



Analyze and optimize the
advertising effects of product placement

Placedise

placedise.com

simulation and optimization of the advertising effects of your
PRODUCT PLACEMENT
activities before and after the actual implementation



SUCCESS MEASUREMENT
within a few minutes
based on over 500 scientific studies

EXPERT ANALYSIS
fast, simple and cheap

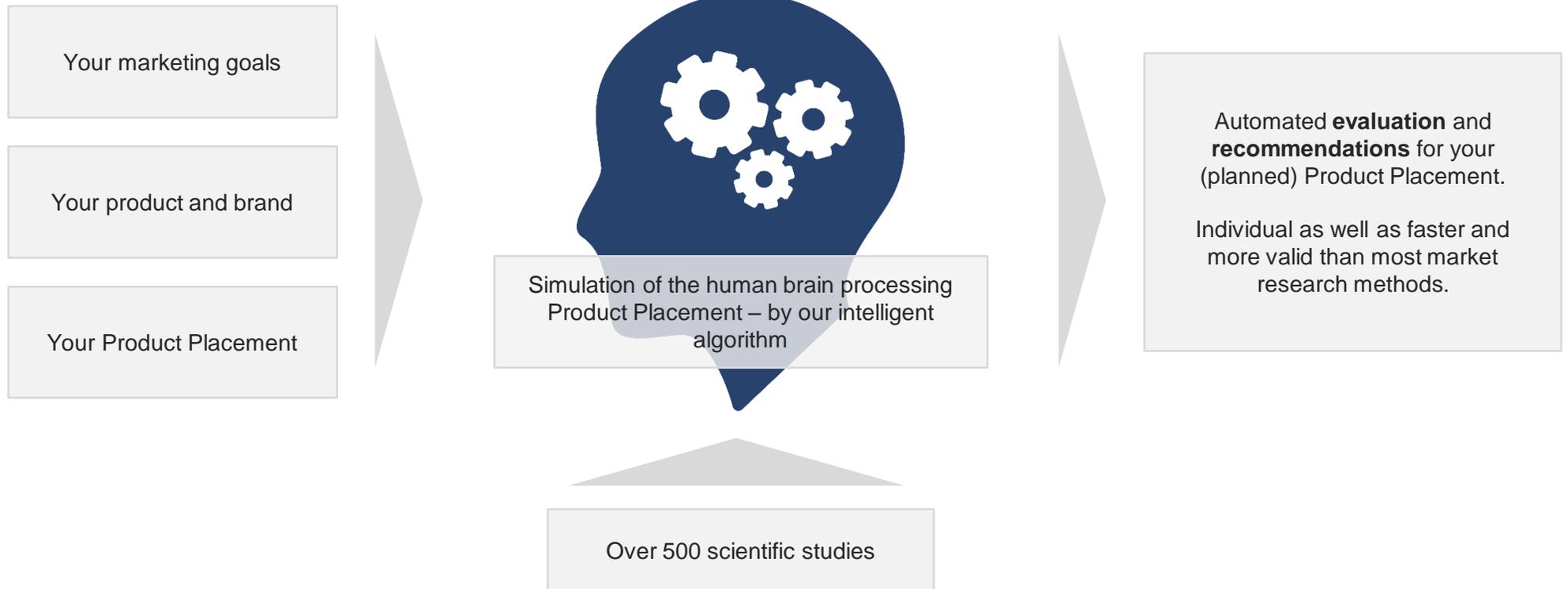


reliable **PROTECTION**
from bad decisions in your company

optimized for
COMMUNICATION & CO-OPERATION
between agencies, producers, marketers and advertising companies

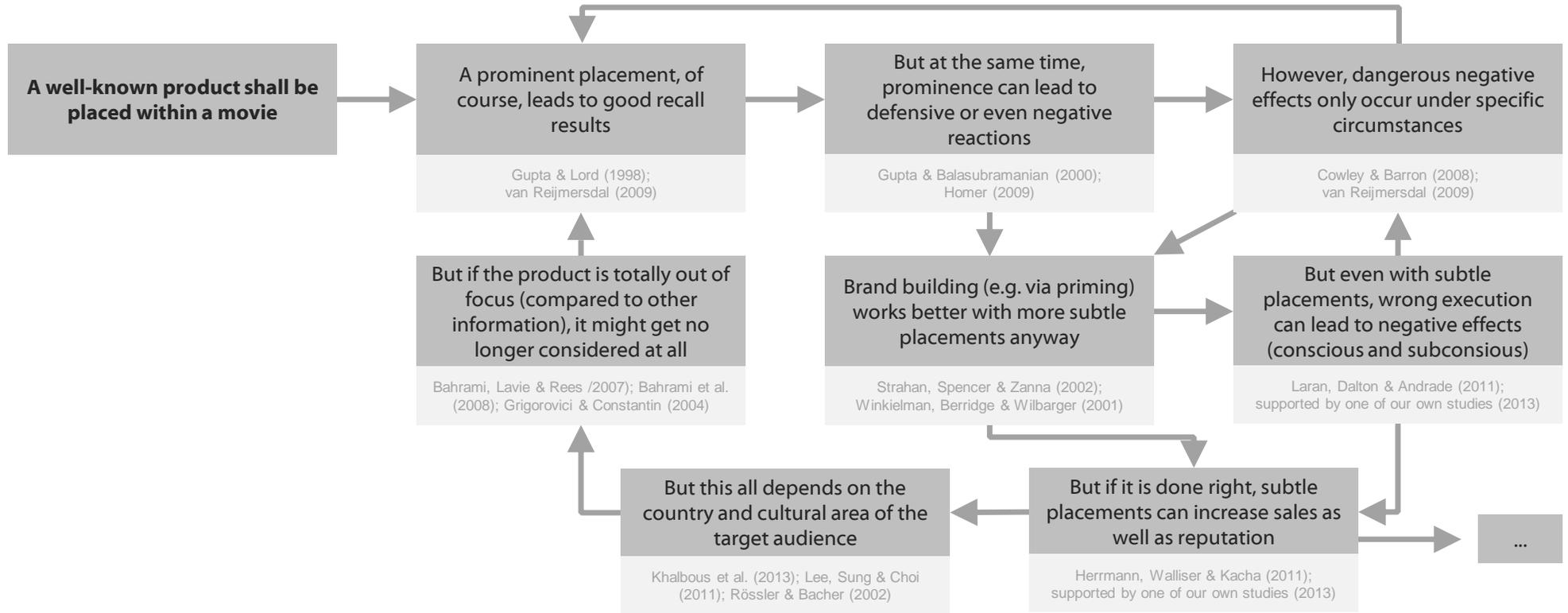


Placedise is a software that is able to simulate and optimize the advertising effectiveness and success of Product Placement, based on scientific research and studies.



See more of the software with our video tour (only 6:40 min): <https://www.placedise.com/tour/>

It is not possible to consider all relevant advertising effects. Therefore our algorithm automatically untangles the “data chaos” of more than 500 scientific studies for you and applies these findings to your specific case.



 Placedise takes all those, as well as any further evaluation steps and compares your individual product placement input with the theoretical ideal case.

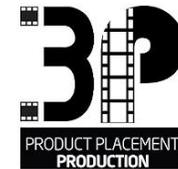
SIMPLY. CONTROLL ADVERTISING EFFECTS.

Let our customers do the talking:

With the help of Placedise, 3P has analyzed the product placements of its client Mercedes Benz in the Turkish TV series “Kaderimin Yazıldığı Gün” (The Day My Destiny Was Written).

The results were used for the general reporting and the evaluation of measures. The identified optimization potential is considered for future activities in order to further increase the marketing success of Mercedes Benz in Turkey.

”



Mercedes-Benz

”

Placedise considers itself a **digital assistant**, supporting you in all steps of the conversion of product placement and with your plans and questions.

Here you always receive **practical advice and recommendations for action**, making life for you simpler and **maximizing your success**.

Placedise Dashboard | Projekte | Werbeobjekte | Formate | Account

Projekt: **Mc Donalds Placement in V...**

Aktueller PDGA: 105,2 %

Product Placement für Mc Donalds Deutschland

Werbeobjekt: Mc Donalds Deutschland

Wirkungsziel: Image pflegen/verbessern

Notizen:

- Im Vergleich mit anderen Platzierungen zeigt der Bericht, dass das McDonalds Placement genau ins Schwarze trifft.
- Überraschend gutes Abschneiden.
- Test der Einbindung von McDonalds. Erwartung eher niedrig.

Was möchten Sie tun?

Ihre Formate: 5

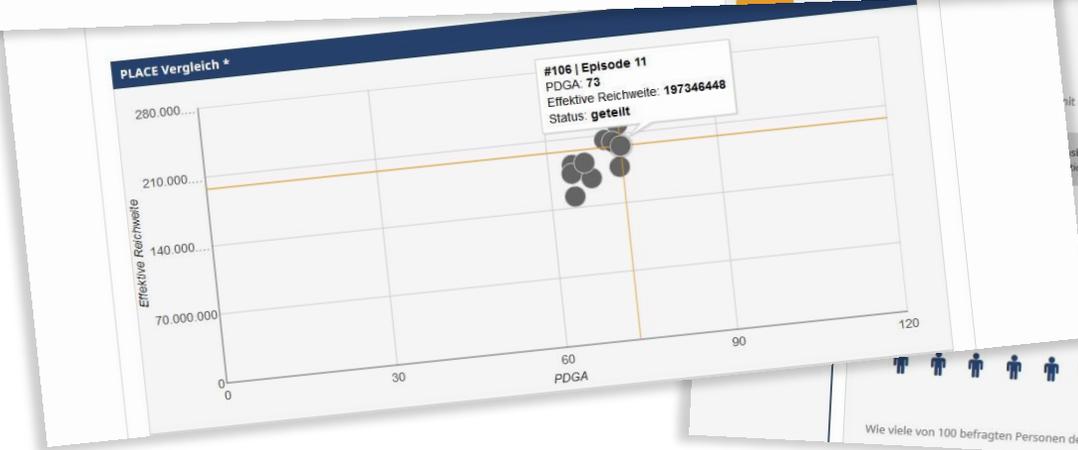
Ihre Objekte: 10

Nutzereingabe: 80

"Lass uns ein Foto mit meiner neuen Nikon machen!"

Nutzereingabe: 100 %

Wie viele von 100 befragten Personen der Zielgruppe würden die Nutzung, bzw. Darstellung des Werbeobjekts als realistisch bewerten?



Placedise supports and advises you during the planning, evaluation and implementation of product placements. This allows you to safely handle this increasing form of advertisement!



Evaluation

Measure and evaluate the effectiveness of your product placement campaigns. After and even before the actual implementation.



Optimization

Use the results and automated recommendations of the software to get the most out of your product placement activities.



Reputation protection

The software automatically scans your planning for critical effects and warns you if a placement turns out to be a risk for your reputation.



Reporting

Get a detailed report about the potential success and quality of your projects. The software also calculates the potential degree of goal achievement that you can use for benchmarking.



Co-operation

Share your projects (or only some parts of it) with other people, e.g. your client or advertising agency. Placedise gives you the opportunity to collaborate on your projects in the most efficient way.



Salespower

For marketers & agencies: With Placedise, you can provide your clients with more security, better results and standardized, professional reports. Push your sales activities by having those arguments on your side!

Feel free to test Placedise at any time free of charge and without obligation.



Start my Test »

JUST SOME IDEAS ON WHAT YOU COULD DO

Improve your reports with the Placedise data.

Compare different product placement opportunities regarding their potential effectiveness.

Identify dangerous product placements before their release and track your success over time.

As an agency or consultant you can offer your clients optional analytics at a fair price.

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

www.placedise.com

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