

automatically generated

Report

Project: Sky-Placement
PLACE: Sky-Mega-Placement in Vaterfreuden

Date: 03/29/2016

General Evaluation of the primary PLACE

Potential Degree of Goal Achievement (PDGA)

60.3 %

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

The tested PLACE seems to be ok. However, there is some potential that can be unlocked easily for further optimization.

The count and length of the advertising object integration does not seem to be ideal. Please check the details page for more information.

The recognizability of the advertising object and the integration into the content does not seem to be ideal. Please check the details page for more information.

The position of the advertising object in the scenery does not seem to be ideal. Please check the details page for more information.

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

When evaluating a product placement opportunity you should also consider possible additional marketing benefits. This might be the fact that you can advertise to be a partner of the (e.g.) movie or free media content that can be used in other marketing activities.

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	-	No recommendation available
#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	Comedy and Entertainment	User Input	-	No recommendation available
#8	Parts	One episode/part	User Input	-	No recommendation available
#9	Length	Long/Feature	User Input	Low negative impact	Keep the setting
#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	Few	User Input	Low positive impact	Exclusive
#13	Amount of Direct Competitor Advertisement within the Format	Very few	User Input	Low negative impact	Keep the setting
#14	Total Reach	1500000	User Input	-	No recommendation available
#15	Total Cost	0 EUR	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	85 (Scale: 0 to 100) (low to high)	User Input	-	No recommendation available
#19	Number of Impressions	13 to 25	User Input	Low positive impact	2
#20	Number of Mentions	1	User Input	-	No recommendation available
#21	Presentation Style at different Integrations	Similar	User Input	-	No recommendation available
#22	Number of Sub PLACES	13	User Input	-	No recommendation available
#23	PLACE/Advertising Object Congruence	70 (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#24	Indication of the Placement	40 (Scale: 0 to 100) (weak to strong)	User Input	-	No recommendation available
Sub PLACE 1 of 13					
#	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	95 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	0 %
#28	Recognizability as Advertisement	35 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	0 %
#29	Advertising Object Prominence	70 (Scale: 0 to 100) (subtle to prominent)	User Input	Low positive impact	0
#30	Plot Connection	70 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#31	Realism	95 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#32	Time Position of the Integration	1st quarter	User Input	-	No recommendation available

#33	Integration Duration	< 10 seconds	User Input	Medium positive impact	< 4 seconds
#34	Relative Advertising Object Size	55 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#35	Visible Part of the Advertising Object	100 %	User Input	Low positive impact	85 %
#36	Advertising Object Depth Positioning	Center	User Input	-	No recommendation available
#37	Advertising Object Area Positioning	Bottom	User Input	-	No recommendation available
#38	Focus	Sharp (in focus)	User Input	-	No recommendation available
#39	Movement	Movement of the camera	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	Female	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	Keep the setting
#47	Scene Mood	80 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100
#48	Emotional Meaning of the Scene	80 (Scale: -100 to 100) (negative to positive)	User Input	Low negative impact	Keep the setting

Sub PLACE 2 of 13

#	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	70 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	0 %
#52	Recognizability as Advertisement	10 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	0 %
#53	Advertising Object Prominence	40 (Scale: 0 to 100) (subtle to prominent)	User Input	Low positive impact	35
#54	Plot Connection	70 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#55	Realism	80 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low positive impact	100 %
#56	Time Position of the Integration	1st quarter	User Input	Low positive impact	3rd quarter
#57	Integration Duration	< 8 seconds	User Input	Medium positive impact	< 4 seconds
#58	Relative Advertising Object Size	50 (Scale: 0 to 100) (small to large)	User Input	Low positive impact	30
#59	Visible Part of the Advertising Object	100 %	User Input	Low positive impact	85 %
#60	Advertising Object Depth Positioning	Background	User Input	Low positive impact	Center
#61	Advertising Object Area Positioning	Right	User Input	Low positive impact	Top
#62	Focus	Sharp (in focus)	User Input	-	No recommendation available
#63	Movement	No Movement	User Input	Low positive impact	Movement of the camera
#64	Perspective	Third-person	User Input	-	No recommendation available
#65	Handling of the Advertising Object	Object in use	User Input	-	No recommendation available
#66	Endorsement	Yes	User Input	-	No recommendation available
#67	Endorsement: Role	Leading role	User Input	-	No recommendation available
#68	Endorsement: Gender	Male	User Input	Low positive impact	Female
#69	Endorsement: Fame	Known	User Input	Low positive impact	Unknown

#70	Scene Tension	-60 (Scale: -100 to 100) (boring to exciting)	User Input	Low positive impact	-100
#71	Scene Mood	80 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100
#72	Emotional Meaning of the Scene	60 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100
Sub PLACE 3 of 13					
#	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	70 % (Scale: 0 to 100) (bad to good)	User Input	-	No recommendation available
#76	Recognizability as Advertisement	10 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#77	Advertising Object Prominence	45 (Scale: 0 to 100) (subtle to prominent)	User Input	Low positive impact	30
#78	Plot Connection	80 (Scale: 0 to 100) (low to high)	User Input	Low negative impact	Keep the setting
#79	Realism	90 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#80	Time Position of the Integration	2nd quarter	User Input	-	No recommendation available
#81	Integration Duration	< 18 seconds	User Input	Medium positive impact	< 4 seconds
#82	Relative Advertising Object Size	85 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#83	Visible Part of the Advertising Object	100 %	User Input	Low positive impact	85 %
#84	Advertising Object Depth Positioning	Foreground	User Input	-	No recommendation available

#85	Advertising Object Area Positioning	Middle	User Input	-	No recommendation available
#86	Focus	Sharp (in focus)	User Input	-	No recommendation available
#87	Movement	No Movement	User Input	-	No recommendation available
#88	Perspective	First-person	User Input	-	No recommendation available
#89	Handling of the Advertising Object	Object in use	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	Female	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	40 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100
#96	Emotional Meaning of the Scene	60 (Scale: -100 to 100) (negative to positive)	User Input	Low negative impact	Keep the setting
Sub PLACE 4 of 13					
#	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	20 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#100	Recognizability as Advertisement	60 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	0 %
#101	Advertising Object Prominence	20 (Scale: 0 to 100) (subtle to prominent)	User Input	Low negative impact	Keep the setting

#102	Plot Connection	0 (Scale: 0 to 100) (low to high)	User Input	Medium positive impact	100
#103	Realism	100 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#104	Time Position of the Integration	2nd quarter	User Input	Low negative impact	Keep the setting
#105	Integration Duration	< 4 seconds	User Input	High negative impact	Keep the setting
#106	Relative Advertising Object Size	15 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#107	Visible Part of the Advertising Object	60 %	User Input	High negative impact	Keep the setting
#108	Advertising Object Depth Positioning	Background	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	First-person	User Input	-	No recommendation available
#113	Handling of the Advertising Object	Simple presentation	User Input	Low positive impact	Object in use
#114	Endorsement	No	User Input	-	No recommendation available
#115	Scene Tension	0 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting
#116	Scene Mood	80 (Scale: -100 to 100) (cool to warm)	User Input	High negative impact	Keep the setting
#117	Emotional Meaning of the Scene	100 (Scale: -100 to 100) (negative to positive)	User Input	Low negative impact	Keep the setting
Sub PLACE 5 of 13					
#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#118	Sub PLACE Name	-	User Input	-	No recommendation available
#119	Modality	Visual	User Input	-	No recommendation available

#120	Advertising Object Recognizability	95 % (Scale: 0 to 100) (bad to good)	User Input	-	No recommendation available
#121	Recognizability as Advertisement	10 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#122	Advertising Object Prominence	80 (Scale: 0 to 100) (subtle to prominent)	User Input	Low positive impact	15
#123	Plot Connection	40 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#124	Realism	100 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#125	Time Position of the Integration	3rd quarter	User Input	Low negative impact	Keep the setting
#126	Integration Duration	< 12 seconds	User Input	Medium positive impact	< 4 seconds
#127	Relative Advertising Object Size	70 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#128	Visible Part of the Advertising Object	100 %	User Input	High negative impact	Keep the setting
#129	Advertising Object Depth Positioning	Foreground	User Input	-	No recommendation available
#130	Advertising Object Area Positioning	Bottom	User Input	Low negative impact	Keep the setting
#131	Focus	Sharp (in focus)	User Input	Low negative impact	Keep the setting
#132	Movement	No Movement	User Input	-	No recommendation available
#133	Perspective	First-person	User Input	-	No recommendation available
#134	Handling of the Advertising Object	Simple presentation	User Input	Low positive impact	Object in use
#135	Endorsement	Yes	User Input	-	No recommendation available
#136	Endorsement: Role	Leading role	User Input	-	No recommendation available
#137	Endorsement: Gender	Female	User Input	Low negative impact	Keep the setting
#138	Endorsement: Fame	Unknown	User Input	Low negative impact	Keep the setting

#139	Scene Tension	0 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting
#140	Scene Mood	80 (Scale: -100 to 100) (cool to warm)	User Input	High negative impact	Keep the setting
#141	Emotional Meaning of the Scene	10 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100
Sub PLACE 6 of 13					
#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#142	Sub PLACE Name	-	User Input	-	No recommendation available
#143	Modality	Visual	User Input	-	No recommendation available
#144	Advertising Object Recognizability	50 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#145	Recognizability as Advertisement	30 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#146	Advertising Object Prominence	25 (Scale: 0 to 100) (subtle to prominent)	User Input	Low negative impact	Keep the setting
#147	Plot Connection	15 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#148	Realism	95 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#149	Time Position of the Integration	2nd quarter	User Input	Low negative impact	Keep the setting
#150	Integration Duration	Longer than 20 seconds	User Input	High positive impact	< 4 seconds
#151	Relative Advertising Object Size	25 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#152	Visible Part of the Advertising Object	85 %	User Input	High negative impact	Keep the setting

#153	Advertising Object Depth Positioning	Foreground	User Input	-	No recommendation available
#154	Advertising Object Area Positioning	Bottom	User Input	Low negative impact	Keep the setting
#155	Focus	Sharp (in focus)	User Input	Low negative impact	Keep the setting
#156	Movement	Movement of the advertising object	User Input	Low negative impact	Keep the setting
#157	Perspective	Third-person	User Input	-	No recommendation available
#158	Handling of the Advertising Object	Simple presentation	User Input	Low positive impact	Object in use
#159	Endorsement	Yes	User Input	-	No recommendation available
#160	Endorsement: Role	Leading role	User Input	-	No recommendation available
#161	Endorsement: Gender	Female	User Input	Low negative impact	Keep the setting
#162	Endorsement: Fame	Unknown	User Input	Low negative impact	Keep the setting
#163	Scene Tension	50 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting
#164	Scene Mood	40 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100
#165	Emotional Meaning of the Scene	0 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100

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#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#166	Sub PLACE Name	-	User Input	-	No recommendation available
#167	Modality	Visual	User Input	-	No recommendation available
#168	Advertising Object Recognizability	10 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#169	Recognizability as Advertisement	0 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting

#170	Advertising Object Prominence	5 (Scale: 0 to 100) (subtle to prominent)	User Input	Low negative impact	Keep the setting
#171	Plot Connection	35 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#172	Realism	100 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#173	Time Position of the Integration	2nd quarter	User Input	Low negative impact	Keep the setting
#174	Integration Duration	< 2 seconds	User Input	Low positive impact	< 4 seconds
#175	Relative Advertising Object Size	10 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#176	Visible Part of the Advertising Object	55 %	User Input	High negative impact	Keep the setting
#177	Advertising Object Depth Positioning	Center	User Input	-	No recommendation available
#178	Advertising Object Area Positioning	Middle	User Input	-	No recommendation available
#179	Focus	Sharp (in focus)	User Input	-	No recommendation available
#180	Movement	Movement of the advertising object	User Input	-	No recommendation available
#181	Perspective	Third-person	User Input	-	No recommendation available
#182	Handling of the Advertising Object	Simple presentation	User Input	Low positive impact	Object in use
#183	Endorsement	Yes	User Input	-	No recommendation available
#184	Endorsement: Role	Leading role	User Input	-	No recommendation available
#185	Endorsement: Gender	Female	User Input	Low negative impact	Keep the setting
#186	Endorsement: Fame	Unknown	User Input	Low negative impact	Keep the setting
#187	Scene Tension	-20 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting

#188	Scene Mood	40 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100
#189	Emotional Meaning of the Scene	40 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100
Sub PLACE 8 of 13					
#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#190	Sub PLACE Name	-	User Input	-	No recommendation available
#191	Modality	Verbal	User Input	-	No recommendation available
#192	Advertising Object Recognizability	75 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	0 %
#193	Recognizability as Advertisement	15 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#194	Advertising Object Prominence	65 (Scale: 0 to 100) (subtle to prominent)	User Input	Medium negative impact	Keep the setting
#195	Plot Connection	25 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#196	Realism	100 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#197	Time Position of the Integration	2nd quarter	User Input	Low negative impact	Keep the setting
#198	Handling of the Advertising Object	Simple presentation	User Input	Low negative impact	Keep the setting
#199	Endorsement	Yes	User Input	-	No recommendation available
#200	Endorsement: Role	Leading role	User Input	-	No recommendation available
#201	Endorsement: Gender	Female	User Input	Low negative impact	Keep the setting
#202	Endorsement: Fame	Unknown	User Input	Low negative impact	Keep the setting
#203	Scene Tension	0 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting

#204	Scene Mood	60 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100
#205	Emotional Meaning of the Scene	30 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100
Sub PLACE 9 of 13					
#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#206	Sub PLACE Name	-	User Input	-	No recommendation available
#207	Modality	Verbal	User Input	-	No recommendation available
#208	Advertising Object Recognizability	30 % (Scale: 0 to 100) (bad to good)	User Input	-	No recommendation available
#209	Recognizability as Advertisement	20 % (Scale: 0 to 100) (bad to good)	User Input	-	No recommendation available
#210	Advertising Object Prominence	30 (Scale: 0 to 100) (subtle to prominent)	User Input	Low positive impact	55
#211	Plot Connection	25 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#212	Realism	70 % (Scale: 0 to 100) (not realistic to realistic)	User Input	-	No recommendation available
#213	Time Position of the Integration	3rd quarter	User Input	-	No recommendation available
#214	Handling of the Advertising Object	Simple presentation	User Input	-	No recommendation available
#215	Endorsement	Yes	User Input	-	No recommendation available
#216	Endorsement: Role	Supporting role	User Input	-	No recommendation available
#217	Endorsement: Gender	Female	User Input	-	No recommendation available
#218	Endorsement: Fame	Unknown	User Input	-	No recommendation available

#219	Scene Tension	0 (Scale: -100 to 100) (boring to exciting)	User Input	-	No recommendation available
#220	Scene Mood	75 (Scale: -100 to 100) (cool to warm)	User Input	Medium negative impact	Keep the setting
#221	Emotional Meaning of the Scene	60 (Scale: -100 to 100) (negative to positive)	User Input	Low negative impact	Keep the setting
Sub PLACE 10 of 13					
#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#222	Sub PLACE Name	-	User Input	-	No recommendation available
#223	Modality	Visual	User Input	-	No recommendation available
#224	Advertising Object Recognizability	90 % (Scale: 0 to 100) (bad to good)	User Input	-	No recommendation available
#225	Recognizability as Advertisement	10 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#226	Advertising Object Prominence	70 (Scale: 0 to 100) (subtle to prominent)	User Input	Low positive impact	20
#227	Plot Connection	35 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#228	Realism	100 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#229	Time Position of the Integration	4th quarter	User Input	Low negative impact	Keep the setting
#230	Integration Duration	< 6 seconds	User Input	Low positive impact	< 4 seconds
#231	Relative Advertising Object Size	35 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#232	Visible Part of the Advertising Object	100 %	User Input	High negative impact	Keep the setting
#233	Advertising Object Depth Positioning	Background	User Input	-	No recommendation available

#234	Advertising Object Area Positioning	Top left	User Input	-	No recommendation available
#235	Focus	Sharp (in focus)	User Input	-	No recommendation available
#236	Movement	No Movement	User Input	-	No recommendation available
#237	Perspective	Third-person	User Input	-	No recommendation available
#238	Handling of the Advertising Object	Simple presentation	User Input	Low positive impact	Object in use
#239	Endorsement	Yes	User Input	-	No recommendation available
#240	Endorsement: Role	Leading role	User Input	-	No recommendation available
#241	Endorsement: Gender	Female	User Input	-	No recommendation available
#242	Endorsement: Fame	Unknown	User Input	Low negative impact	Keep the setting
#243	Scene Tension	30 (Scale: -100 to 100) (boring to exciting)	User Input	-	No recommendation available
#244	Scene Mood	40 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100
#245	Emotional Meaning of the Scene	20 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100
Sub PLACE 11 of 13					
#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#246	Sub PLACE Name	-	User Input	-	No recommendation available
#247	Modality	Visual	User Input	-	No recommendation available
#248	Advertising Object Recognizability	40 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	0 %
#249	Recognizability as Advertisement	45 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	0 %
#250	Advertising Object Prominence	20 (Scale: 0 to 100) (subtle to prominent)	User Input	Low positive impact	0

#251	Plot Connection	30 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#252	Realism	70 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low positive impact	100 %
#253	Time Position of the Integration	4th quarter	User Input	-	No recommendation available
#254	Integration Duration	< 6 seconds	User Input	Low positive impact	< 4 seconds
#255	Relative Advertising Object Size	40 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#256	Visible Part of the Advertising Object	80 %	User Input	High negative impact	Keep the setting
#257	Advertising Object Depth Positioning	Foreground	User Input	Low positive impact	Background
#258	Advertising Object Area Positioning	Middle	User Input	Low positive impact	Bottom
#259	Focus	Sharp (in focus)	User Input	-	No recommendation available
#260	Movement	Movement of the advertising object	User Input	-	No recommendation available
#261	Perspective	Third-person	User Input	-	No recommendation available
#262	Handling of the Advertising Object	Simple presentation	User Input	Low positive impact	Object in use
#263	Endorsement	Yes	User Input	-	No recommendation available
#264	Endorsement: Role	Supporting role	User Input	-	No recommendation available
#265	Endorsement: Gender	Female	User Input	-	No recommendation available
#266	Endorsement: Fame	Unknown	User Input	-	No recommendation available
#267	Scene Tension	0 (Scale: -100 to 100) (boring to exciting)	User Input	Low positive impact	-100
#268	Scene Mood	20 (Scale: -100 to 100) (cool to warm)	User Input	Low positive impact	100

#269	Emotional Meaning of the Scene	-20 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100
Sub PLACE 12 of 13					
#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#270	Sub PLACE Name	-	User Input	-	No recommendation available
#271	Modality	Visual	User Input	-	No recommendation available
#272	Advertising Object Recognizability	60 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#273	Recognizability as Advertisement	5 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#274	Advertising Object Prominence	60 (Scale: 0 to 100) (subtle to prominent)	User Input	Low negative impact	Keep the setting
#275	Plot Connection	30 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#276	Realism	100 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#277	Time Position of the Integration	4th quarter	User Input	Low negative impact	Keep the setting
#278	Integration Duration	< 10 seconds	User Input	Low positive impact	< 4 seconds
#279	Relative Advertising Object Size	70 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#280	Visible Part of the Advertising Object	100 %	User Input	High negative impact	Keep the setting
#281	Advertising Object Depth Positioning	Foreground	User Input	-	No recommendation available
#282	Advertising Object Area Positioning	Middle	User Input	-	No recommendation available
#283	Focus	Sharp (in focus)	User Input	Low negative impact	Keep the setting
#284	Movement	No Movement	User Input	-	No recommendation available
#285	Perspective	Third-person	User Input	Low negative impact	Keep the setting

#286	Handling of the Advertising Object	Object in use	User Input	Low negative impact	Keep the setting
#287	Endorsement	Yes	User Input	-	No recommendation available
#288	Endorsement: Role	Leading role	User Input	-	No recommendation available
#289	Endorsement: Gender	Female	User Input	Low negative impact	Keep the setting
#290	Endorsement: Fame	Unknown	User Input	Low negative impact	Keep the setting
#291	Scene Tension	-40 (Scale: -100 to 100) (boring to exciting)	User Input	Low negative impact	Keep the setting
#292	Scene Mood	-20 (Scale: -100 to 100) (cool to warm)	User Input	Medium positive impact	100
#293	Emotional Meaning of the Scene	-60 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100

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#	Parameter	Chosen Value	Input Type	Optimization Potential*	Recommendation**
#294	Sub PLACE Name	-	User Input	-	No recommendation available
#295	Modality	Visual	User Input	-	No recommendation available
#296	Advertising Object Recognizability	95 % (Scale: 0 to 100) (bad to good)	User Input	Low positive impact	0 %
#297	Recognizability as Advertisement	10 % (Scale: 0 to 100) (bad to good)	User Input	Low negative impact	Keep the setting
#298	Advertising Object Prominence	65 (Scale: 0 to 100) (subtle to prominent)	User Input	Low positive impact	15
#299	Plot Connection	35 (Scale: 0 to 100) (low to high)	User Input	Low positive impact	100
#300	Realism	100 % (Scale: 0 to 100) (not realistic to realistic)	User Input	Low negative impact	Keep the setting
#301	Time Position of the Integration	4th quarter	User Input	-	No recommendation available

#302	Integration Duration	< 8 seconds	User Input	Medium positive impact	< 4 seconds
#303	Relative Advertising Object Size	60 (Scale: 0 to 100) (small to large)	User Input	High negative impact	Keep the setting
#304	Visible Part of the Advertising Object	100 %	User Input	Low positive impact	85 %
#305	Advertising Object Depth Positioning	Background	User Input	-	No recommendation available
#306	Advertising Object Area Positioning	Middle	User Input	-	No recommendation available
#307	Focus	Sharp (in focus)	User Input	-	No recommendation available
#308	Movement	No Movement	User Input	-	No recommendation available
#309	Perspective	Third-person	User Input	-	No recommendation available
#310	Handling of the Advertising Object	Simple presentation	User Input	Low positive impact	Object in use
#311	Endorsement	Yes	User Input	-	No recommendation available
#312	Endorsement: Role	Supporting role	User Input	-	No recommendation available
#313	Endorsement: Gender	Female	User Input	-	No recommendation available
#314	Endorsement: Fame	Unknown	User Input	-	No recommendation available
#315	Scene Tension	0 (Scale: -100 to 100) (boring to exciting)	User Input	-	No recommendation available
#316	Scene Mood	100 (Scale: -100 to 100) (cool to warm)	User Input	High negative impact	Keep the setting
#317	Emotional Meaning of the Scene	60 (Scale: -100 to 100) (negative to positive)	User Input	Low positive impact	100

* 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.

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