

# Buzzword Calculator

Our **BUZZWORD CALCULATOR** is your first weapon in the battle against the marketing **JARGONAUTS**. Think of a three digit number anywhere between 000 and 999. The first digit refers to a word in column A, the second digit to a word in column B, and the third to a word in column C.

## COLUMN A

1. integrated
2. definitive
3. responsive
4. optimised
5. effective
6. deductive
7. proactive
8. customised
9. task-led
0. on-going

## COLUMN B

1. management
2. organisational
3. real-time
4. reciprocal
5. digital
6. Out Of Home
7. strategic
8. incremental
9. geo-located
0. sustainable

## COLUMN C

1. options
2. parameters
3. capability
4. frequency
5. programming
6. concepts
7. framework
8. projections
9. objectives
0. rotation

Thus 123 gives you **integrated organisational capability**, whereas 321 gives you **responsive organisational options**.



# Jargon Emulation Table

Using the same logic as the Buzzword Calculator, try building a few sentences from the BrightMove Media school of jargon emulation into any document.

## COLUMN A

1. Notwithstanding these considerations
2. A concomitant media element
3. Therefore
4. Consequently
5. As a planning-led factor
6. Established on embedded logic contingencies
7. Based on real-time econometrics
8. Within this specific context
9. Hence
0. In the context of precise OTS targets

## COLUMN B

1. much of the residual impacts achieved
2. a significant and effective communications interface
3. the immediate transference of associated frequency options
4. the customisation of product peripherals
5. the evolution of a definitive marketing platform
6. the consolidation of complex CPM production dynamics
7. a reciprocal interweaving of outdoor media capabilities
8. any previously adopted mission statements
9. the modular analysis of field trialling against pre-determined parameter
0. the organisational SAB criterias which is naturally obtainable

## COLUMN C

1. presumes that substantive performance characteristic will be added into
2. postulates a state-of-the-art framework within
3. anticipates a proactive strategy in order to implement
4. recognises a meaningful systems engineering framework for subsequent transfer into
5. will present the balanced time/cost affinity which is required for
6. suggests that an interactive media matrix will be applied to
7. implies a sustainable day-parted timeframe for reviewing
8. will be responsive to and can be balanced with
9. maximises probable payback performance by adding cost-effectiveness to
0. requires operational focus on the posting cycle to produce

## COLUMN D

1. the fundamental process of assessing all default conditions
2. a fully integrated OOH program
3. the primary interdependence within established parameters
4. the synchronous delivery of compatible overshows
5. a functionally independent sub-system group
6. a satisfactory trade off between the user defined rate-card
7. most standardisation planning matters
8. the development of virtual data mapping
9. a measured, manageable stance in relation to concurrent developments
0. the intuition of optimisation tools