

Defining a plan with different campaign lengths for some products

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

Selecting different # of weeks for some products

The screenshot displays the COMB Navigator software interface. The ribbon menu at the top includes 'Plan Builder', 'Targets', 'Report Layout', 'Finish', 'Help', 'My Account', and 'Testing'. The 'Plan Builder' ribbon has several groups: 'Navigation' (Back, Next), 'Data Source' (Change Wave), 'Options' (Add Plan, Copy Plan, Rename Plan, Delete Plan, Share Plans, Move Up, Move Down), and 'Costing' (Add Cost Inputs). Below the ribbon, the 'Campaign Lengths' section is visible, showing a dropdown menu set to '4, 8' and two radio buttons: 'Common # of weeks for all products' (unselected) and 'Different # of weeks for some products' (selected). The 'Plan Type' section has a 'Multiple Levels' checkbox. The main workspace shows 'Plan #1' with three columns: 'Markets' (listing Toronto, Montreal, Vancouver, Calgary, Edmonton, British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Atlantic), 'OOH Companies' (listing Astral, Clear Channel, OUTFRONT, Pattison, Quebecor), and 'Products' (listing various ad formats like Digital Column, Digital Horizontal Poster, etc.). A legend at the bottom indicates '11 Selected', '0 Unselected', and '11 Total' items.

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 shows the COMB Navigator software interface. The ribbon menu includes 'Plan Builder', 'Targets', 'Report Layout', 'Finish', 'Help', 'My Account', and 'Testing'. The 'Plan Builder' ribbon has buttons for 'Back', 'Next', 'Change Wave', 'Add Plan', 'Copy Plan', 'Rename Plan', 'Delete Plan', 'Share Plans', 'Move Up', and 'Move Down'. Below the ribbon, there are sections for 'Flighting' (with a 'Flying' checkbox), 'Campaign Lengths' (with a dropdown for '4, 8' and a radio button for 'Different # of weeks for some products'), and 'Plan Type' (with a 'Multiple Levels' checkbox). The main area displays a grid for 'Plan #1' with columns: Product, Objective, Level, # of Weeks, and Avg Daily Circ 5+. The grid is organized by Market CMA (Montreal and Toronto) and Operator (Astral, OUTFRONT, Pattison). The '# of Weeks' column is highlighted with a red circle. Below the grid, there are controls for 'Shared Objective / Shared Cost / Shared Weeks', including 'Method' (Daily GRPs), 'Level' (30), 'Cost Field' (4 Wk Face Cost), 'Cost Value', and '# of Weeks' (4). At the bottom, there are view options (Selected, Unselected) and a summary (11 Selected, 0 Unselected, 11 Total).

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

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

untitled - COMBNavigator®

COMBDataReport Plan Builder Targets Report Layout Finish Help My Account Testing

Back Next COMBDataReport Navigator® Edition Navigation

Save Save As Delete Options

Add Cost Inputs Costing

Design layout and select content for reports

Report Layouts

Selected Layout Standard (modified)

Report Column Count: 12

Market / Product Data

Daily / Weekly Report Columns

Campaign Report Columns

Mixed R/F

Sorting and Grouping

COMB NAVIGATOR®

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										Total		
5	Market CMA	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Face	# of Weeks	Daily Tgt GRPs	Daily Mkt GRPs	Target R/F	Tgt GRPs	Target Imp (000s)
6												
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				Astral Mix	19,700	161	8	60	60	91/27.8	2,525	162,093
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				OUTFRONT Mix	24,400	158	8	60	60	75/33.6	2,520	161,749
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				Pattison Mix	20,100	246	8	60	60	73/34.6	2,518	161,647
18												
19				Toronto Mix	21,100	565	8	180	180	96/79.1	7,564	485,490
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				Astral Mix	38,100	100	8	60	60	72/40.7	2,927	123,794
24												
25			OUTFRONT	Horizontal Posters	39,900	32	6	30	30	64/19.8	1,269	53,682
26				OUTFRONT Mix	39,900	32	6	30	30	64/19.8	1,269	53,682
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				Pattison Mix	31,000	111	8	60	60	70/41.8	2,945	124,570
31												
32				Montreal Mix	36,600	243	8	150	150	85/84.2	7,141	302,046
33												
34												
35		9,796.5		Plan #1 Total Mix	23,400	808	8	168	168	91/81.0	7,396	787,536

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.