach can be added manually, but are not automatically gathered by the software.
We do not do any actual empirical studies. Therefore, the results are based on some assumptions, but usually still more valid than simple market research (e.g. via phone surveys).

You can test Placedise free of charge at https://www.placedise.com/your-free-trial/

Placedise