

Placedise Report

Research Project: **Hershey's Reese's Pieces E.T. Placement 1982**

Project Overview

Research Project Type

Q Analysis

© Impact Goal

Attention (balanced)

⌚ Time Goal

Short term

Status

✓ implemented

(Within this project, you analyze one or more different placements. The PDGA of the project depicts the average over all tests.)

PDGA **80.3 %**



Evaluation Details

PLACE Test: Choc Placement in E.T. (# 50)

PDGA **80**.3 %









The tested PLACE seems to be a good fit.

The PDGA describes by which quality you can achieve your goals with the tested placement.

<p>Format Fit</p> <p>★★★★★</p>	<p>Scene Selection</p> <p>★★★★★</p>	<p>Integration</p> <p>★★★★★</p>
---------------------------------------	--	--

The scene that the advertising object is integrated does not seem to be ideal. Please check the details for more information.






#	Parameter	Chosen Value	Input Type	Optimization Potential *	Recommendation **
#1	Previous Advertising Activities	Yes	User Input		No recommendation available
#2	Recent Advertising Activities	Yes	User Input		No recommendation available
#3	Simultaneous Advertising Activities	Yes	User Input	 Low negative impact on change	Keep the setting
#4	Further Information about the Marketing Strategy	-	User Input		No recommendation available
#5	Format Type	Movie	User Input		No recommendation available
#6	PLACE Type	Placement	User Input		No recommendation available
#7	Format Title	E.T. The Extra-Terrestrial	User Input		No recommendation available
#8	Genre	Science Fiction	User Input	 Low negative impact on change	Keep the setting
#9	Parts	One episode/part	User Input		No recommendation available
#10	Length in Minutes	114	User Input		No recommendation available
#11	Primary Exploitation Channel	Cinema	User Input	 Possible, not confirmed impact on change (might affect other values)	Cinema
#12	Moderation	No	User Input		No recommendation available
#13	General Amount of Advertisement within the Format	Some	User Input	 Low negative impact on change	Keep the setting
#14	Amount of Direct Competitor Advertisement within the Format	Exclusive	User Input	 Medium negative impact on change	Keep the setting
#15	Total Reach	100,000,000	User Input		No recommendation available
#16	Total Cost	USD 5,000,000	User Input		No recommendation available
#17	Direct Cost	5000000	User Input		No recommendation available
#18	Calculatory Cost	-	User Input		No recommendation available
#19	Remarkableness of the Format	100 (Scale: 0 to 100) (low to high)	User Input	 Low negative impact on change	Keep the setting

#20	Indication of the Placement	20 (Scale: 0 to 100) (weak to strong)	User Input		No recommendation available
#21	PLACE/Advertising Object Congruence	80 (Scale: 0 to 100) (bad to good)	User Input	▼ Low negative impact on change	Keep the setting
#22	Appearances (Sub PLACES)	3 Impressions: 3 Mentions: 0	User Input	▼▼▼ High negative impact on change	Keep the setting
#23	Presentation Style at different Integrations	Different	User Input	▼ Low negative impact on change	Keep the setting
▼ Sub PLACE 1 of 3 (PDGA: 81.2 %)					
#24	Sub PLACE Style Name	Elliott shows bag 1st time.	User Input		No recommendation available
#25	Time Position of the Integration	1st quarter 0:00 (min:sec)	User Input		No recommendation available
#26	Integration Duration	4 seconds	User Input	^^ Medium positive impact on change	< 4 seconds
#27	Modality	Visual	User Input		No recommendation available
#28	Advertising Object Recognizability	40 % (Scale: 0 to 100) (bad to good)	User Input	▼ Low negative impact on change	Keep the setting
#29	Recognizability as Advertisement	5 % (Scale: 0 to 100) (bad to good)	User Input	▼ Low negative impact on change	Keep the setting
#30	Advertising Object Prominence	45 (Scale: 0 to 100) (subtle to prominent)	User Input		No recommendation available
#31	Plot Connection	55 (Scale: 0 to 100) (low to high)	User Input	^ Low positive impact on change	100
#32	Realism	70 % (Scale: 0 to 100) (not realistic to realistic)	User Input	▼ Low negative impact on change	Keep the setting
#33	Relative Advertising Object Size	40 (Scale: 0 to 100) (small to large)	User Input	▼▼▼ High negative impact on change	Keep the setting

#34	Visible Part of the Advertising Object	90 %	User Input	High negative impact on change	Keep the setting
#35	Advertising Object Depth Positioning	Foreground	User Input		No recommendation available
#36	Advertising Object Area Positioning	Bottom	User Input	Low negative impact on change	Keep the setting
#37	Focus	Sharp (in focus)	User Input		No recommendation available
#38	Movement	Movement of the advertising object	User Input		No recommendation available
#39	Perspective	Third-person	User Input		No recommendation available
#40	Handling of the Advertising Object	Object in use	User Input		No recommendation available
#41	Reputation of the Placement within the Content	100 (Scale: -100 to 100) (negative to positive)	User Input	High negative impact on change	Keep the setting
#42	Endorsement	Yes	User Input		No recommendation available
#43	Endorsement: Role	Leading role	User Input		No recommendation available
#44	Endorsement: Gender	Male	User Input		No recommendation available
#45	Endorsement: Fame	Unknown	User Input		No recommendation available
#46	Scene Tension	-40 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact on change	Keep the setting
#47	Scene Mood	80 (Scale: -100 to 100) (cool to warm)	User Input	High negative impact on change	Keep the setting
#48	Emotional Meaning of the Scene	30 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact on change	100
Sub PLACE 2 of 3 (PDGA: 78.6 %)					
#49	Sub PLACE Style Name	Elliott throws candy	User Input		No recommendation available
#50	Time Position of the Integration	1st quarter 14:13 (min:sec)	User Input		No recommendation available
#51	Integration Duration	4 seconds	User Input	Medium positive impact on change	< 4 seconds

#52	Modality	Visual	User Input		No recommendation available
#53	Advertising Object Recognizability	15 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact on change	Keep the setting
#54	Recognizability as Advertisement	0 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact on change	Keep the setting
#55	Advertising Object Prominence	5 (Scale: 0 to 100) (subtle to prominent)	User Input	Low negative impact on change	Keep the setting
#56	Plot Connection	80 (Scale: 0 to 100) (low to high)	User Input	Low negative impact on change	Keep the setting
#57	Realism	40 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low positive impact on change	100 %
#58	Relative Advertising Object Size	10 (Scale: 0 to 100) (small to large)	User Input	High negative impact on change	Keep the setting
#59	Visible Part of the Advertising Object	50 %	User Input	High negative impact on change	Keep the setting
#60	Advertising Object Depth Positioning	Center	User Input	Low negative impact on change	Keep the setting
#61	Advertising Object Area Positioning	Middle	User Input	Low negative impact on change	Keep the setting
#62	Focus	Sharp (in focus)	User Input		No recommendation available
#63	Movement	Movement of the advertising object	User Input		No recommendation available
#64	Perspective	Third-person	User Input		No recommendation available
#65	Handling of the Advertising Object	Object in use	User Input		No recommendation available
#66	Reputation of the Placement within the Content	100 (Scale: -100 to 100) (negative to positive)	User Input	High negative impact on change	Keep the setting
#67	Endorsement	No	User Input		No recommendation available

#68	Scene Tension	30 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact on change	Keep the setting
#69	Scene Mood	80 (Scale: -100 to 100) (cool to warm)	User Input	High negative impact on change	Keep the setting
#70	Emotional Meaning of the Scene	30 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact on change	100
Sub PLACE 3 of 3 (PDGA: 81.2 %)					
#71	Sub PLACE Style Name	Elliott shows bag 1st time.	User Input	No recommendation available	
#72	Time Position of the Integration	1st quarter 28:26 (min:sec)	User Input	No recommendation available	
#73	Integration Duration	4 seconds	User Input	Medium positive impact on change	< 4 seconds
#74	Modality	Visual	User Input	No recommendation available	
#75	Advertising Object Recognizability	40 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact on change	Keep the setting
#76	Recognizability as Advertisement	5 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact on change	Keep the setting
#77	Advertising Object Prominence	45 (Scale: 0 to 100) (subtle to prominent)	User Input	No recommendation available	
#78	Plot Connection	55 (Scale: 0 to 100) (low to high)	User Input	Low positive impact on change	100
#79	Realism	70 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact on change	Keep the setting
#80	Relative Advertising Object Size	40 (Scale: 0 to 100) (small to large)	User Input	High negative impact on change	Keep the setting
#81	Visible Part of the Advertising Object	90 %	User Input	High negative impact on change	Keep the setting

#82	Advertising Object Depth Positioning	Foreground	User Input		No recommendation available
#83	Advertising Object Area Positioning	Bottom	User Input	 Low negative impact on change	Keep the setting
#84	Focus	Sharp (in focus)	User Input		No recommendation available
#85	Movement	Movement of the advertising object	User Input		No recommendation available
#86	Perspective	Third-person	User Input		No recommendation available
#87	Handling of the Advertising Object	Object in use	User Input		No recommendation available
#88	Reputation of the Placement within the Content	100 (Scale: -100 to 100) (negative to positive)	User Input	 High negative impact on change	Keep the setting
#89	Endorsement	Yes	User Input		No recommendation available
#90	Endorsement: Role	Leading role	User Input		No recommendation available
#91	Endorsement: Gender	Male	User Input		No recommendation available
#92	Endorsement: Fame	Unknown	User Input		No recommendation available
#93	Scene Tension	-40 (Scale: -100 to 100) (boring to exciting)	User Input	 Low negative impact on change	Keep the setting
#94	Scene Mood	80 (Scale: -100 to 100) (cool to warm)	User Input	 High negative impact on change	Keep the setting
#95	Emotional Meaning of the Scene	30 (Scale: -100 to 100) (negative to positive)	User Input	 Low positive impact on change	100

Advertising Object

Advertising Object Title

Reese's Pieces 1982

Advertising Object Type

Product

Product Category

Food (rather unhealthy, high-calory, ...)

Advertising Object Description

-

Impact Goal

Attention (balanced)

Time Goal

Short term

Goal Description

-

Advertising Object Awareness

10

(Scale: 0 to 100)
(negative to positive)

Current Reputation

80

(Scale: -100 to 100)
(negative to positive)

Recognizability without Logo

30

(Scale: 0 to 100)
(negative to positive)

Emotional Meaning of the Product Category

60

(Scale: 0 to 100)
(negative to positive)

General Product Category Involvement

50

(Scale: 0 to 100)
(negative to positive)

Own Market Share

10 %

Market Share of the biggest Competitor

20 %

Number of Competitors

Some

∅ Target Audience:

Average Age

16.0 years

Target Audience Sex Ratio

50% ♂ 50% ♀

Average Level of the Target Audience's Education

Lower secondary qualification

Target Countries

United States (USA)

(A): based on assumptions

PDGA: The PDGA value (Potential Degree of Goal Achievement) describes the percentage of how good the tested PLACE fits your goals. Accordingly, it is obvious that PLACES with different goals (usually corresponds to different projects) are difficult to compare since some goals are easier to achieve than others.

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 presentation) is a PLACE. Each alternative for this placement is another PLACE.

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.

Advertising Object: Advertising objects (or simply objects) are the entities that you are going to advertise for (like products or brands) - combined with a specific target audience.

* The information about the optimization potential is derived from a quick check of our software. Be aware that there might be even more hidden potential.

** Those recommendations are generated by checking how the PDGA can be improved by changing one specific parameter. Be aware that this might be no longer correct if you change more than one parameter at the same time. There might also be other settings that can improve the PDGA in the same way.

Placedise

Placedise GmbH

Neue Amberger Strasse 39 | 92655 Grafenwoehr | Germany

Registered at the Amtsgericht Weiden i.d.OPf., HRB 4366 | VAT identification number: DE294502831 | Represented by: Jens Kuerschner, Maximilian Boehm