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



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).
- 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.

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- 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).
- 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).
- 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.

Figure 8

AllAdults (15+)=Al Men 45+ ABC1										
			Readership	Readership	Composition					
	Insertions	Insertions	[000]	%	Index					
	Daily Express	2	211	2.96	187					

Figure 9

A	AllAdults (15+)=Al)Men 45+ ABC1										
				Week Reach Reach		Total	Total	Avg			
П		Insertions	Spots	Count	[000]	%	GRPs	Impacts [000]	Frequency		
	πv		17	1	2,398	33.7	49.99	3,558	1.48		

Figure 10

pot Plan for ITV												
Target: Schedule: 2: Men 45+ ABC1 I Spots			ıle: s _▼	Week: Wk 1 Veeks Target: Men 45+ A Population: 7,117			+ ABC1 7 (000)	ABC1 (000) Sample: 7,211				
	M-F		Ratings			Sat	Ratings		Sun	Ratings		
06:00-09:29			1	0.60	06:00-09:29		0.02	06:00-09:29		0.01		
09:30-11:59			1	0.48	09:30-11:59	1	0.17	09:30-11:59		0.29		
12:00-16:29			1	0.88	12:00-16:29	1	1.04	12:00-16:29		0.44		
16:30-17:29			1	2.28	16:30-17:29	1	4.83	16:30-17:29	1	1.56		
17:30-19:59	9 1		4.46	4.46 17:30-19:59		7.52	17:30-19:59	1	3.79			
20:00-22:59	1		5.21	5.21 20:00-22:59		5.81	20:00-22:59	1	8.96			
23:00-00:29	1			0.66	23:00-00:29	1	0.88	23:00-00:29	1	0.87		
00:30-05:59				0.18	00:30-05:59		0.20	00:30-05:59		0.20		
				-	,			,				
Week Count		Wk 1	Wks Total	Spot Mode, I	Planning on W	eek 1	Select	Station				
Spots		17	17	Title (CT04) ITV			<<	<< Prev Select Next >>				
Total Impacts	s [000]	3,558	3,558	Media Type TV		Edit Mode Totals to Sho			Show			
Reach [000]		2,398	2,398	Weeks 1			6.50	Spot Mode C Audience (000) G Ratings				
Reach %		33.70	33.70	Fiter [Non	e]		l o op					
Total GRPs		49.99	49.99	Danala	0.0	Conu To	🗍 🔿 GP	IP Mode	C Read	h (000)		
Avg Frequency		1.48	1.48		Haongs			C Costs C Mnemonic C CPT				
CPT Net Cov.		0.00	0.00	Recalc Totals	CPT	CPT Clear						
СРМ АРХ		0.00	0.00				- O Ing	C Impact Factors C Qtr Hr Ratings				
Total Cost		0.0	0.0	Expa	nded Editor			- 1	-	-		
Done Print Freq Dist Options												

Figure 11

	Total	Reach	Reach	Total	Total	Avg.	Total
	Uses	[000]	%	GRPs	Admissions [000]	Frequency	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

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