

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

The Forms and Analysis of Product Placement

Author of the Master's Thesis:

Bc. Josef Hlaváček

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	7
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	90
Final grading	výborně (1)

Overall evaluation (cca 200 words):

The thesis has accomplished the goals set in the Introduction using right methods of the research, bringing own investigation in terms of the acceptance of product placement by the viewers. Also is giving an overall picture about the costs of product placement for the companies, that enables to set the product placement in the correct framework. Also it's defining correctly the theoretical background of product placement.

However from my point of view the goals were set quite low and I would expect a bit more analysis. Either in terms of the influence on the final consumers (e.g. focus groups trying to understand deeper the real influence on the behavior of the consumers) or in terms of effectivity for the advertiser (meaning if the investments are worth or not).

The structure of the thesis is very logically flowing, the theoretical part is perfectly sufficient and also dividing the practical part is logical, easy to follow and well structured. The only thing I'd comment on are several mistypes in the text.

Overall I evaluate the thesis as "excellent" as mentioned above, it fulfilled all the goals correctly.

Question/s from the opponent:

Do you think, that product placement can be cost effective in Czech republic, in which industry? Can you imagine using a product placement for your brands? If yes, be concrete where to place and what product.

The name of the opponent:

Ing. Tomáš Vaněk

The employer of the opponent:

L'Oréal Czech republic

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

26 May 2015

Signature of the opponent