# Companies

1. Advertising Company: JCDecaux

JCDecaux has a huge knowledge of advertising based on their experience. JCDecaux persuade client to use their advertising services.

JCDecaux’s job is to receive order from client companies, transfer information to design companies, and display the advertisement to the appropriate bus stop, which they possess. After the transfer, they change the order status from PLACED to PROCESSING.

After they receive the advertisement, they change the order status from PROCESSING to ADVERTISMENT CREATED. They place the advertisement to the appropriate bus stop, and inform Dell about it.

1. Client Company: Dell, Daks, Ferrero (Chocolate)…

Dell’s job is to request their product information to JCDecaux. They expect that the advertisement about their product will be displayed on a number of appropriate bus stops.

1. Design Company: Pentagram, Landor…

Pentagram’s job is to design an appropriate advertisement of JCDecaux’s request. They review the product information Dell has provided, especially the tag information to create an advertisement. After they successfully create the advertisement, they send the information to JCDecaux.

# Goal

The important issue of advertising is that to display the advertisement that would be most effective in reaching target customers. By creating a service which is able to provide informative suggestions to both advertising company and client company. The new service provides the following information to companies:

1. Festival and Time

* People preference changes according to the current on-going festival, such as valentine festival. The service provides such information. 🡺 Advertise chocolate

1. Weather

* Provide current weather information to companies for the companies use the information to create advertisement

1. Nearby events

* Companies can use the nearby events (i.e., computer festival) to advertise the related products (i.e., computer advertisement).

1. Number of people, age, and sex

* Using the information of average number of people, gender, and age in the bus stop, the company can display the best advertisement that fits the bus stop (i.e., shoe advertisements for women in 20s.)

# Scenario

On November 20th, Dell has launched their new product, XPS 13. To create an effective advertisement, Dell requested JCDecaux to create and display about their XPS 13 to a bus stop. They also provided the details about the product and tag information. Using the tag information they provided, Dell can match their tag with JCDecaux’s tags, such as, weather, nearby events. JCDecaux review those information and send all information to the design company, Pentagram. Pentagram also review the information and design the appropriate advertisement, and send the information to JCDecaux. Finally, JCDecaux place the advertisement to the appropriate bus stops. Dell can check the placement information through web service.

# Technical Things

Google Suggestion for tagging 🡺 to be explained later (already made an idea for it).