



AI SOLUTIONS

Logo detection and brand visibility analytics

Make informed decisions on your sponsorship campaigns

All industries

Sponsorships are an effective approach to advertising, but more than 80% of marketers report the need to validate sponsorship results.

Brands are often promoted through sponsorship campaigns at sports and cultural events. These events attract large numbers of viewers both directly and via media reports, allowing brands to get favorable positioning. The question is how to increase the effectiveness of your sponsorship campaigns and position yourself better than the competition.

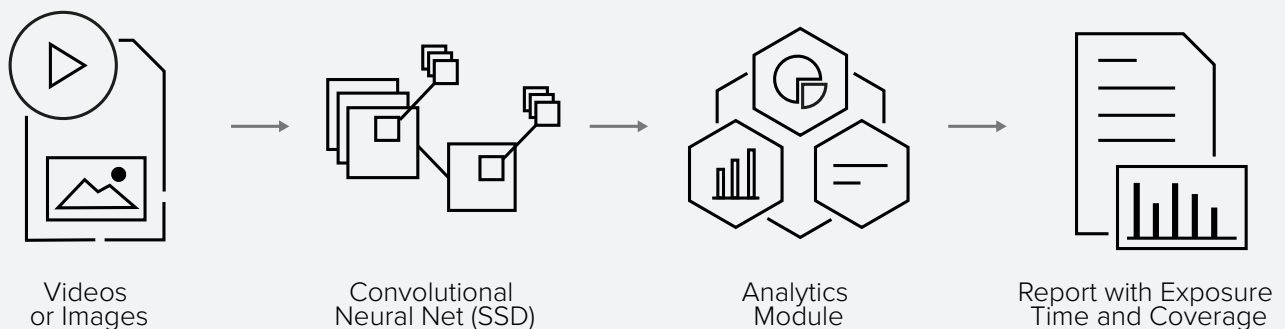
Challenge

Sponsorship contracts often come at a steep price, so brand owners are naturally more than a little interested in finding out how effectively their outlays are working for them. The problem is, it's difficult to assess quantitatively just how great one's brand exposure is. The current approach to computing such statistics is based on manually annotating broadcast material, which is tedious and expensive.

Comprehensive solution

As part of our research in computer vision, we have developed a deep learning system for automated logo detection and visibility analysis that provides both raw detections and a rich set of statistics. It enables us to measure the number of exposures, the time the logos remain visible, their size and location, as well as to measure these parameters for other logos appearing alongside them.

The solution breaks the problem into two steps: logo detection with convolutional neural nets and an analytics step where summary statistics are computed.



Our logo detection solution can be used in a variety of scenarios, from monitoring brand visibility in sports broadcasts to monitoring brand presence on social media.

KEY FEATURES

The system is based on recent developments in convolutional neural networks and can process videos or streams of images in a fast and responsive manner.

The modular architecture of our detection system allows its customization to specific requirements of individual clients.

The solution provides a report containing a series of statistics, charts, rankings and visualizations. The statistics are calculated globally and per brand.

The solution allows you to easily compare various statistics across brands, including brand exposure size in time, a heatmap of a logo's position on the screen and bar charts.

It includes a module for creating highlights – visualizations of the bounding boxes detected by the model.

Benefits

deepsense.ai's logo detection solution:



Automatically detects brands on image or video streams



Measures how your brand is positioned vs. the competition



Provides a concise report containing statistics and visualizations

Application in industries

- Companies investing in sponsorship campaigns in all industries
- Advertising - media services and advertising agencies

Logo Recognition

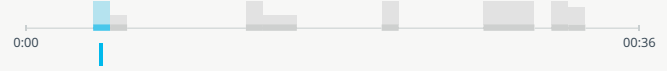
Logo A

Count: **7** Total: **0:10** Shortest: **0:01** Longest: **0:05**

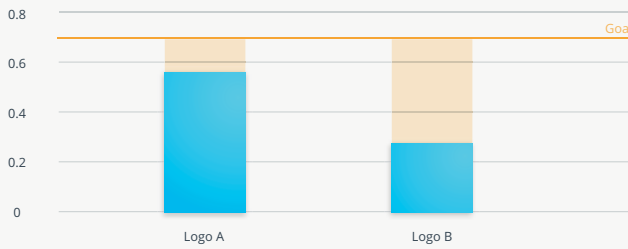


Logo B

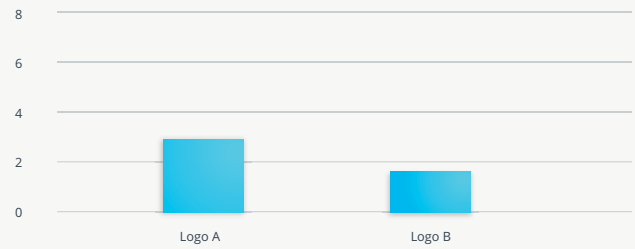
Count: **8** Total: **0:06** Shortest: **0:01** Longest: **0:02**



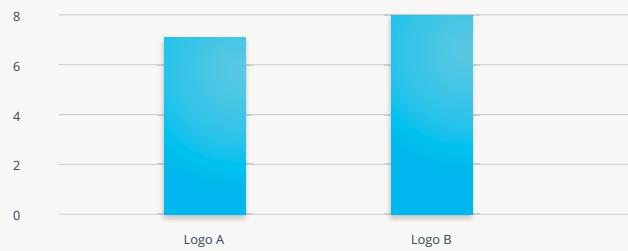
Total coverage (%)



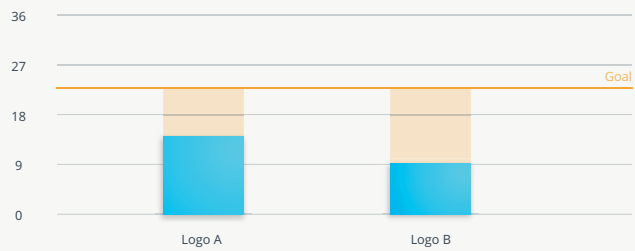
Largest area (%)



Total appearance count

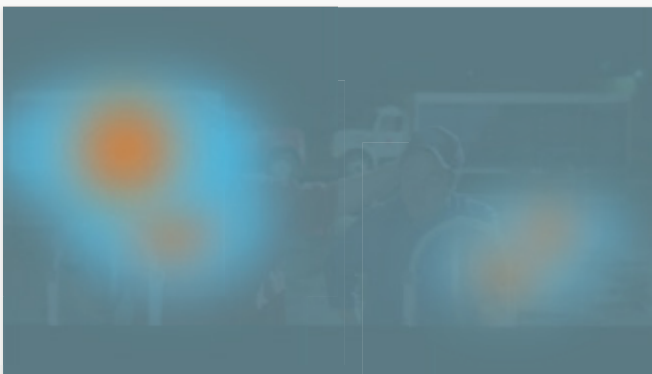


Total exposure time (%)

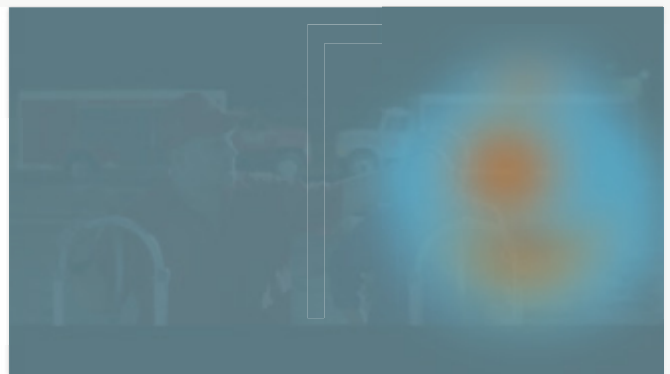


Heatmaps ⓘ

Logo A



Logo B



Time



3 months

Technologies



Related solutions

- Product recognition
- Shelf auditing & analysis
- Visual quality control for anomaly detection

deepsense.ai delivers AI solutions and supports organizations in unlocking their data potential at all stages of data science maturity.

deepsense.ai (CodiLime, Inc.)
2100 Geng Road, # 210, Palo Alto, CA 94303, U.S.A.
deepsense.ai | contact@deepsense.ai

deepsense.ai and the deepsense.ai logo are trademarks of CodiLime, Inc. in the United States and other countries.