This tutorial will demonstrate how product mixes can be compared through the use of multiple plans

Select inventory for the first of two plans

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To create the first of two plans in a report:

1. Select *Plan Builder* from the ribbon menu.

2. Select inventory (e.g. **Toronto** and **Montreal**, **OUTFRONT**, **Horizontal Posters** and **Street Furniture**)

3. Rename the first plan by selecting the *Rename Plan* button on the ribbon

4. When prompted, enter a new name. e.g. **HP and SF**. Click **OK**. The new name of the plan will be updated on the plan tab.

5. Select the View/Edit Detail tab.

Define the objectives of the first plan

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Select Inventory	Product Market CMA : Montreal	Objective	Level	Avg Daily Circ 5+						
View/Edit Summary	Horizontal Posters Market CMA : Toronto	Weekly GRPs	2 100	39942						
	Operator : OUTFRONT	W. U. 675		* araaa						
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To define a shared objective of 100 Weekly GRPs:

- 1. Set Method to Weekly GRPs
- 2. Set Level to 100
- 3. Select Apply Objective

After a delay of a few seconds, all the inventory will have an objective of 100 Weekly GRPs

Create the second plan

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Select inventory	, view and edit plans 🛛 📒	COMB Winter 2017 (January)	and Numeris-RTS Fall 2016	
Flighting	Campaign Lengths			Plan Type
Flighting	Common # of weeks for all pro	oducts 4, 8	O Different # of weeks for some products	Multiple Levels
HP and SF Plan #2				
Select Inventory	Markets	OOH Companies	Products	
View/Edit Summary	Major Markets Toronto Montreal Vancouver Calgary Edmonton Alberta Alberta Alberta Quebec Atlantic	Astral Clear Channel OUTFRONT Pattison Quebecor Edit Plan Label Enter Plan Label: HP and S14 OK Cancel	Columns (56x37) Digital Column Digital Horizontal Poster Digital Series 10 Digital Series 12 Digital Series 14 Digital Street Ad Digital Street Poster Digital Vertical Spectacular Digital Video Display Horizontal Baddit Posters Horizontal Posters Mega Columns (139 Murals & Spectacula Series 14 Street Furniture (68x47) Super Shelter (98x69) Vertical Baddit Vertical Posters	
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To create the second of two plans in a report:

1. Select the *Copy Plan* button from the ribbon. Acopy of the first plan will be created and appear as a second tab as **Plan #2.** Alternatively, the *Add Plan* button can be used to start with a blank plan.

2. Edit the inventory by deselecting Street Furniture and selecting Series 14.

3. Rename to the second plan by selecting the **Rename Plan** button on the ribbon.

4. When prompted, enter a new name for the 2nd plan e.g. **HP and S14**. Click **OK**. The new name of the 2nd plan wil be updated on the plan tab.

5. Select the View/Edit Detail tab

View objectives of the second plan

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Select inventory	r, view and edit plans 🗧 COMB Winter 2017 (January) and Numeris-RTS Fall 2016	
Flighting	Campaign Lengths	Plan Type
Flighting	Common # of weeks for all products 4, 8 O Different # of weeks for some products	Multiple Levels
HP and SF HP and S14		
	Product Objective Level Avg Daily Circ 5+	
Select Inventory	- Market CMA : Montreal	
•	Operator : OUTFRONT	
View/Edit Summary	Forizontal Posters Weekly GRPs 100 Series 14 Weekly CRPs 100 Series 14 Weekly CRPs 100 Series 14	
- View/Edit Summary	- Market CMA : Toronto	
	Operator : OUTFRONT	
View/Edit Detail	Horizontal Posters Weekly GRPs V 100 😴 25282	
	Series 14 Weekly GRPs 🛛 100 😒 34513	
	Shared Objective / Shared Cost / Shared Weeks	
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In the Detail View, it can be seen that the new inventory automatically has 100 Weekly GRPs assigned as objectives as well.

Selecting report columns

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Image: Complexity of the sector of the se	Add Cost Inputs Save Save Delete As Costing Coptions Costing Comb Winter 2017 (January)	and Numeris-RTS Fall 2016
Report Layouts		
Selected Layout Standard (modified)		Report Column Count: 18
Market / Product Data	Daily / Weekly Report Columns	Campaign Report Columns
 Market CMA CMA Population Target Population Province OCH Company Product Product Group Average Daily Circ COMBDataReport Face Count # of Faces 	 Daily Target GRPs Daily Market GRPs Weekly Target GRPs Weekly Target Impressions Daily Target Impressions Weekly Target Impressions Weekly Total Impressions Daily Target In-Market Impressions Daily In-Market Impressions Weekly Target In-Market Impressions Weekly In-Market Impressions Weekly In-Market Impressions Weekly In-Market Impressions 	 Reach / Frequency Effective Reach Effective Frequency Target GRPs Market GRPs Target Impressions Total Impressions Target In-Market Impressions In-Market Impressions
Mixed R/F	Sorting and Grouping	
Market Grand Total OOH Company Product	Report Group Order Market CMA / OOH Company / Prod Market Sorting Market CMA Size Separate R/F Columns	uct 🛛

By default, the selected layout is the *Standard* layout, which is included with **COMBNavigator**®. 1. Select or deselect columns by checking the boxes to the left of column names.

In this example, we have deselected Daily Market GRPs in favour of Weekly Target GRPs

Notes:

- 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).

- *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.

3	Sort By	Market CN	IA Size, C	OOH Company, P	roduct													
4																		
5											4 ۱	weeks		8 weeks				
6	Market CMA	CMA Pop	Tgt Pop	OOH Company	Product	Average	# of	Weekly Tgt			Tgt	Target	Total			Tgt	Target	Total
7		(000s)	(000s)			Daily Circ	Faces	GRPs	R	F	GRPs	Imp (000s)	Imp (000s)	R	F	GRPs	Imp (000s)	Imp (000s)
8	Toronto	5,905.2	5,905.2	OUTFRONT	Horizontal Posters	25,300	36	99	53	7.5	397	25,484	25,484	61	12.9	794	50,969	50,969
9	HP and SF				Street Furniture (68x47)	23,500	39	100	52	7.6	400	25.671	25.671	61	13.1	800	51.341	51.341
10					OUTFRONT Mix	24,400	75	199	64	12.5	797	51,155	51,155	71	22.4	1,594	102,310	102,310
11									_									
12					Toronto Mix	24,400	75	199	64	12.5	797	51,155	51,155	71	22.4	1,594	102,310	102,310
13																		
14	Toronto	5,905.2	5,905.2	OUTFRONT	Horizontal Posters	25,300	36	99	53	7.5	397	25,484	25,484	61	12.9	794	50,969	50,969
15	HP and S14				Series 14	34,500	27	102	49	8.2	406	26,092	26,092	58	14.1	813	52,184	52,184
16					OUTFRONT Mix	25,700	63	201	62	13.0	804	51,576	51,576	69	23.3	1,607	103,152	103,152
17																		
18					Toronto Mix	25,700	63	201	62	13.0	804	51,576	51,576	69	23.3	1,607	103,152	103,152
19																		
20	Montreal	3,891.3	3,891.3	OUTFRONT	Horizontal Posters	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551
21	HP and SF				OUTFRONT Mix	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551
22																		
23					Montreal Mix	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551
24																		
25	Montreal	3,891.3	3,891.3	OUTFRONT	Horizontal Posters	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551
26	HP and S14				Series 14	95,200	6	94	49	7.7	378	15,985	15,985	58	13.1	756	31,970	31,970
27					OUTFRONT Mix	42,900	21	194	59	13.2	775	32,761	32,761	66	23.4	1,549	65,522	65,522
28																		
29					Montreal Mix	42,900	21	194	59	13.2	115	32,761	32,761	66	23.4	1,549	65,522	65,522
30																		
31			0 700 -			07.005		150	50	10.0	200	07.007	07.004		10.5	4 075	405.00	105.001
32		9,796.5	9,796.5		HP and SF Total Mix	27,000	90	159	58	10.9	638	67,931	67,931	66	19.3	1,276	135,861	135,861
33																		
34		9,796.5	9,796.5		HP and S14 Total Mix	30,600	84	198	61	13.1	792	84,337	84,337	68	23.4	1,584	168,674	168,674

Results: finding redundant mix

Note that since there is only one OOH Company in the report, the market mixes are redudant and can be removed.

To do this, select *Report Layout* again from the ribbon menu.

Removing a redundant mix



1. Deselect *Market* in the *Mixed R/*F area at the bottom left of *Report Layout*. Retain OOH Company and Grand Total (entire plan) mixes.

2. Run the report again using the **Results** button in the Quick Access Toolbar at the top left of the **COMBNavigator**® window.

Note that Product Mix is greyed out because it does not appear when the **Report Group Order** is set to **Market CMA / OOH Company / Product**

Resul	Results: comparing products between plans																
		1			1												
									\subset	<u>4</u> v	veeks				8 ۱	weeks	
Market CMA	CMA Pop	Tgt Pop	OOH Company	Product	Average	# of	Weekly Tgt	_		Tgt	Target	Total	_	_	Tgt	Target	Total
	(000s)	(000s)			Daily Circ	Faces	GRPs	R	F	GRPs	Imp (000s)	Imp (000s)	R	F	GRPs	Imp (000s)	Imp (000s)
Toronto	5,905.2	5,905.2	OUTFRONT	Horizontal Posters	25,300	36	99	53	7.5	397	25,484	25,484	61	12.9	794	50,969	50,969
HP and SF				Street Furniture (68x47)	23,500	39	100	52	7.6	400	25,671	25,671	61	13.1	800	51,341	51,341
				OUTFRONT Mix	24,400	75	199	64	12.5	797	51,155	51,155	71	22.4	1,594	102,310	102,310
)				
Toronto	5,905.2	5,905.2	OUTFRONT	Horizontal Posters	25.300	36	99	53	7.5	397	25,484	25,484	61	12.9	794	50,969	50,969
HP and S14				Series 14	34,500	27	102	49	8.2	406	26,092	26,092	58	14.1	813	52,184	52,184
				OUTFRONT Mix	25,700	63	201	62	13.0	804	51,576	51,576	69	23.3	1,607	103,152	103,152
													0				
Montreal	3,891.3	3,891.3	OUTFRONT	Horizontal Posters	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551
HP and SF				OUTFRONT Mix	39,900	15	99	51	7.8	397	16,776	16,776	59	D13.4	793	33,551	33,551
Montreal	3,891.3	3,891.3	OUTFRONT	Horizontal Posters	39.900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551
HP and S14				Series 14	95,200	6	94	49	7.7	378	15,985	15,985	58	13.1	756	31,970	31,970
				OUTFRONT Mix	42,900	21	194	59	13.2	775	32,761	32,761	66	23.4	1,549	65,522	65,522
	9,796.5	9,796.5		HP and SF Total Mix	27,000	90	159	58	10.9	638	67,931	67,931	66	19.3	1,276	135,861	135,861
	9,796.5	9,796.5		HP and S14 Total Mix	30,600	84	198	61	13.1	792	84,337	84,337	68	23.4	1,584	168,674	168,674

Notice that the reach achieved in Toronto is higher with **HP and SF**. However, the reach is higher in Montreal with **HP and S14**. This occurs because of the different in Series 14 average daily circulations in each market - 95,200 vs. 34,500.

The produced report has the same campaign lengths for all products (**4 and 8 weeks**) crosstabbed across the top. The shared objective of **100** Weekly GRPs is found in the *Weekly Mkt GRPs* column.

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