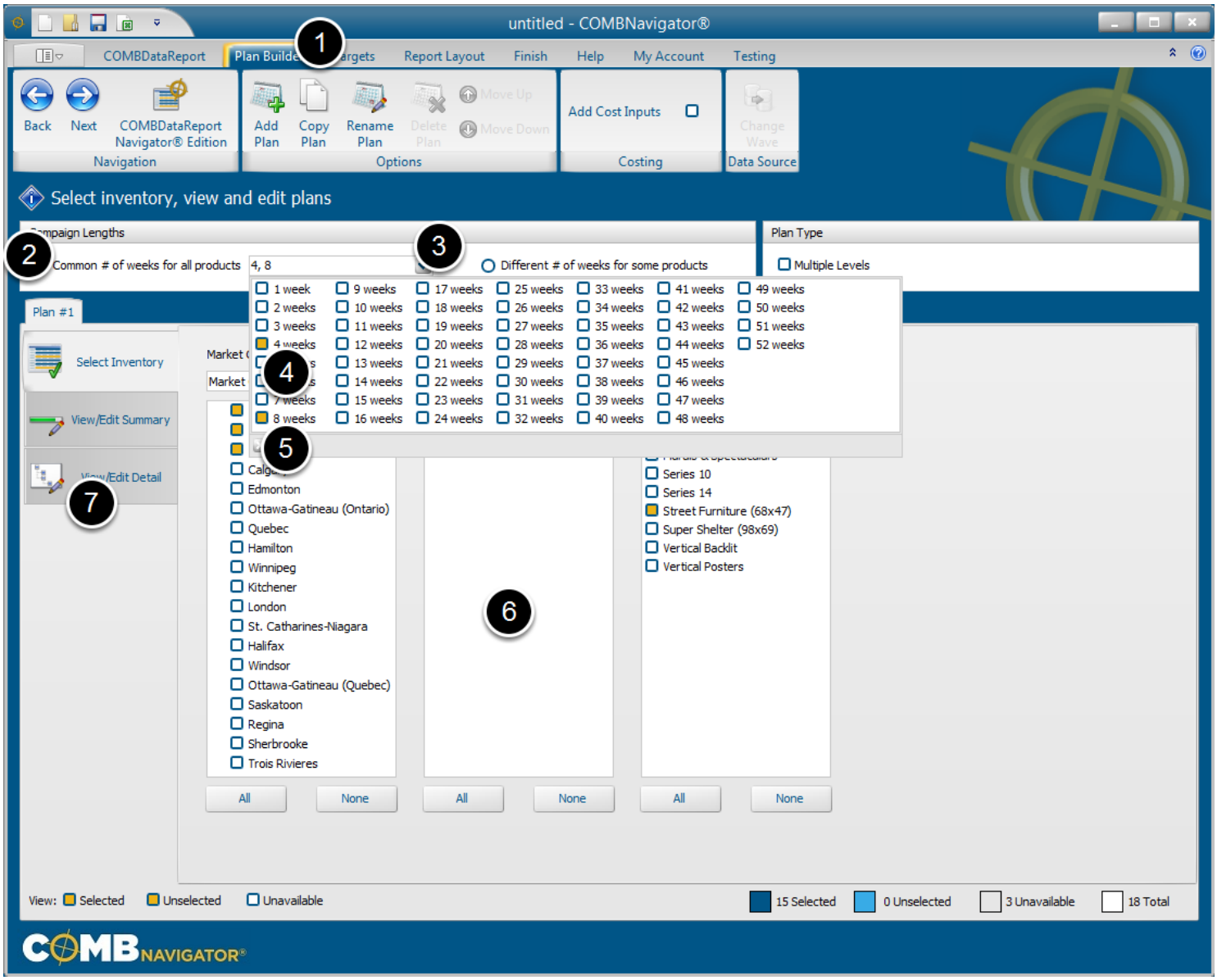
Applying costs to a plan with the same campaign lengths for all products

This tutorial examines the process of defining a report with multiple, crosstabbed campaign lengths with costing inputs

Selecting a common # of weeks for all products

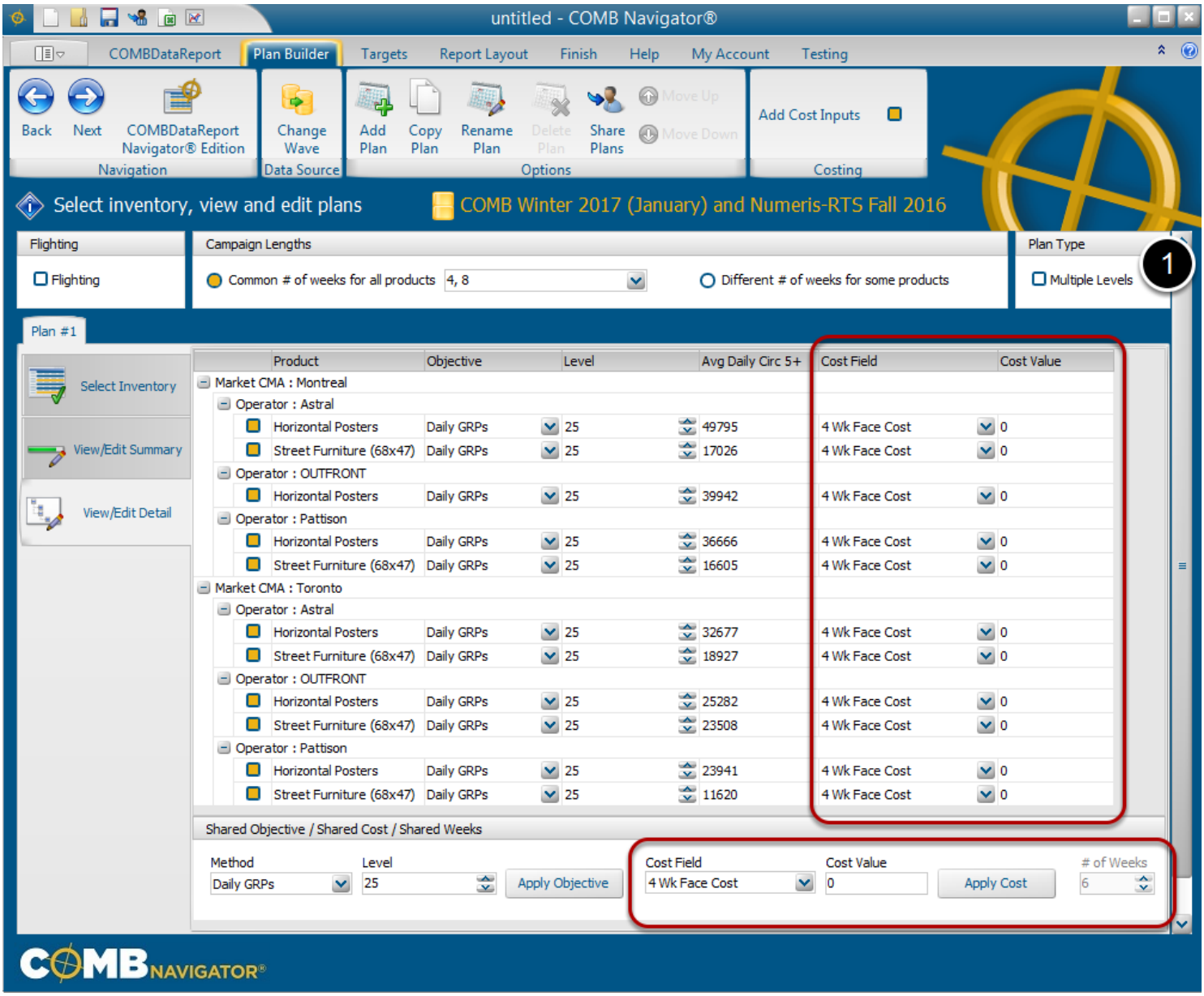


To create a report with mutiple, crosstabbed campaign lengths:

1. Select ***Plan Builder*** from the ribbon menu
2. Under ***Campaign Lengths***, select the ***Common # of weeks for all products*** button
3. To the right, select the # of weeks drop-down box, which appears as a down arrow. The # of weeks popup appears.
4. The # of weeks selected defaults to **4** and **8**. Select/deselect the desired # of weeks. Since campaign columns are repeated for each campaign length, selecting more than three campaign lengths is unlikely to fit at full size on legal paper when printed.
5. Close the # of weeks popup by clicking outside the popup, or using the small close (X) button on the bottom left of the popup

Once the # of weeks is selected:
6. Select desired inventory.
7. Select the ***View/Edit Detail*** tab

Adding cost inputs

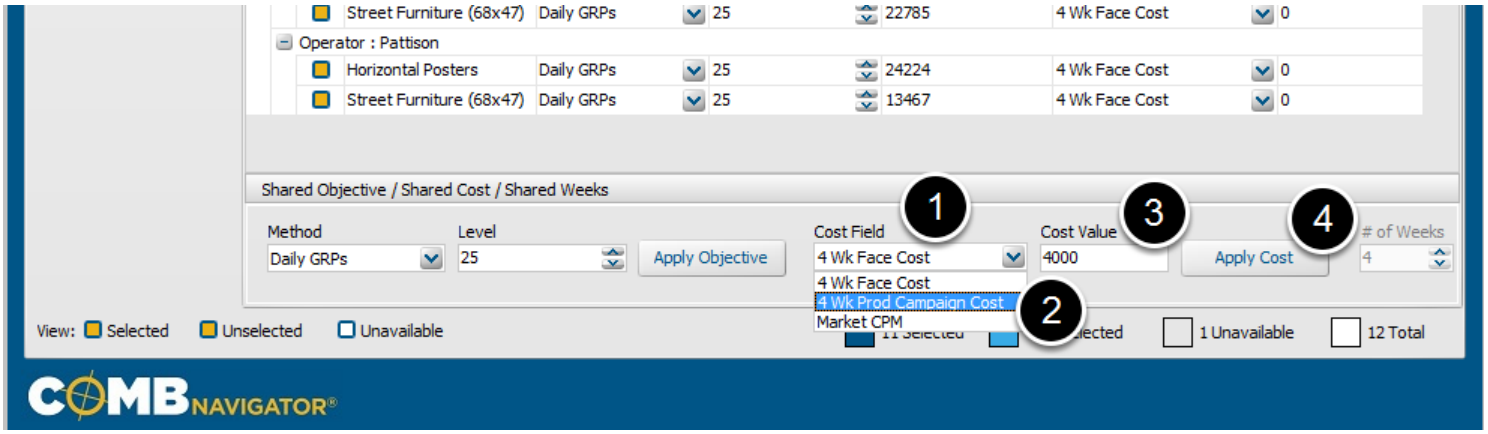


1. Check the ***Add Cost Inputs*** box in the ribbon.

The ***Cost Field*** and ***Cost Value*** columns will appear in the grid. The ***Shared Cost*** area at the bottom of the **Detail View** will become enabled.

Costing columns will also become visible in the ***Report Layout*** area. (not shown above)

Defining shared costing

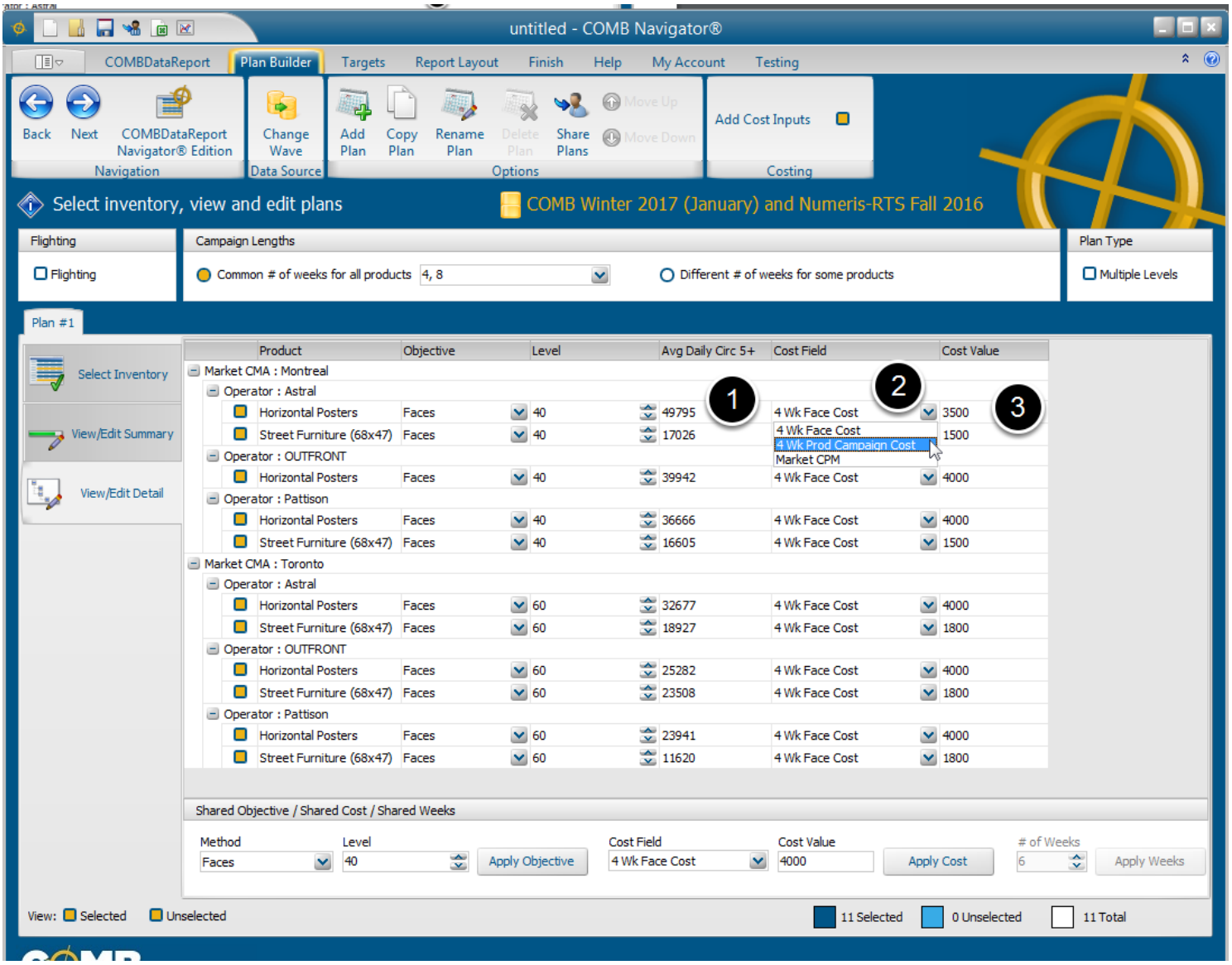


To define the same cost inputs for all available inventory, use the ***Shared Cost*** box at the bottom of the ***View/Edit Detail*** tab.

1. To select the kind of costing, click the ***Cost Field*** box. A drop-down list appears.
2. Select the cost field, e.g. **4Wk Face Cost**. The drop-down list will close.
3. Select the **Cost Value** box to enter a cost amount. The amount can be entered by keyboard or adjusted by clicking the up and down buttons.
4. Select the ***Apply Cost*** button

After a delay of a few seconds, all the inventory will be changed to have a 4Wk face cost of 4,000.

Defining individual costing



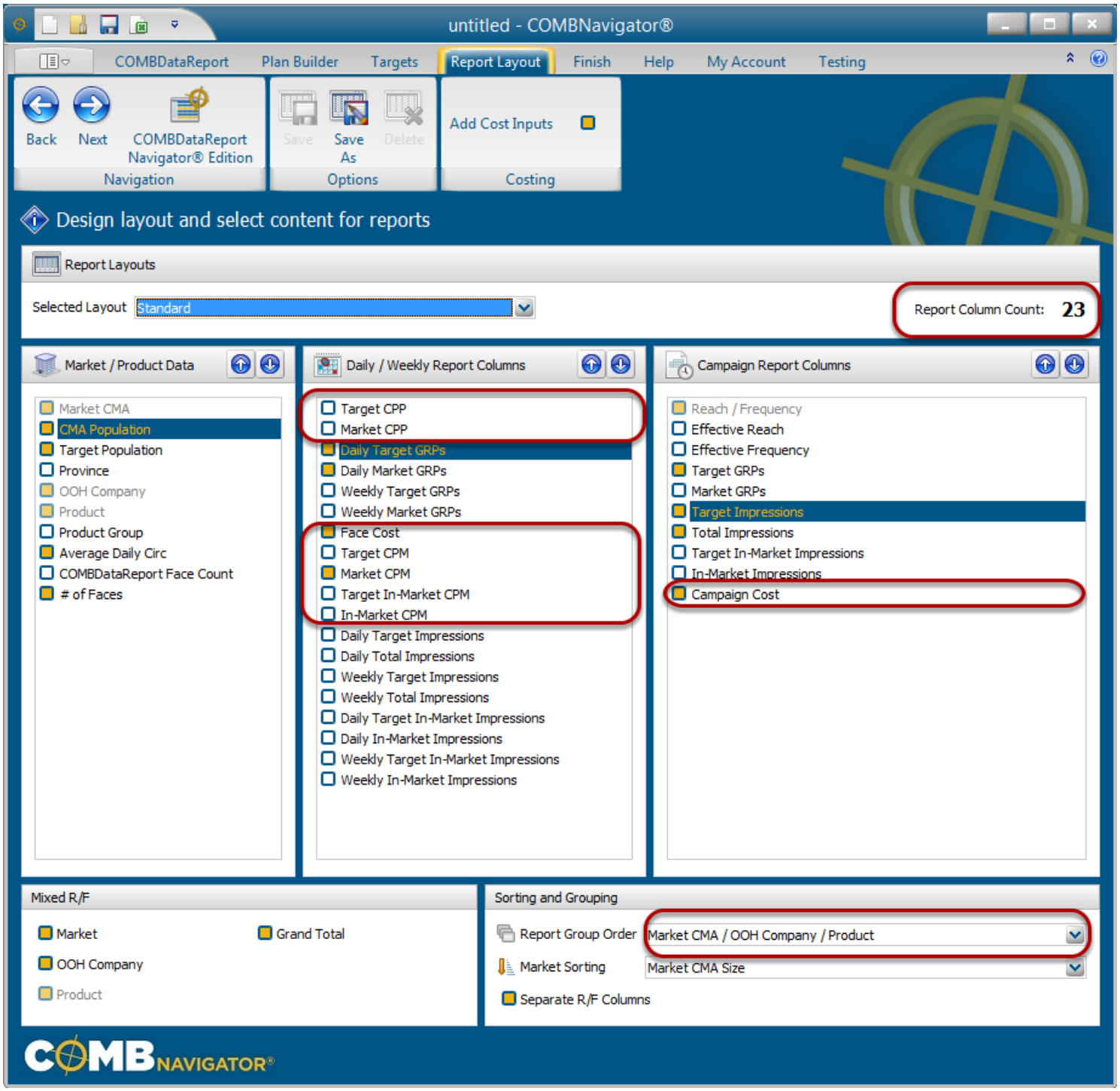
To change the cost for an individual OOH product:

1. Find the row of the product in the grid, and select the drop-down box in the ***Cost Field*** column.
2. Select the desired kind of cost input from the drop-down list. The drop-down list will close.
3. In the same row, select the cell in the ***Cost Value*** column. The cost amount can be altered by typing in a new value with the keyboard.

In our example, Street Furniture will be set to a 4Wk face cost of 1800 in Toronto and 1500 in Montreal, and Horizontal Posters will be set to 3500 in Montreal.

Once all objectives and costs have been set as desired, select ***Report Layout*** from the ribbon menu.

Selecting report columns



By default, the selected layout is the ***Standard*** layout, which is included with **COMBNavigator®.**

Select or deselect columns by checking the boxes to the left of column names. ***Report Column Count***, found in the upper right, is updated whenever changes are made to the layout. Single level reports have a default ***Report Group Order*** of Markets, then OOH Companies, then Products.

Notes:

- Since this report includes costing inputs, the costing fields are now available. These include the input fields (**Face Cost**, **Daily Market CPM**, and **Campaign Cost**) which are selected by default, as well as other cost calculations (CPP and CPM columns).
- Since this report has multiple crosstabbed campaign lengths, the ***# of weeks*** column is not available in report layout.
- Columns in the first two lists occur only once in the report. Columns in the third list, ***Campaign Report Columns,*** appear once for each campaign length in the report (e.g. twice when 4 and 8 weeks are selected for column lengths).

Results: same crosstabbed campaign lengths for all products

Sort By: Market CMA Size, OOH Company, Product

												4 weeks						8 weeks						
Market CMA	CMA Pop (000s)	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Faces	Daily Tgt GRPs	Daily Mkt GRPs	4 Week Face Cost	Total Mkt CPM	R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)	Campaign Cost	R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)	Campaign Cost
Toronto	5,905.2	5,905.2	Astral	Horizontal Posters	32,700	60	31	31	4,000	4.37	62	13.9	855	54,897	54,897	240,000	69	24.8	1,711	109,795	109,795	480,000
Plan #1				Street Furniture (68x47)	18,900	60	18	18	1,800	3.40	73	6.8	495	31,797	31,797	108,000	83	12.0	991	63,595	63,595	216,000
				Astral Mix	**19,700**	**120**	**48**	**48**	**2,900**	**4.01**	**86**	**15.7**	**1,351**	**86,695**	**86,695**	**348,000**	**91**	**29.6**	**2,701**	**173,389**	**173,389**	**696,000**
			OUTFRONT	Horizontal Posters	25,300	60	24	24	4,000	5.65	59	11.1	662	42,474	42,474	240,000	67	19.8	1,323	84,948	84,948	480,000
				Street Furniture (68x47)	23,500	60	22	22	1,800	2.73	58	10.6	615	39,493	39,493	108,000	66	18.7	1,231	78,987	78,987	216,000
				OUTFRONT Mix	**24,400**	**120**	**46**	**46**	**2,900**	**4.25**	**69**	**18.6**	**1,277**	**81,967**	**81,967**	**348,000**	**75**	**33.9**	**2,554**	**163,934**	**163,934**	**696,000**
			Pattison	Horizontal Posters	23,900	60	22	22	4,000	5.97	58	10.7	627	40,221	40,221	240,000	66	19.0	1,253	80,442	80,442	480,000
				Street Furniture (68x47)	11,600	60	11	11	1,800	5.53	48	6.3	304	19,522	19,522	108,000	57	10.6	608	39,043	39,043	216,000
				Pattison Mix	**20,100**	**120**	**33**	**33**	**2,900**	**5.83**	**63**	**14.7**	**931**	**59,742**	**59,742**	**348,000**	**70**	**26.5**	**1,862**	**119,485**	**119,485**	**696,000**
				Toronto Mix	**21,100**	**360**	**127**	**127**	**2,900**	**4.57**	**93**	**38.4**	**3,558**	**228,404**	**228,404**	**1,044,000**	**95**	**74.5**	**7,117**	**456,809**	**456,809**	**2,088,000**
Montreal	3,891.3	3,891.3	Astral	Horizontal Posters	49,800	40	47	47	3,500	2.51	64	20.5	1,319	55,770	55,770	140,000	71	37.3	2,637	111,541	111,541	280,000
Plan #1				Street Furniture (68x47)	17,000	40	16	16	1,500	3.15	52	8.7	451	19,069	19,069	60,000	60	15.1	902	38,138	38,138	120,000
				Astral Mix	**38,100**	**80**	**63**	**63**	**2,500**	**2.67**	**68**	**26.2**	**1,769**	**74,840**	**74,840**	**200,000**	**73**	**48.2**	**3,539**	**149,679**	**149,679**	**400,000**
			OUTFRONT	Horizontal Posters	39,900	40	38	38	4,000	3.58	62	17.0	1,058	44,735	44,735	160,000	69	30.7	2,115	89,470	89,470	320,000
				OUTFRONT Mix	**39,900**	**40**	**38**	**38**	**4,000**	**3.58**	**62**	**17.0**	**1,058**	**44,735**	**44,735**	**160,000**	**69**	**30.7**	**2,115**	**89,470**	**89,470**	**320,000**
			Pattison	Horizontal Posters	36,700	40	35	35	4,000	3.90	60	16.1	971	41,066	41,066	160,000	67	29.0	1,942	82,132	82,132	320,000
				Street Furniture (68x47)	16,600	40	16	16	1,500	3.23	51	8.6	440	18,598	18,598	60,000	59	14.8	879	37,195	37,195	120,000
				Pattison Mix	**31,000**	**80**	**50**	**50**	**2,750**	**3.69**	**64**	**22.0**	**1,411**	**59,664**	**59,664**	**220,000**	**70**	**40.2**	**2,821**	**119,327**	**119,327**	**440,000**
				Montreal Mix	**36,600**	**200**	**151**	**151**	**2,900**	**3.24**	**82**	**51.9**	**4,238**	**179,238**	**179,238**	**580,000**	**86**	**98.8**	**8,475**	**358,476**	**358,476**	**1,160,000**
	9,796.5	9,796.5		**Plan #1 Total Mix**	**23,400**	**560**	**137**	**137**	**2,900**	**3.98**	**88**	**43.4**	**3,828**	**407,642**	**407,642**	**1,624,000**	**92**	**83.5**	**7,656**	**815,285**	**815,285**	**3,248,000**

The produced report has the same campaign lengths for all products (**4 and 8 weeks**) crosstabbed across the top.

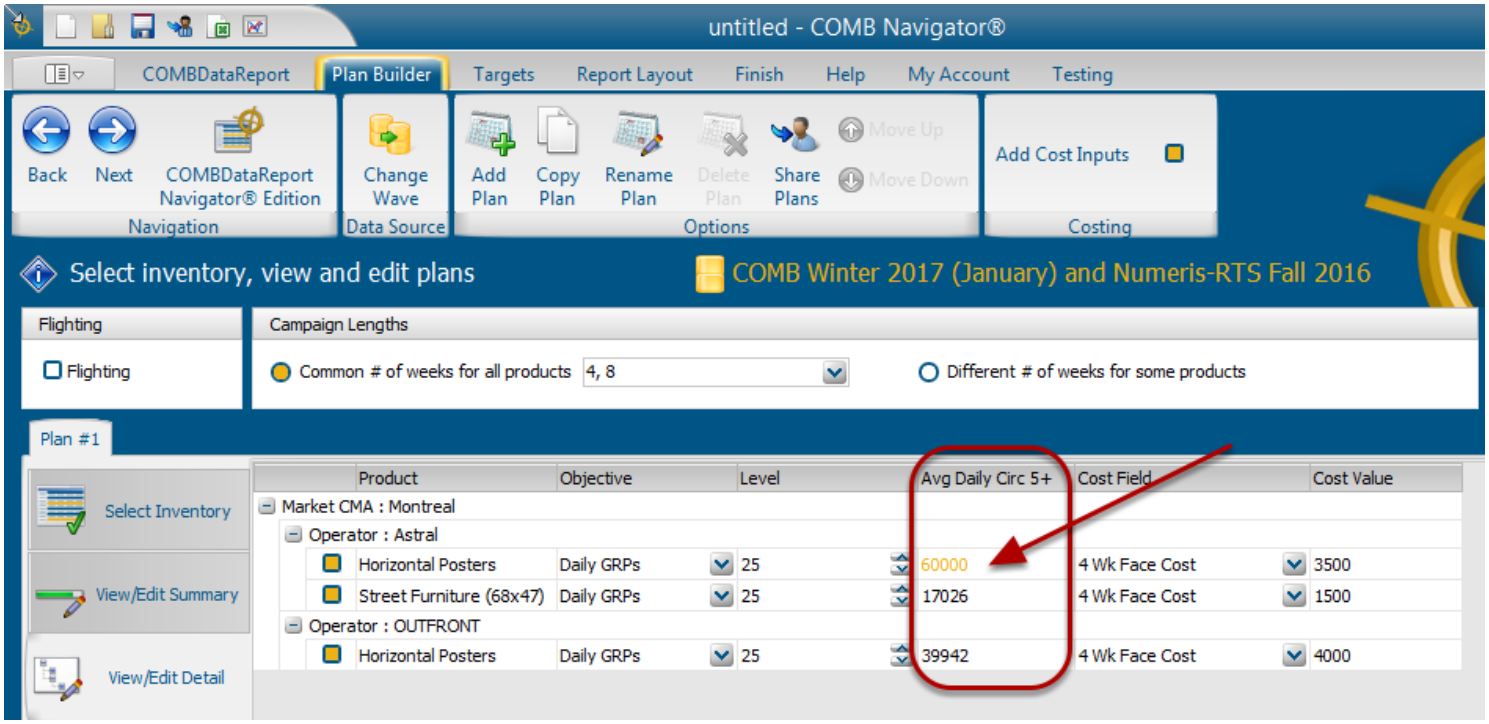
The objectives of 40 faces (Montreal) and 60 faces (Toronto) are found in the ***# of Faces*** column.

Note: in the example above, some columns selected in ***Report Layout*** are omitted from the image for the purposes of compactness.

Overriding a circulation

This lesson examines the process of overriding a circulation

Overriding circulations



The Average Daily Circ 5+ values can be altered in **Detail View** of the **Plan Builder**. This affects the GRPs and impressions that can be achieved, as well as affecting R/F and costing calculations.

To change a circulation for a particular OOH Product, locate the row of the product in the grid. Select the cell of that row in the ***Avg Daily Circ 5+*** column, and type in a revised value. When a value is overridden, its colour changes to gold.

In our example, **Montreal - Astral - Horizontal Posters** circulation value has been changed from 49,795 to 6**0,000**.

Once all objectives, costs and circulations have been set as desired, select ***Report Layout*** from the ribbon menu.

Results: before and after circulation value is overriden

BEFORE

Market CMA	CMA Pop (000s)	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Faces	Daily Tgt GRPs	Daily Mkt GRPs	4 Week Face Cost	Total Mkt CPM	4 weeks R	4 weeks F	4 weeks Tgt GRPs	4 weeks Target Imp (000s)	4 weeks Total Imp (000s)	4 weeks Campaign Cost	8 weeks R	8 weeks F	8 weeks Tgt GRPs	8 weeks Target Imp (000s)	8 weeks Total Imp (000s)	8 weeks Campaign Cost
Montreal	3,891.3	3,891.3	Astral	Horizontal Posters	49,800	21	25	25	3,500	2.51	57	12.0	692	29,279	29,279	73,500	65	21.3	1,384	58,559	58,559	147,000
Plan #1				Street Furniture (68x47)	17,000	62	25	25	1,500	3.15	57	12.3	699	29,557	29,557	93,000	64	21.8	1,398	59,114	59,114	186,000
				Astral Mix	**38,100**	**83**	**50**	**50**	**2,006**	**2.83**	**65**	**21.3**	**1,391**	**58,837**	**58,837**	**166,500**	**72**	**38.9**	**2,782**	**117,673**	**117,673**	**333,000**
			OUTFRONT	Horizontal Posters	39,900	26	25	25	4,000	3.58	57	12.0	687	29,078	29,078	104,000	65	21.2	1,375	58,156	58,156	208,000
				OUTFRONT Mix	**39,900**	**26**	**25**	**25**	**4,000**	**3.58**	**57**	**12.0**	**687**	**29,078**	**29,078**	**104,000**	**65**	**21.2**	**1,375**	**58,156**	**58,156**	**208,000**
				Montreal Mix	**38,900**	**109**	**74**	**74**	**2,482**	**3.08**	**73**	**28.5**	**2,079**	**87,914**	**87,914**	**270,500**	**79**	**52.9**	**4,157**	**175,829**	**175,829**	**541,000**
	3,891.3	3,891.3		**Plan #1 Total Mix**	**38,900**	**109**	**74**	**74**	**2,482**	**3.08**	**73**	**28.5**	**2,079**	**87,914**	**87,914**	**270,500**	**79**	**52.9**	**4,157**	**175,829**	**175,829**	**541,000**

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AFTER

Market CMA	CMA Pop (000s)	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Faces	Daily Tgt GRPs	Daily Mkt GRPs	4 Week Face Cost	Total Mkt CPM	4 weeks R	4 weeks F	4 weeks Tgt GRPs	4 weeks Target Imp (000s)	4 weeks Total Imp (000s)	4 weeks Campaign Cost	8 weeks R	8 weeks F	8 weeks Tgt GRPs	8 weeks Target Imp (000s)	8 weeks Total Imp (000s)	8 weeks Campaign Cost
Montreal	3,891.3	3,891.3	Astral	Horizontal Posters	60,000	18	26	26	3,500	2.08	58	12.4	715	30,240	30,240	63,000	65	21.9	1,430	60,480	60,480	126,000
Plan #1				Street Furniture (68x47)	17,000	62	25	25	1,500	3.15	57	12.3	699	29,557	29,557	93,000	64	21.8	1,398	59,114	59,114	186,000
				Astral Mix	**44,700**	**80**	**50**	**50**	**1,950**	**2.61**	**65**	**21.6**	**1,414**	**59,797**	**59,797**	**156,000**	**72**	**39.5**	**2,828**	**119,594**	**119,594**	**312,000**
			OUTFRONT	Horizontal Posters	39,900	26	25	25	4,000	3.58	57	12.0	687	29,078	29,078	104,000	65	21.2	1,375	58,156	58,156	208,000
				OUTFRONT Mix	**39,900**	**26**	**25**	**25**	**4,000**	**3.58**	**57**	**12.0**	**687**	**29,078**	**29,078**	**104,000**	**65**	**21.2**	**1,375**	**58,156**	**58,156**	**208,000**
				Montreal Mix	**42,600**	**106**	**75**	**75**	**2,453**	**2.93**	**73**	**28.7**	**2,101**	**88,875**	**88,875**	**260,000**	**79**	**53.4**	**4,202**	**177,750**	**177,750**	**520,000**
	3,891.3	3,891.3		**Plan #1 Total Mix**	**42,600**	**106**	**75**	**75**	**2,453**	**2.93**	**73**	**28.7**	**2,101**	**88,875**	**88,875**	**260,000**	**79**	**53.4**	**4,202**	**177,750**	**177,750**	**520,000**

In the Before image, **Montreal - Astral - Horizontal Posters** has an Average Daily Circ of 49,800 which requires **21** faces to meet its objective, with a 4 week Campaign Cost of 73,500.

In the After image, **Montreal - Astral - Horizontal Posters** has an overriden Average Daily Circ value of 60,000 which requires only 18 faces to meet its objective, with a 4 week Campaign Cost of only 63,000.