HOW DO I create a Multi-Media Schedule in MediaPlanner+ using TouchPoints CP data?

10 mins

IPA Channel Planner data contains Print, TV, VOD, Website, Cinema, Radio, Direct Mail and SMS media. You can create a multi-media schedule using MediaPlanner+ to show the combined reach and frequency across all platforms and what each media brings to the mix.
Source: IPA TouchPoints 2017 (TPT17)

a) **Select MediaPlanner+** from the applications menu on eTelmar (**figure 1**) and select expert mode (**figure 2**).

b) **Click on the Target button** located at the top of the Screen. The Target Manager screen will appear showing all previously created targets. To create a new target click on the '**New Target**' button located in the bottom left corner (**figure 3**).

c) **Select the TouchPoints survey** you wish to use, then click on 'OK' **(figure 4).**

d) **Create your target audience** in the coding screen that appears **(figure 5)**. For this example, we used 2 audiences; 1 – All Respondents, 2 – Men 45+ ABC1

TIP: Tidy your coding titles in this screen by double clicking in the title field, making it easier to read in the planning screen.

e.g., '**Male and Age 45-54 or Age 55-64 or Age 65-74 or Age 75+ and Social Grade ABC1**' amend this to **Men 45+ ABC1.**

e) **Now select your media vehicles**. You can search for specific titles using the search box located in the bottom left corner. For this example, we have used radio, internet, cinema, TV and press titles **(figure 6)**.

f) When planning across multi-media platforms we strongly advise that you make use of the **Media Types** box. This tailors column headings for each media **(figure 7)**. For example, '**Insertions**' column for press, '**Total Impacts**' for Internet and '**GRP's**' for TV.
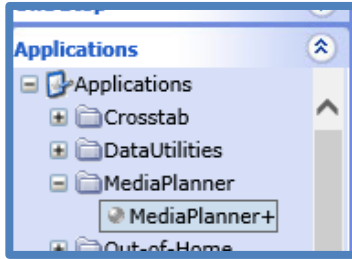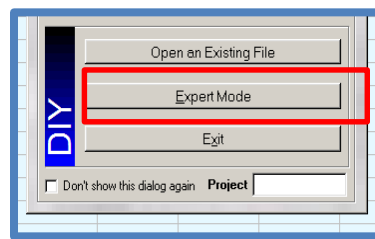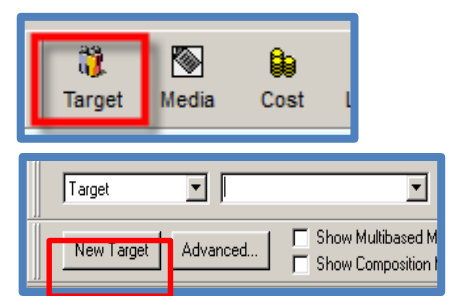
Figure 1

Figure 2

Figure 3

Figure 4
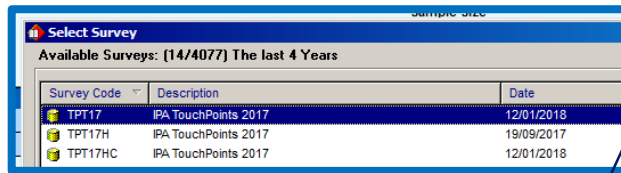
Figure 5

Figure 6

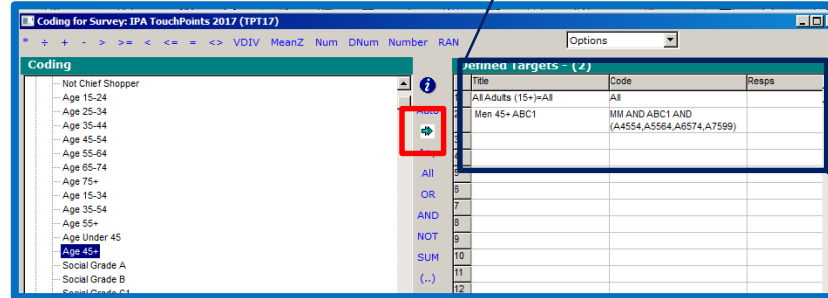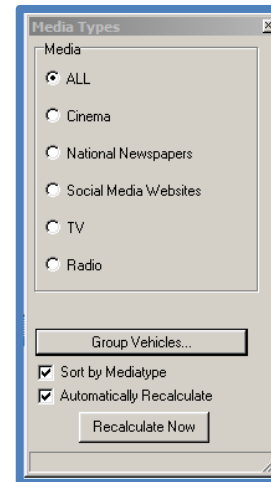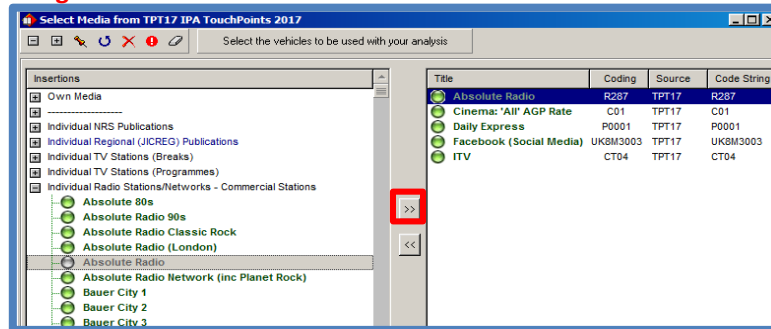**Figure 7**

g) Select **National Newspapers** in the **Media Types** box. All press titles will appear in the input grid. You can amend any of the columns in **blue text.** Input 2 insertions in the **Daily Express (figure 8)**.

	Insertions	Insertions	Readership [000]	Readership %	Composition Index
Daily Express		2	211	2.96	187

h) Select **TV** in the **Media Types** box. All TV Stations will appear in the input grid. Type **50** into the **GRP** column (**Gross Rating Point**, **same as TVR's**). MediaPlanner+ will automatically allocate the spots throughout the week (if you have 1 week input) using natural delivery **(figure 9)**. To view the **spot lay down**, double click on the TV station name **(figure 10)**.

	Insertions	Spots	Week Count	Reach [000]	Reach %	Total GRPs	Total Impacts [000]	Avg Frequency
ITV		17	1	2,398	33.7	49.99	3,558	1.48

i) Select **Radio** in the **Media Types** box. All Radio Stations will appear in the input grid. Type **40** into the **GRP** column (Gross Rating Point). MediaPlanner+ will automatically allocate the spots throughout the week (if you have 1 week input) using natural delivery. To view the **spot lay down**, double click on the Radio station name.

j) Select **Cinema** in the **Media Types** box. All Cinema Advertising will appear in the input grid. For cinema, the input metric is **Total Admissions (000)** (**The number of 'bums on seats' in the cinema'**). Input **100,000** into the **Total Admissions (000) column**. Please note that the column is in thousands, so to achieve 100,000 impacts, type in **100**.

k) To view the **total combined reach and frequency** for your multi-media campaign, look at the **Total** line at the bottom of the result screen e.g., **total combined reach for Men 45+ ABC1 is 51.73% (figure 11).**

TIP: You can export your schedule to Excel by clicking on the Export button located in the top right corner.

	Total Uses	Reach [000]	Reach %	Total GRPs	Total Admissions [000]	Avg. Frequency	Total Cost
Total	284.65	3,682	51.73	237.83	16,926	4.60	0.00
Cinema	44.11%	98	1.38	1.41	100	1.02	0.00
National Newspapers	2	260	3.66	5.92	421	1.62	0.00
Social Media Websites	21.16%	1,273	17.88	140.51	10,000	7.86	0.00
TV	17	2,398	33.70	49.99	3,558	1.48	0.00
Radio	265	440	6.18	40.00	2,847	6.47	0.00

Need further help? Call our helpdesk: + 44 (0) 20 7467 2575

telmar