



# HOW DO I Create an Affinity Report

The Affinity Report is perfect for finding media that match your brand. Alternatively, you can find products or brands that match your media.

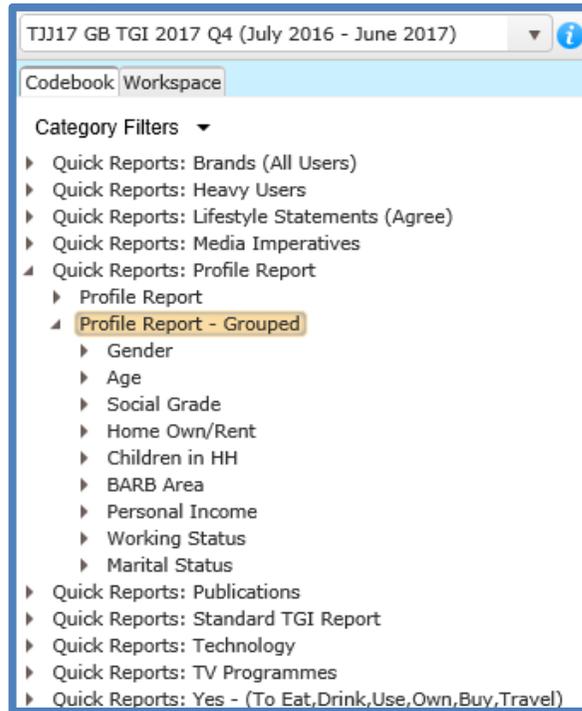
The inputs are simple. In TGI we have a report called **Quick Reports – Profile Report**. It has a combination of demographics listed inside **(Figure 1)**. Enter these as your columns **(48 columns)**.

Next, row one should be entered as your affinity target (the one you are trying to pick matching audiences or media for)

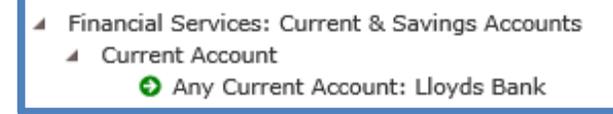
In this example, we entered **Lloyds Bank** as row one **(Figure 2)** and then entered eleven **National Daily Newspapers (Figure 3)**, and sorted them by the **Affinity Score**.

Looking at the **Totals** column, your second row would be the highest ranking; which we can see in this example, that the brand that best matches Lloyds Bank is The Sun **(Figure 4)**.

**(Figure 1)**



**(Figure 2)**



**(Figure 3)**

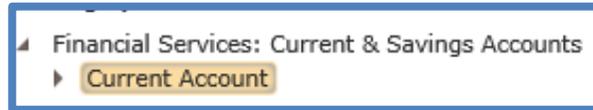


			0
			Totals
0	Totals	Audience(000) Affinity Score Affinity Rank	52,555 0.00
1	Any Current Account: Lloyds Bank	Audience(000) Affinity Score Affinity Rank	7,741 0.00
2	The Sun	Audience(000) Affinity Score Affinity Rank	3,487 1,232.66 1
3	Daily Mirror	Audience(000) Affinity Score Affinity Rank	1,566 2,116.39 2
4	The Guardian	Audience(000) Affinity Score Affinity Rank	886 2,667.46 3
5	Daily Star	Audience(000) Affinity Score Affinity Rank	762 2,948.96 4
6	I (Newspaper)	Audience(000) Affinity Score Affinity Rank	509 3,419.94 5
7	Daily Mail	Audience(000) Affinity Score Affinity Rank	3,052 3,448.98 6
8	The Times	Audience(000) Affinity Score Affinity Rank	1,056 4,160.94 7
9	Daily Express	Audience(000) Affinity Score Affinity Rank	826 4,296.33 8

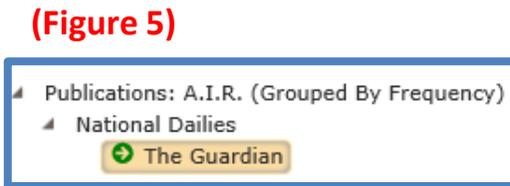
**(Figure 4)**

# HOW DO I

Looking at another example, we firstly want to keep the same columns as before, but now we want to enter **The Guardian** as row one (Figure 5) and then enter **Current Account Brands** as the other 21 rows (Figure 6). Once you have then sorted the **Totals** columns by **Affinity Score**, you can see in this example that the highest ranking current account brand that best matches the Financial Times is HSBC (Figure 7).



(Figure 6)



(Figure 5)

			0
			Totals
0	Totals	Audience(000) <b>Affinity Score</b> Affinity Rank	52,555 0.00
1	The Guardian	Audience(000) <b>Affinity Score</b> Affinity Rank	886 0.00
2	Any Current Account: M&S (Marks & Spencer)	Audience(000) <b>Affinity Score</b> Affinity Rank	409 1,786.89 1
3	Any Current Account: Nationwide	Audience(000) <b>Affinity Score</b> Affinity Rank	6,407 1,816.25 2
4	Any Current Account: HSBC	Audience(000) <b>Affinity Score</b> Affinity Rank	5,583 1,850.95 3
5	Any Current Account: Santander	Audience(000) <b>Affinity Score</b> Affinity Rank	8,433 1,884.66 4
6	Any Current Account: Other Bank/Building Society	Audience(000) <b>Affinity Score</b> Affinity Rank	3,045 2,039.28 5
7	Any Current Account: First Direct	Audience(000) <b>Affinity Score</b> Affinity Rank	1,744 2,059.07 6
8	Any Current Account: The Co-Operative Bank	Audience(000) <b>Affinity Score</b> Affinity Rank	1,761 2,251.52 7
9	Any Current Account: Virgin Money	Audience(000) <b>Affinity Score</b> Affinity Rank	132 2,532.69 8

(Figure 7)