

Odhad účinnosti reklamných sloganov

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Dobývanie znalostí LS 2007

Prečo?



Inspiration starts
somewhere.

We help clients **achieve**
their strategic goals and
profit from the use of information technology.

We apply the experience. Our clients achieve
the results.

Find the solution that works for you.

Enterprise Architectures

Learn about building an infrastructure that supports the
multiple demands being placed on your business.

High performance. Delivered.

Mobility Solutions

Your business moves with you.

> Find out how



Zdroje

Slogans.de

Die Datenbank der Werbung.

4242 Slogans in **englischer Sprache** gefunden

20 50 100 200

Marke ▼	Slogan	Branche	Jahr	Agentur
Adobe	Better by Adobe.	Computer	2005	[+]
Adobe Live	Learn it. Live it. Love it. neu	Computer	2007	[+]
Adola	Smart tools for productive people.	Technologie	2002	[inhouse]
AdSponse	Advertising with response.	Marketing	2003	AdSponse
AEG	Advanced Engineering from Germany.	Elektrogeräte	1995	[+]
Aegean Airlines	Feel the difference!	Transport	2006	[+]

FORTUNE GLOBAL 500

Full list

Current View: 1-100

Rank	Company	Revenues (\$ millions)	Profits (\$ millions)
1	Exxon Mobil	339,938.0	36,130.0
2	Wal-Mart Stores	315,654.0	11,231.0
3	Royal Dutch Shell	306,731.0	25,311.0
4	BP	267,600.0	22,341.0
5	General Motors	192,604.0	-10,567.0
6	Chevron	189,481.0	14,099.0
7	DaimlerChrysler	186,106.3	3,536.3

Zdroje

Alle Jahre	2007	ab 2000	90er Jahre	80er Jahre	70er Jahre	50er Jahre
1. Immer		26. Haut		51. Kopf		5. Qualität
2. Nur		27. Kaffee		52. Haar		7. Sollst
3. Gute		28. Haus		53. Stets		8. Putzen
4. Nicht		29. Hält		54. Gesund		9. Nehmen
5. Alle		30. Creme		55. Schönh		10. Hast
6. Sie		31. Liebe		56. Schuh		1. Kaufen

Rang	Suchbegriff
1.	<u>Leben</u>
2.	<u>Qualität</u>
3.	<u>Zukunft</u>
4.	<u>Werbung</u>
5.	<u>Erfolg</u>
6.	<u>Natur</u>
7.	<u>Liebe</u>
8.	<u>Sicherheit</u>
9.	<u>Sport</u>

Alle Jahre	2007	ab 2000	90er Jahre	80er Jahre	70er Jahre	60er Jahre	50er Jahre	v
1. Wir		26. Seit		↓	51. Power		↑	76. Sicherheit
2. Mehr		27. Mein		↓	52. Leistung		↓	77. Deutschlands
3. Sie		28. Schön		↓	53. Wissen		↓	78. Love
4. Leben		29. Man		↓	54. Qualität		↓	79. Leidenschaft
5. Your		30. Uns			55. People		↑	80. Future
6. Einfach		31. Ideen			56. Geschmack		↓	81. Sicher
7. Gut		32. Business			57. Besten		↓	82. Bank
8. Life	↑	33. Beste			58. Erfolg		↓	83. Land
9. Ihr	↓	34. Neue			59. On		↓	84. Dein
10. You	↓	35. Nur			60. Anders		↑	85. Better
11. Magazin		36. Genießen			61. Tag		↓	86. Kraft
12. Macht		37. Nicht			62. Liebe		↓	87. Ihren
13. Alles		38. World		↑	63. Gute		↓	88. Solutions

start
 steel
 success
 summer
 system
 take
 tastes
 technology
 than
 that
 there
 thing
 think
 thirst
 this
 time
 today
 together
 tomorrow
 touch
 trick
 understand
 unlimited
 upgrade
 use
 vision
 visual
 voice
 want
 way
 we
 welcome
 what
 where
 with
 within
 work
 world
 yes
 you

Transformácia

4242 Slogans in **englischer Sprache** gefunden

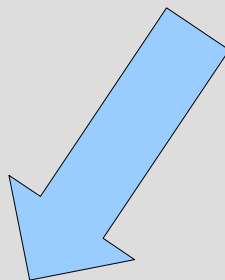
20 50 100 200

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previest' na základné tvary

```
accentureXhigh performance deliver X379
adeccoXmake people success in a change world X278
alcatelXarchitect of an internet world X411
alcatelXbroad you life X411
allianzXthe power on you side X16
american expressXthe business passport X193
```

OHODNOTIŤ!

ale **ako??**

aká bude **interpretácia?**

a ďalšia transformácia...

- 4214 celkom, ale iba 152 ohodnotených :-(
z nich:
- priemerná dĺžka sloganu 3,5 slova
- celkom 207 rôznych slov
(už bez nevýznamových a tiež bez značiek)

? dobrý/zlý pomer

vela slov => vela atribútov => vyhodil som jedinečné slová

...o polovicu menej slov, ale stratil som niektoré slogany...

...a niektoré slogany stratili zmysel! (napr.: “Lon done.”)

a ďalšia transformácia...

- vety na vstupné vektory...

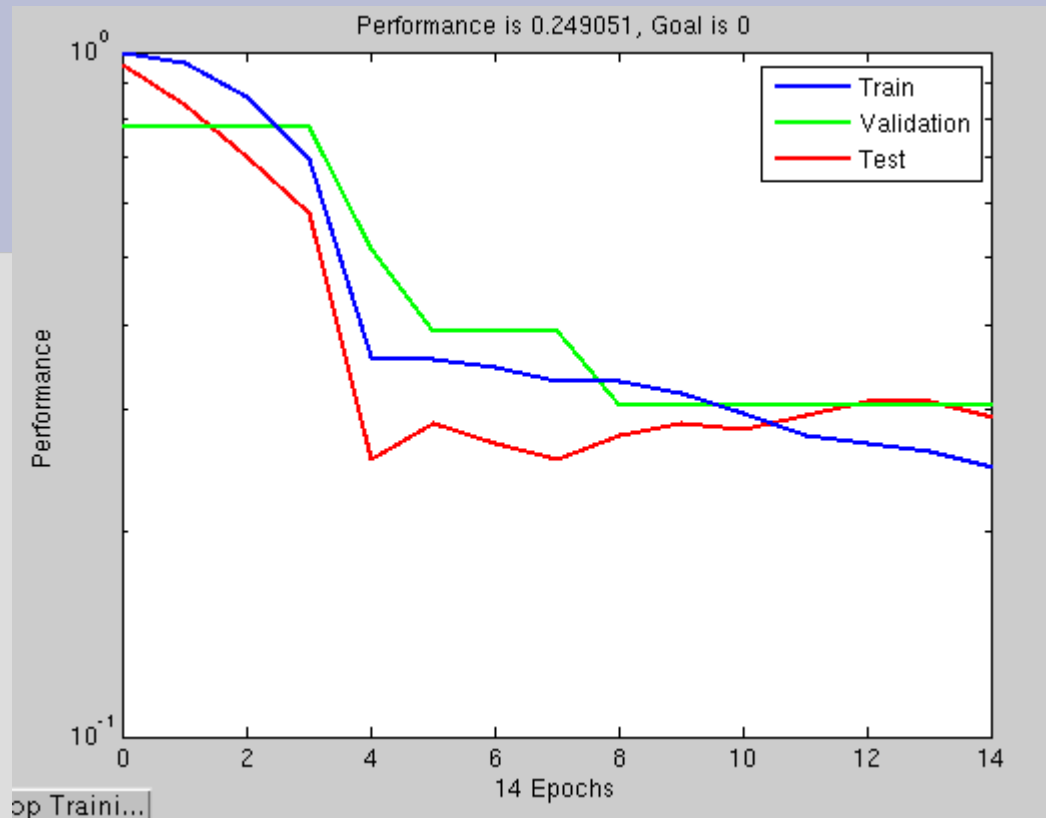
 - ~ zhruba 100 atribútov na 152 vzorov

- zakódovať atribúty, bezstratovo...

 - každé 4 bity ~ 1 číslo v desiatkovej sústave (0 - 15)

- 22 atribútov na 152 vzorov

“Výsledky”



Train Network

Train using Levenberg–Marquardt optimization.

 Retrain

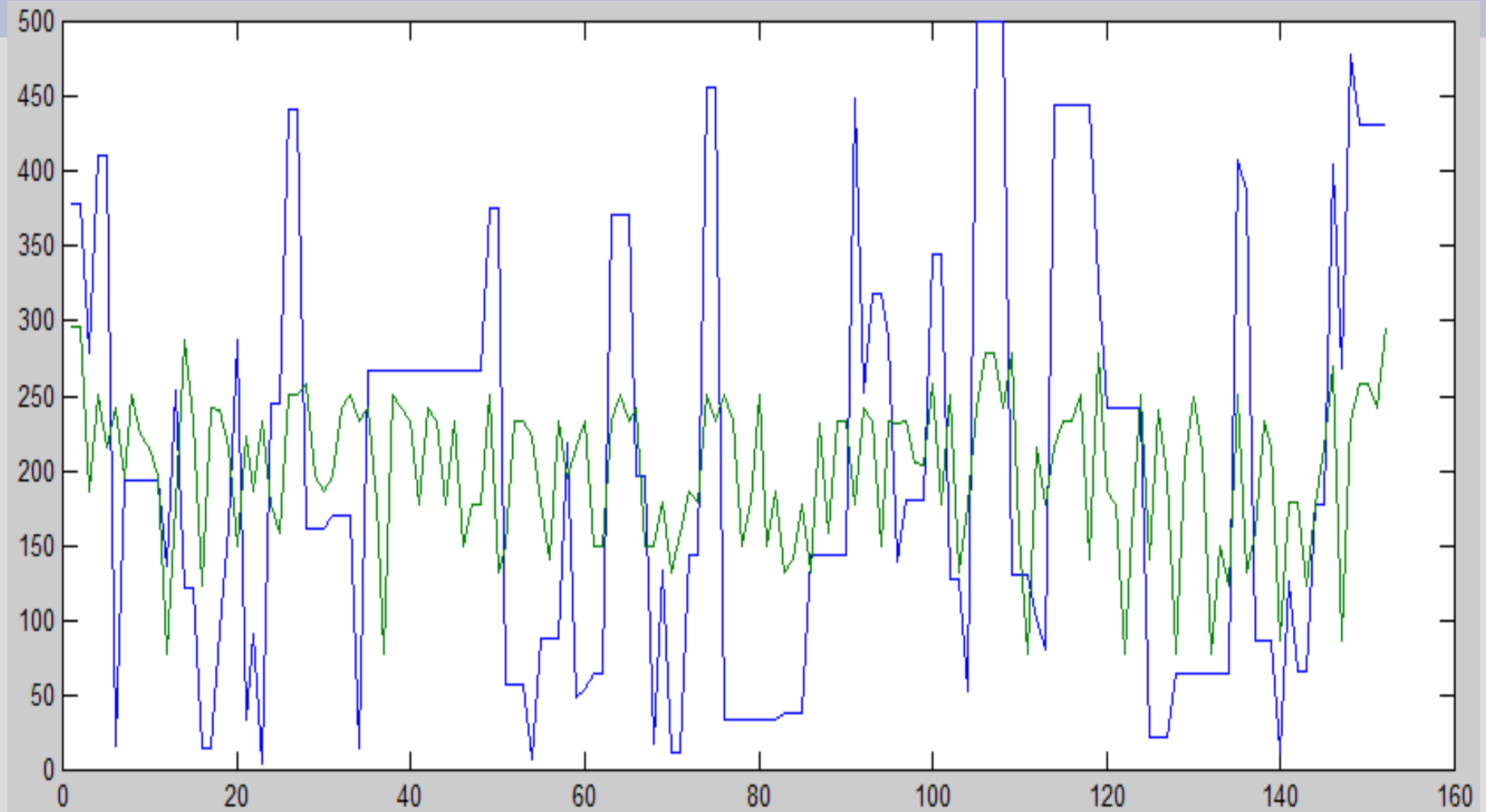
Training automatically stops when generalization stops improving, as indicated by an increase in the mean square error of the validation samples.

Results

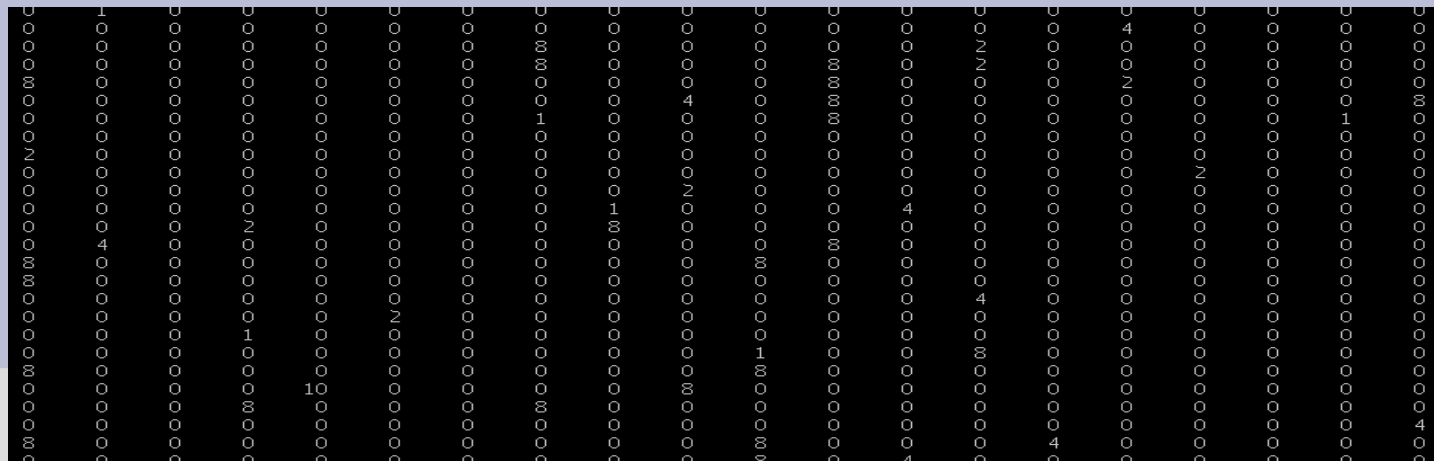
	 Samples	 MSE	 R
 Training:	121	3.30601e-1	0.280320
 Validation:	8	3.04457e-1	0.618995
 Testing:	23	2.75192e-1	0.262769

 View Regression

“Výsledky”



Záver



- ohodnotenie sloganu je
príliš komplexná problematika
- (- je slogan, ktorý sa dá
strojovo ohodnotiť, dobrý?)
- málo údajov, chcelo by to aj atribúty
- možno by pomohlo iné kódovanie
(napríklad kategorizácia slov)
- 10% zber údajov, 10% matlab,
95% transformácia :o)