Placedise

Press Release 003

Placedise 2.0 released. Data-based simulation, optimization and evaluation of the advertising effects and impact of product placement – easy as never before.

The new Placedise software makes it possible to simulate and therefore predict the advertising effects and impact of product placement. Furthermore, it provides an advanced management tool to control product placement in a digital and data driven marketing world.

For some time now, the buzzword "Predictive Analytics" goes around the world and promises nothing less than a digital crystal ball. It describes the procedure to predict the future based on a comprehensive analysis of historical data. In most cases, this is used to determine the most probable behavior of people.

With Placedise, everybody gets the opportunity to simulate the impact of product placement on a specific target audience. This not only makes it possible to predict its success, but also to efficiently optimize it and evaluate the finale implementation. However, the new Placedise offers even more.

After the introduction of the first prototype in May 2014, there have been a lot of talks and workshops with experts and companies from all areas of the relevant industries. The findings were directly transferred to the development of the second software version – in order to ensure that the system meets the requirements of the day-to-day business.

Placedise has become a full project management tool that helps companies to plan, control, optimize and evaluate product placement activities. Using the calculations of the core algorithm and the extensive database, Placedise supports in nearly all areas of product placement – may it be the collection of relevant information for planning purposes, the evaluation of first brainstorming ideas, as helping tool at negotiations or for the success evaluation after the final integration.

In order to make this work, the software combines the results of over 500 scientific studies and compares this cluster to the specific project of the user. One can imagine this as a series of nested thoughts. Example: A prominently placed product leads to better recall, but might also lead to a negative change in attitude towards the brand if the advertisement is too obvious – but only in some cases under specific circumstances. Placedise currently considers 6.2×10^{87} combinations

of parameters and assesses them in an even greater variety of such reasoning. A task in which man alone usually miscalculates quite quickly.

The software is now available as a so-called Software as a Service at www.placedise.com. It can be tested for 48h without any obligation and free of charge.

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Jens Kuerschner is Managing Director at Placedise GmbH. He studied at the University of California Los Angeles (USA) and the University of Bayreuth (Germany), where he also did extensive research on the subliminal effects of product placement. Placedise is a software that is based on this research. It is able to simulate and help you to optimize the advertising effects of product placement. Please find more information at www.placedise.com.

Visit our press area at www.placedise.com/press/ where you can also find downloadable images and logos.