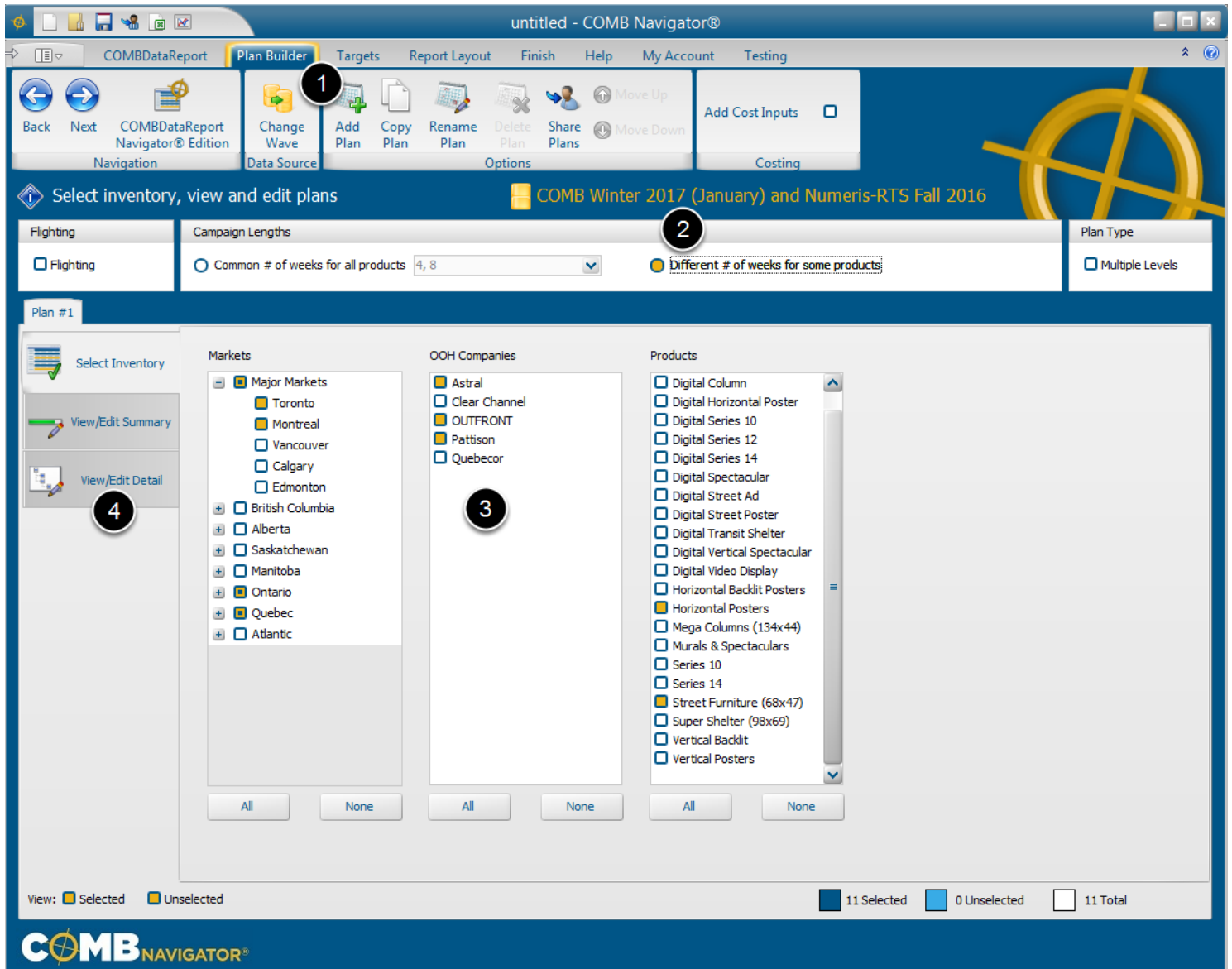


## Defining a plan with different campaign lengths for some products

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This tutorial examines the process of defining a report that allows different campaign lengths for some products

## Selecting different # of weeks for some products



To create a report which allows different # of weeks for some products:

1. Select **Plan Builder** from the ribbon menu
2. Under **Campaign Lengths**, select the **Different # of weeks for some products** button
3. Select desired inventory.
4. Select the **View/Edit Detail** tab

## Apply different # of weeks to some products

The screenshot displays the COMB Navigator software interface. The 'Plan Builder' tab is active, showing a table of products and their assigned number of weeks. The 'Campaign Lengths' section at the top indicates that different numbers of weeks are being applied to some products. The table below shows products grouped by market and operator, with columns for Product, Objective, Level, # of Weeks, and Avg Daily Circ 5+.

Product	Objective	Level	# of Weeks	Avg Daily Circ 5+
<b>Market CMA : Montreal</b>				
<b>Operator : Astral</b>				
Horizontal Posters	Daily GRPs	30	6	9795
Street Furniture (68x47)	Daily GRPs	30	8	7026
<b>Operator : OUTFRONT</b>				
Horizontal Posters	Daily GRPs	30	6	9942
<b>Operator : Pattison</b>				
Horizontal Posters	Daily GRPs	30	6	6666
Street Furniture (68x47)	Daily GRPs	30	8	6605
<b>Market CMA : Toronto</b>				
<b>Operator : Astral</b>				
Horizontal Posters	Daily GRPs	30	4	2677
Street Furniture (68x47)	Daily GRPs	30	8	8927
<b>Operator : OUTFRONT</b>				
Horizontal Posters	Daily GRPs	30	4	5282
Street Furniture (68x47)	Daily GRPs	30	8	3508
<b>Operator : Pattison</b>				
Horizontal Posters	Daily GRPs	30	4	3941
Street Furniture (68x47)	Daily GRPs	30	8	1620

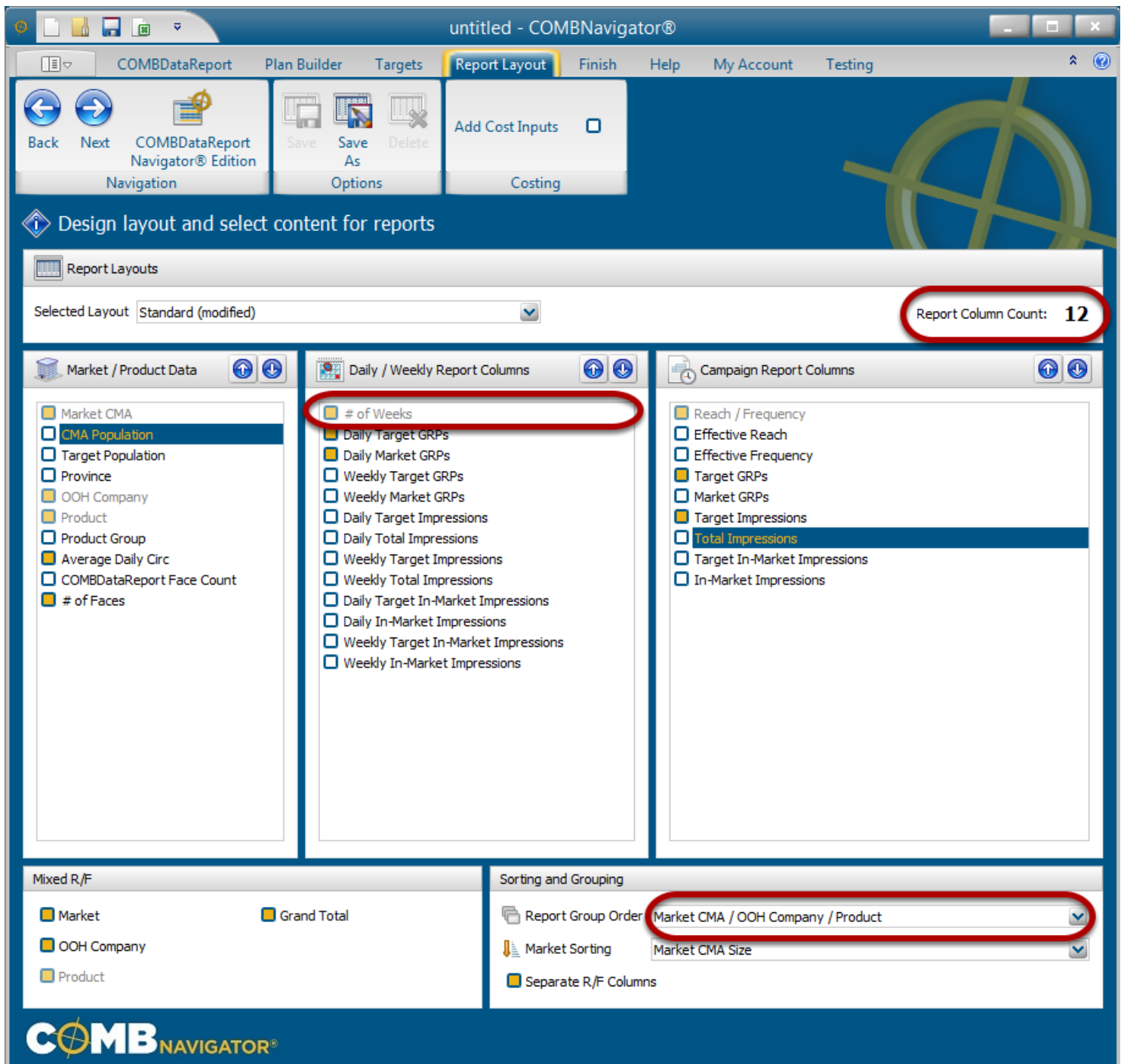
At the bottom of the interface, the status bar shows: View: ☒ Selected ☐ Unselected. 11 Selected 0 Unselected 11 Total.

For the OOH Products that require a different # of weeks, find the corresponding row in the grid, and alter their value in the **# of Weeks** column. A new value can be typed in with the keyboard, or incrementally altered using the up and down buttons.

In the above example, Horizontal Posters in Montreal were assigned 6 weeks, and Horizontal Posters in Toronto were assigned 4 weeks, while the rest remain at 8 weeks.

Once all objectives and # of weeks have been entered, select **Report Layout** from the ribbon menu.

## Selecting report columns



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

Unlike a report where multiple campaign lengths are selected for all products, when different campaign lengths are selected:

- the mandatory **# of Weeks** column appears in the layout.
- the columns selected in the third list **Campaign Report Columns** will appear only once in the report.

1. Select or deselect columns by checking the boxes to the left of column names

Notes:

**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.

### Results: single set of campaign columns

	A	B	C	D	E	F	G	H	I	J	K	L
1	Target	Age 5+										
2	Sort By	Market CMA Size, OOH Company, Product										
3												
4												
5	Market CMA	Tgt Pop	OOH Company	Product	Average	# of	# of	Daily Tgt	Daily Mkt	Total		
6		(000s)			Daily Circ	Face	Weeks	GRPs	GRPs	Target R/F	Tgt GRPs	Target Imp (000s)
7	Toronto	5,905.2	Astral	Horizontal Posters	32,700	59	4	30	30	62/13.7	841	53,982
8	Plan #1			Street Furniture (68x47)	18,900	102	8	30	30	88/19.2	1,684	108,111
9				<b>Astral Mix</b>	<b>19,700</b>	<b>161</b>	<b>8</b>	<b>60</b>	<b>60</b>	<b>91/27.8</b>	<b>2,525</b>	<b>162,093</b>
10												
11			OUTFRONT	Horizontal Posters	25,300	76	4	30	30	62/13.5	838	53,800
12				Street Furniture (68x47)	23,500	82	8	30	30	69/24.4	1,682	107,949
13				<b>OUTFRONT Mix</b>	<b>24,400</b>	<b>158</b>	<b>8</b>	<b>60</b>	<b>60</b>	<b>75/33.6</b>	<b>2,520</b>	<b>161,749</b>
14												
15			Pattison	Horizontal Posters	23,900	80	4	30	30	62/13.5	835	53,628
16				Street Furniture (68x47)	11,600	166	8	30	30	68/24.7	1,683	108,020
17				<b>Pattison Mix</b>	<b>20,100</b>	<b>246</b>	<b>8</b>	<b>60</b>	<b>60</b>	<b>73/34.6</b>	<b>2,518</b>	<b>161,647</b>
18												
19				<b>Toronto Mix</b>	<b>21,100</b>	<b>565</b>	<b>8</b>	<b>180</b>	<b>180</b>	<b>96/79.1</b>	<b>7,564</b>	<b>485,490</b>
20												
21	Montreal	3,891.3	Astral	Horizontal Posters	49,800	25	6	29	29	64/19.4	1,236	52,285
22	Plan #1			Street Furniture (68x47)	17,000	75	8	30	30	66/25.6	1,691	71,509
23				<b>Astral Mix</b>	<b>38,100</b>	<b>100</b>	<b>8</b>	<b>60</b>	<b>60</b>	<b>72/40.7</b>	<b>2,927</b>	<b>123,794</b>
24												
25			OUTFRONT	Horizontal Posters	39,900	32	6	30	30	64/19.8	1,269	53,682
26				<b>OUTFRONT Mix</b>	<b>39,900</b>	<b>32</b>	<b>6</b>	<b>30</b>	<b>30</b>	<b>64/19.8</b>	<b>1,269</b>	<b>53,682</b>
27												
28			Pattison	Horizontal Posters	36,700	35	6	30	30	63/20.2	1,274	53,899
29				Street Furniture (68x47)	16,600	76	8	30	30	66/25.4	1,671	70,671
30				<b>Pattison Mix</b>	<b>31,000</b>	<b>111</b>	<b>8</b>	<b>60</b>	<b>60</b>	<b>70/41.8</b>	<b>2,945</b>	<b>124,570</b>
31												
32				<b>Montreal Mix</b>	<b>36,600</b>	<b>243</b>	<b>8</b>	<b>150</b>	<b>150</b>	<b>85/84.2</b>	<b>7,141</b>	<b>302,046</b>
33												
34												
35		9,796.5		<b>Plan #1 Total Mix</b>	<b>23,400</b>	<b>808</b>	<b>8</b>	<b>168</b>	<b>168</b>	<b>91/81.0</b>	<b>7,396</b>	<b>787,536</b>

The resulting report has the various campaign lengths appear for each product in the **# of Weeks** column.

A single set of campaign columns appears under the **Total** column group.

The shared objective of **30** Daily GRPs is found in the **Daily Mkt GRPs** column.