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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Select inventory,		<mark></mark> cc	MB Winter	2017 (Janua	ary) and Numeris-	RTS Fall 2016	
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Plan #1							
Select Inventory	Markets	OOH Companies		Products			
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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	Market CMA : Montreal	objective	Level	Avg bally circ 51		
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	Horizontal Poste	ers Weekly GRPs	✓ 100	39942		
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-	Operator : OUTFRONT		60 m	A		
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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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Flighting	Campaign Lengths			Plan Type
Flighting	Common # of weeks for all product	s 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 View/Edit Detail	 Alberta Saskatchewan Manitoba Ontario Quebec Atlantic 	Astral Clear Channel OUTFRONT Pattison Quebecor dit 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 Series 14 Digital Street Ad Digital Street Poster Digital Street Poster Digital Vertical Spectacular Digital Vertical Spectacular Digital Video Display Horizontal Backlit Posters Horizontal Posters Mega Columns (13⁴) Series 10 Series 14 Street Furniture (68x47) Super Shelter (98x69) Vertical Backlit Vertical Posters 	
	All None	All None	All None	
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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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Flighting	Campaign Lengths	× <i>1</i> /		Plan Type
	Common # of weeks for all products 4, 8	Different :		Multiple Levels
HP and SF HP and S14				
Select Inventory	Product Objective Market CMA : Montreal Operator : OUTFRONT	Level Avg Daily Circ	5+	
View/Edit Summary	Horizontal Posters Weekly GRPs Series 14 Weekly GRPs Market CMA : Toronto	▼ 100 39942 ▼ 100 \$\$\$\$ 95150		
View/Edit Detail	Operator : OUTFRONT Horizontal Posters Series 14 Weekly GRPs	 ✓ 100 ✓ 25282 ✓ 100 ✓ 34513 		
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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	As rce Options Costing) and Numeris-RTS Fall 2016
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 OOH Company Product Product Group Average Daily Circ COMBDataReport Face Count # of Faces 	 Daily Target GRPs Daily Market GRPs Weekly Target GRPs Weekly Market GRPs Daily Target Impressions Daily Total 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 Inpressions Total Impressions In-Market Impressions In-Market Impressions
Mixed R/F	Sorting and Grouping	duct
OOH Company	Market Sorting Market CMA Size	

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.

Sort By	Market CN	IA Size, (OOH Company, P	roduct													
										4	weeks				8 v	veeks	
Market CMA	CMA Pop	Tat Pop	OOH Company	Product	Average	# of	Weekly Tgt			Tat	Target	Total			Tat	Target	Total
	(000s)	(000s)			Daily Circ			R	F	GRPs	Imp (000s)	Imp (000s)	R	F	GRPs	Imp (000s)	Imp (00
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	50,96
HP and SF				Street Furniture (68x47)	23,500	39	100	52	7.6	400	25.671	25.671	61	13.1	800	51,341	51.34
				OUTFRONT Mix	24,400	75	199	64	12.5	797	51,155	51,155	71	22.4	1,594	102,310	102,3
				Toronto Mix	24,400	75	199	64	12.5	797	51,155	51,155	71	22.4	1,594	102,310	102,3
			_														
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	50,96
HP and S14				Series 14	34,500	27	102	49	8.2	406	26,092	26,092	58	14.1	813	52,184	52,18
				OUTFRONT Mix	25,700	63	201	62	13.0	804	51,576	51,576	69	23.3	1,607	103,152	103,1
				Toronto Mix	25,700	63	201	62	13.0	804	51,576	51,576	69	23.3	1,607	103,152	103,1
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	33.55
HP and SF	3,031.3	3,031.3	CONTRONT	OUTFRONT Mix	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33.551	33.55
					33,300	15			1.0	551	10,110	10,110		10.4	100	00,001	00,00
				Montreal Mix	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,55
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	33,55
HP and S14				Series 14	95,200	6	94	49	7.7	378	15,985	15,985	58	13.1	756	31,970	31,97
				OUTFRONT Mix	42,900	21	194	59	13.2	775	32,761	32,761	66	23.4	1,549	65,522	65,52
				Montreal Mix	42,900	21	194	59	13.2	775	32,761	32,761	66	23.4	1,549	65,522	65,52
	0 700 5	0 700 5			07.000	0.0	450	50	40.0	620	07.004	07.004	00	40.0	4 070	405.004	425.0
	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	135,8
	0 700 5	0 700 5		HP and S14 Total Mix	20.000	84	198	61	42.4	792	84.337	84.337	68	22.4	1.584	400.074	400.0
	9,796.5	9,796.5		HP and 514 Total Mix	30,600	64	198	61	13.1	792	04,337	04,337	60	23.4	1,384	168,674	168,6

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**

Result	ts:cor	npar	ing prod	ucts betwee	n plar	าร											
\frown									C	4 \	veeks				8 v	veeks	\supset
Market CMA			OOH Company	Product	Average	# of	Weekly Tgt		_	Tgt	Target	Total			Tgt	Target	Total
	(000s)	(000s)			Daily Circ			R	F		Imp (000s)		R	F		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	3,303.2	3,303.2	OUTRONT	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	D 13.4	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.