Placedise

// Press Information Kit

// Who we are

Placedise has been started by Jens Kuerschner in 2011 while studying at the University of California Los Angeles (UCLA) and the University of Bayreuth. Back then, companies measured advertising success mostly only with simply reach and recall values. Unfortunately, this does not say that much about the quality of the placement when it comes to how it really affects the consumer.

So, our primary objective was to find **a way to really measure the advertising effects and impact of embedded marketing tactics**, such as product placement. And we did.

With the help of experts from all over the marketing industry, Placedise went **from research to an algorithm**. The machine now is able to analyze thousands of interdependencies and scientific information about human psychology within seconds. That enables us to tell you how your product integration will most probably affect the consumer – and that is the real quality of it.

We found out that this feels like pure magic, but companies struggle to make use of this.
That is why we have built **a whole software suite** around it.

Placedise is artificial intelligence, digital consultant, and expert on branded content.

Imagine a sales team being able to sell quality concepts at high price in short time – instead of just talking about maybes. Imagine deep evaluation of a product integration within minutes – after and even before the actual implementation.

Welcome to the future!

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Milestones

August 2011	First draft
December 2012 – August 2013	Development of the first database and conduction of own studies to learn more about the (subliminal) effects of product placement on consumers
December 2013	First working algorithm to simulate advertising effects
January 2014	Official establishment of the company by Jens Kürschner und Maximilian Böhm
April 2014	Registration of the Placedise UG (haftungsbeschränkt)
May 2014	Release of the first prototype (1.0)
June 2015	Change of the legal form to "GmbH"
July 2015	Release of Placedise 2.0
October 2015	Launch of the Branded Content Expert Directory
May 2017	Larger feedback iterations with the South African Broadcasting Corporation (SABC)
September 2017	Relaunch of Placedise (version 3.0) with a strong focus on media company sales departments and comprehensive technology update
May 2018	Extension of the software by additional core functionalities. This includes an algorithm update to simulate and evaluate traditional commercials, a marketing mix recommendation engine, a marketing module for brand managers, as well as a deep Salesforce integration

// What we do

Placedise offers a software that is able to simulate and optimize the advertising effects, ROI, and impact of branded content (product placement) as well as other advertising measures, based on scientific data. It is made for those who sell, those who plan & manage, and those who create.

Our intelligent algorithm automatically combines the results of over 600 scientific studies. Based on this cluster, which simulates the effects of advertising on the consumer, it then determines a theoretical ideal setting. With this information, you can evaluate, validate and optimize your actual marketing activities within minutes – to achieve the best possible advertising impact and success. At the same time, you also reduce the risk of wrong decisions and damage to your corporate reputation.

Benefits

Evaluation // With Placedise, one can measure and evaluate the effectiveness (in terms of psychological advertising effects) of branded content and commercials. After and even before the actual implementation.

Optimization // The software generates recommendations and supports optimizing the project based on given goals.

Protection // With the deep analysis, negative effects that might occur because of wrong implementation, can be prevented.

Reporting // One can generate comprehensive reports with just a few clicks which then can be used for the planning, implementation and evaluation of the measure.

Collaboration // Users can work on projects together (even with existing CRM systems) – this means as a team, with clients or agencies. This minimizes the cost of coordination.

Sales // Working with Placedise can be used as an argument for quality in sales. Due to the architecture of the software, users can offer their customers more security and quality, but also transparency. Additionally, the intelligent software supports the sales process with instant recommendations – the digital assistant, smarter and faster than any human consultant can ever be.

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// The method in the background

1. Filling the database

We analyze **empirical studies** from all relevant areas and combine them with expert interviews as well as own research. From this, we derive relevant effects, their conditions and impact. After a qualitative assessment and examination, the data are transferred to our specially developed markup language.

2. Doing the big data calculations

Our software **combines** all effects, derives interdependencies and uses all this information to build a large cluster. At the same time a theoretical optimum is formed.

3. Bringing it to the project

The cluster is finally **applied to the specific project**. Thereby, our software combines the given input with our database and calculates, based on the individual goals, how well the project matches the optimum – regarding relevant **advertising effects**.

// Terms, descriptions, definitions

Product Placement

Product placement describes the integration of a product or a brand into another surrounding content (frame medium). Product placement is a specific type of embedded marketing. At Placedise, we use the term "product placement" sometimes also for similar marketing tactics like branded entertainment or native advertising.

Branded Entertainment

Branded entertainment is branded content where the content is entertaining. One famous example is the short series "The Hire" by BMW. The difference between branded entertainment and product placement is the fact that branded entertainment is initiated by the brand, whereas with product placement, the brand only participates in the content.

Explicit Memory

The explicit memory refers to a conscious memory of past events. It is usually measured by (free) recall tests.

Implicit Memory

The implicit memory is an automatic, subconscious and unintentional process that handles perceived information. This perception happens before any explicit process. There are many ways to measure implicit memory effects. However, those measurements are much more difficult than simple recall experiments. They are usually based on either physiological observations (e.g. brain scans) or experiments that test some improvement on different tasks. The implicit memory handles by far more information than the explicit memory does.

Recall

Explicit memory effects are usually measured by recall experiments. In those tests, people will be asked to name all products or brands, he or she has noticed in (for example) a movie. It can be aided (further information, like the product category) or unaided/free. Recall tests are often used to determine the effective reach of a product placement. It is easy to execute, but does not get implicit effects of the advertisement.

Attention

Attention with regards to product placement means the attention of the target audience towards the placement and/or the product/brand. Latest research also showed that attention can occur consciously as well as subconsciously.

Priming

"Priming is an implicit memory effect in which exposure to one stimulus influences a response to another stimulus" (wikipedia.org).

Mere Exposure

Mere exposure effects describe the phenomenon that people evaluate a specific object better just because they have seen it very often. This is usually due to the repeating perception of the stimulus. There is a long lasting discussion about the reason and origin of this effect. In the end, it can be explained by a combination of priming, processing fluency and conditioning processes.

Congruence

Congruence describes how good some things fit together. Here, it means how good a brand/product fits to a respective content. The construct of congruence can be defined and measured in different ways. We use one of the most advanced system, where it is determined by the dimensions expectancy (I expected that the brand appears in this movie) and relevancy (it makes sense that the brand appears in this movie).

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