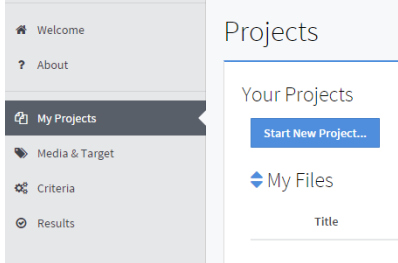


How Do I Create a campaign using Channel Planner

Channel Planner is our new top line media planning tool for TouchPoints. It has been designed to build multi-media plans quickly within a web browser. To build a campaign you just have to follow these steps:

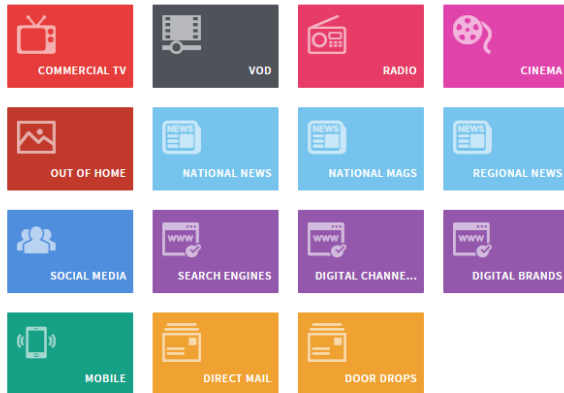
Step 1: Select 'Start New Project'



Step 2: Select your audience and media types

Target Selection

Media Selection



Step 3: Input your target; Reach/GRPs/Impressions

Media Criteria

Package	Allocation Method	Reach %	GRPs	Impressions 000's
COMMERCIAL TV	<input type="radio"/> Natural	0	300	0
VOD	<input type="radio"/> Natural	0	0	2500
NATIONAL NEWS	<input type="radio"/> Natural	30	0	0
SOCIAL MEDIA	<input type="radio"/> Natural	0	0	2500

Choose between natural and optimized delivery

Natural Delivery – Ratings are divided among media vehicles in ratio to their audience size resulting in average reach for the media

Optimisation – Gains the highest possible reach for the least amount of spend by determining the most efficient media vehicles for the chosen target

There's also (the right side of the picture above) a criteria for base CPT and target CPT- for the cost of your campaign. You have a choice between natural delivery and optimized the differences between the two are:

Step 4: Numbers of weeks

Within the same page as step 3 at the bottom there's a 'Number of weeks'. Once you are happy with the information provided click on the next button.

Step 5: Project summary

This page provides a summary of your campaign details in table and chart format.



Step 6: Save campaign/export whole campaign to PowerPoint or Excel



These buttons/options are located by the top right of your campaign summary