

automatically generated

Report

Project: Example: Hershey's Reese's Pieces Advertising
PLACE: Example: Subtle Sweets Placement

Date: 03/28/2016

General Evaluation of the primary PLACE

Potential Degree of Goal Achievement (PDGA)

89.3 %

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

The tested PLACE seems to be a pretty good fit. Congratulations!

Since the PDGA is already high, you should check the detailed evaluation for further optimization recommendations.

List and Evaluation of all PLACE Parameters

#	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	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	Genre	Science Fiction	User Input	Low negative impact	Keep the setting
#8	Parts	One episode/part	User Input	-	No recommendation available
#9	Length	Long/Feature	User Input	-	No recommendation available
#10	Primary Exploitation Channel	Cinema	User Input	-	No recommendation available
#11	Moderation	No	User Input	-	No recommendation available
#12	General Amount of Advertisement within the Format	Exclusive	Auto Selection	Low negative impact	Keep the setting
#13	Amount of Direct Competitor Advertisement within the Format	Exclusive	User Input	Medium negative impact	Keep the setting
#14	Total Reach	100000000	User Input	-	No recommendation available
#15	Total Cost	0 USD	User Input	-	No recommendation available
#16	Direct Cost	-	User Input	-	No recommendation available
#17	Calculatory Cost	-	User Input	-	No recommendation available

#18	Remarkableness of the Format	100 (Scale: 0 to 100) (low to high)	User Input	Low negative impact	Keep the setting
#19	Number of Impressions	7 to 12	User Input	High negative impact	Keep the setting
#20	Number of Mentions	0	User Input	-	No recommendation available
#21	Presentation Style at different Integrations	Different	User Input	Low negative impact	Keep the setting
#22	Number of Sub PLACES	5	User Input	-	No recommendation available
#23	PLACE/Advertising Object Congruence	80 (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#24	Indication of the Placement	20 (Scale: 0 to 100) (weak to strong)	User Input	-	No recommendation available
Sub PLACE 1 of 5					
#	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	-	No recommendation available
#28	Recognizability as Advertisement	5 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#29	Advertising Object Prominence	100 (Scale: 0 to 100) (subtle to prominent)	User Input	-	No recommendation available
#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 %
#32	Time Position of the Integration	1st quarter	User Input	-	No recommendation available

#33	Integration Duration	< 6 seconds	User Input	Medium positive impact	< 4 seconds
#34	Relative Advertising Object Size	10 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#35	Visible Part of the Advertising Object	95 %	User Input	High negative impact	Keep the setting
#36	Advertising Object Depth Positioning	Foreground	User Input	-	No recommendation available
#37	Advertising Object Area Positioning	Middle	User Input	-	No recommendation available
#38	Focus	Sharp (in focus)	User Input	-	No recommendation available
#39	Movement	Movement of the advertising object	User Input	-	No recommendation available
#40	Perspective	Third-person	User Input	-	No recommendation available
#41	Handling of the Advertising Object	Object in use	User Input	Low negative impact	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	-20 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting
#47	Scene Mood	75 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100
#48	Emotional Meaning of the Scene	0 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100

Sub PLACE 2 of 5

#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#49	Sub PLACE Name	-	User Input	-	No recommendation available
#50	Modality	Visual	User Input	-	No recommendation available

#51	Advertising Object Recognizability	50 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	85 %
#52	Recognizability as Advertisement	0 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#53	Advertising Object Prominence	85 (Scale: 0 to 100) (subtle to prominent)	User Input	Low positive impact	0
#54	Plot Connection	100 (Scale: 0 to 100) (low to high)	User Input	Medium negative impact	Keep the setting
#55	Realism	20 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low positive impact	100 %
#56	Time Position of the Integration	1st quarter	User Input	-	No recommendation available
#57	Integration Duration	< 4 seconds	User Input	High negative impact	Keep the setting
#58	Relative Advertising Object Size	70 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#59	Visible Part of the Advertising Object	100 %	User Input	Low positive impact	85 %
#60	Advertising Object Depth Positioning	Foreground	User Input	Low positive impact	Center
#61	Advertising Object Area Positioning	Right	User Input	Low positive impact	Bottom
#62	Focus	Sharp (in focus)	User Input	-	No recommendation available
#63	Movement	No Movement	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	Low positive impact	Simple presentation
#66	Endorsement	Yes	User Input	-	No recommendation available
#67	Endorsement: Role	Leading role	User Input	-	No recommendation available
#68	Endorsement: Gender	Male	User Input	-	No recommendation available
#69	Endorsement: Fame	Unknown	User Input	-	No recommendation available

#70	Scene Tension	100 (Scale: -100 to 100) (boring to exciting)	User Input	Low positive impact	-100
#71	Scene Mood	60 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100
#72	Emotional Meaning of the Scene	0 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100
Sub PLACE 3 of 5					
#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#73	Sub PLACE Name	-	User Input	-	No recommendation available
#74	Modality	Visual	User Input	-	No recommendation available
#75	Advertising Object Recognizability	5 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	80 %
#76	Recognizability as Advertisement	0 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#77	Advertising Object Prominence	15 (Scale: 0 to 100) (subtle to prominent)	User Input	Low negative impact	Keep the setting
#78	Plot Connection	95 (Scale: 0 to 100) (low to high)	User Input	Medium negative impact	Keep the setting
#79	Realism	10 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low positive impact	100 %
#80	Time Position of the Integration	1st quarter	User Input	-	No recommendation available
#81	Integration Duration	< 6 seconds	User Input	Medium positive impact	< 4 seconds
#82	Relative Advertising Object Size	10 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#83	Visible Part of the Advertising Object	95 %	User Input	High negative impact	Keep the setting
#84	Advertising Object Depth Positioning	Center	User Input	Low negative impact	Keep the setting

#85	Advertising Object Area Positioning	Middle	User Input	Low negative impact	Keep the setting
#86	Focus	Sharp (in focus)	User Input	-	No recommendation available
#87	Movement	No Movement	User Input	-	No recommendation available
#88	Perspective	Third-person	User Input	-	No recommendation available
#89	Handling of the Advertising Object	Simple presentation	User Input	Low negative impact	Keep the setting
#90	Endorsement	Yes	User Input	-	No recommendation available
#91	Endorsement: Role	Leading role	User Input	-	No recommendation available
#92	Endorsement: Gender	Male	User Input	-	No recommendation available
#93	Endorsement: Fame	Unknown	User Input	-	No recommendation available
#94	Scene Tension	20 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting
#95	Scene Mood	80 (Scale: -100 to 100) (cool to warm)	User Input	High negative impact	Keep the setting
#96	Emotional Meaning of the Scene	60 (Scale: -100 to 100) (negative to positive)	User Input	Medium negative impact	Keep the setting

Sub PLACE 4 of 5

#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#97	Sub PLACE Name	-	User Input	-	No recommendation available
#98	Modality	Visual	User Input	-	No recommendation available
#99	Advertising Object Recognizability	10 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	80 %
#100	Recognizability as Advertisement	0 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#101	Advertising Object Prominence	30 (Scale: 0 to 100) (subtle to prominent)	User Input	-	No recommendation available

#102	Plot Connection	20 (Scale: 0 to 100) (low to high)	User Input	Medium positive impact	100
#103	Realism	50 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low positive impact	100 %
#104	Time Position of the Integration	2nd quarter	User Input	-	No recommendation available
#105	Integration Duration	< 4 seconds	User Input	High negative impact	Keep the setting
#106	Relative Advertising Object Size	20 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#107	Visible Part of the Advertising Object	100 %	User Input	High negative impact	Keep the setting
#108	Advertising Object Depth Positioning	Foreground	User Input	-	No recommendation available
#109	Advertising Object Area Positioning	Middle	User Input	-	No recommendation available
#110	Focus	Sharp (in focus)	User Input	-	No recommendation available
#111	Movement	No Movement	User Input	-	No recommendation available
#112	Perspective	Third-person	User Input	-	No recommendation available
#113	Handling of the Advertising Object	Simple presentation	User Input	-	No recommendation available
#114	Endorsement	Yes	User Input	-	No recommendation available
#115	Endorsement: Role	Supporting role	User Input	-	No recommendation available
#116	Endorsement: Gender	Male	User Input	-	No recommendation available
#117	Endorsement: Fame	Unknown	User Input	-	No recommendation available
#118	Scene Tension	-20 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting
#119	Scene Mood	10 (Scale: -100 to 100) (cool to warm)	User Input	Medium positive impact	100
#120	Emotional Meaning of the Scene	0 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100

Sub PLACE 5 of 5

#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#121	Sub PLACE Name	-	User Input	-	No recommendation available
#122	Modality	Visual	User Input	-	No recommendation available
#123	Advertising Object Recognizability	40 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#124	Recognizability as Advertisement	10 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#125	Advertising Object Prominence	40 (Scale: 0 to 100) (subtle to prominent)	User Input	-	No recommendation available
#126	Plot Connection	55 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#127	Realism	20 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low positive impact	100 %
#128	Time Position of the Integration	2nd quarter	User Input	-	No recommendation available
#129	Integration Duration	< 6 seconds	User Input	Medium positive impact	< 4 seconds
#130	Relative Advertising Object Size	30 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#131	Visible Part of the Advertising Object	90 %	User Input	High negative impact	Keep the setting
#132	Advertising Object Depth Positioning	Center	User Input	Low negative impact	Keep the setting
#133	Advertising Object Area Positioning	Middle	User Input	Low negative impact	Keep the setting
#134	Focus	Sharp (in focus)	User Input	-	No recommendation available
#135	Movement	No Movement	User Input	-	No recommendation available
#136	Perspective	Third-person	User Input	-	No recommendation available
#137	Handling of the Advertising Object	Object in use	User Input	Low negative impact	Keep the setting
#138	Endorsement	Yes	User Input	-	No recommendation available

#139	Endorsement: Role	Leading role	User Input	-	No recommendation available
#140	Endorsement: Gender	Male	User Input	-	No recommendation available
#141	Endorsement: Fame	Unknown	User Input	Low negative impact	Keep the setting
#142	Scene Tension	-20 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting
#143	Scene Mood	100 (Scale: -100 to 100) (cool to warm)	User Input	High negative impact	Keep the setting
#144	Emotional Meaning of the Scene	100 (Scale: -100 to 100) (negative to positive)	User Input	Medium negative impact	Keep the setting

Chosen Format Settings

Format Titel: Example: E.T. The Extra-Terrestrial

Format Description: E.T. the Extra-Terrestrial is a 1982 American science fiction-family film co-produced and directed by Steven Spielberg.

Logline: An alien lands on earth, gets friends with a boy who helps him to get back home while the government tries to catch it.

#1	Format Type	Movie
#2	Genre	Science Fiction
#3	Country of Production	United States (US)
#4	Languages	English
#5	Type of Production	Co-Production
#6	Place of Production	On-Location Production
#7	Number of Episodes	1
#8	Parts	One episode/part
#9	Length in Minutes	114

#10	Length	Long/Feature
#11	Broadcast Frequency	4 per week
#12	Primary Exploitation Channel	Cinema
#13	Moderation	No
#14	Total Reach	100000000
#15	Reach Offline	100000000
#16	Reach Online	-
#17	Other Reach	-
#18	Other Reach (Name)	-

Chosen Advertising Object Settings

Advertising Object Title: Example: Hershey's Reese's Pieces

#1	Advertising Object Type	Product
#2	Product Category	Food (rather unhealthy, high-calory, ...)
#3	Impact Goal	Attention (balanced)
#4	Time Goal	Short term
#5	Goal Description	-
#6	Target Countries	United States (US)
#7	0-6 years	10 %
#8	6-13 years	25 %
#9	14-17 years	35 %
#10	18-29 years	25 %
#11	30-49 years	5 %
#12	50-59 years	0 %
#13	60-69 years	0 %

#14	Over 69 years	0 %
#15	Average Target Audience Age	16 years
#16	Sex Ratio	50 %
#17	Average Level of Education	Upper secondary qualification (without university access)
#18	Advertising Object Awareness	10 (Scale: 0 to 100) (low to high)
#19	Current Reputation	80 (Scale: -100 to 100) (negative to positive)
#20	Recognizability by Shape	30 (Scale: 0 to 100) (bad to good)
#21	Emotional Meaning of the Product Category	95 (Scale: 0 to 100) (cognitive to emotional)
#22	General Product Category Involvement	20 (Scale: 0 to 100) (low to high)
#23	Own Market Share	10 %
#24	Market Share of the biggest Competitor	20 %
#25	Number of Competitors	Some

* 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 Grafenwöhr | Germany
Registered at the Amtsgericht Weiden i.d.OPf., HRB 4366 | VAT identification number: DE294502831 | Represented by: Jens Kürschner, Maximilian Böhm