

# Unicorn

## Campaign Manager

Unicorn is a campaign management application that allows users to input campaign details such as: advertiser, product, campaign goals and budgets. Users can then create pre-campaign reports, monitor active campaigns to ensure they are on track, and send out campaign schedules and post-campaign reports to their clients.

Unicorn also features powerful reports that enable the users to keep track of a range of key information such as prices paid across time, advertisers and agencies.

## Campaign overview

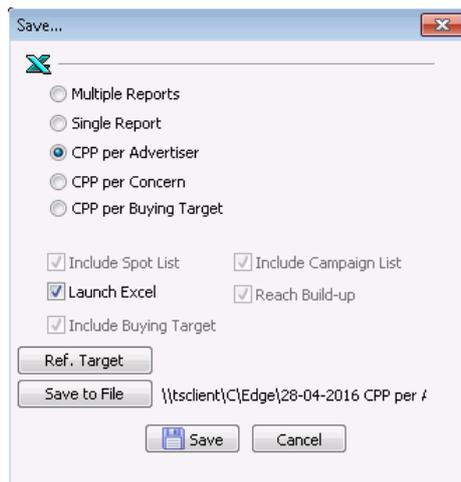
The Campaign Manager window is the main screen of Unicorn. Here you can view and filter on all campaigns created by the users of the system. You can also create new campaigns, edit and delete existing campaigns, and run reports.



ID	Status	Area	Concern	Advertiser	Product	Campaign Title	Type	Type2	From	To	Weeks	Year	Planner	Agency	OrderID	Budget No.	No. of Schedules
3545	Post	DK	Unilever	UBF	Knorr Dry Sauce	UBF, Knorr Dry Sauce	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Unilever	Unilever	10	10	10
3544	Post	DK	Unilever	HPC	Dove AFS	UBF, Dove AFS	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Unilever	Unilever	10	10	10
3543	Post	DK	Unilever	HPC	Dove Devine/Derma...	UBF, Dove Devine/Derma...	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Unilever	Unilever	10	10	10
3540	Post	DK	3-Stjernet	3-Stjernet	Lancering	3-Stjernet, Lancering	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	3-Stjernet	3-Stjernet	10	10	10
3539	Post report sent	DK	TDC	YouSee	YouSee	TDC, YouSee	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	YouSee	YouSee	10	10	10
3538	Post report sent	DK	Royal Unibrew	Faxe Kondi	Faxe Kondi	Royal Unibrew, Faxe Kondi	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Royal Unibrew	Royal Unibrew	10	10	10
3536	Post	DK	Memorado	Memorado	Brain Games	Memorado, Brain Games	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Memorado	Memorado	10	10	10
3533	Post report sent	DK	eDarling	eDarling	Juli	eDarling, Juli	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	eDarling	eDarling	10	10	10
3532	Post report sent	DK	Toyota	Toyota	Auris	Toyota, Auris	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Toyota	Toyota	10	10	10
3531	Post	DK	Innovasjon Norge	Innovasjon Norge	Alpenco & Skeikampen	Innovasjon Norge, Alpenco & Skeikampen	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Innovasjon Norge	Innovasjon Norge	10	10	10
3529	Post	DK	UPP	Universal	Everest	UPP, Everest	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	UPP	UPP	10	10	10
3526	Post	DK	Silvan	Silvan	Uge 28	Silvan, Uge 28	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Silvan	Silvan	10	10	10
3525	Post	DK	Stark	Stark	Jun	Stark, Jun	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Stark	Stark	10	10	10
3524	Post report sent	DK	ASE	ASE	ASE	ASE, ASE	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	ASE	ASE	10	10	10
3521	Post report sent	DK	ARP-Hansen	ARP-Hansen	www.arp-hansen.dk	ARP-Hansen, www.arp-hansen.dk	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	ARP-Hansen	ARP-Hansen	10	10	10
3517	Post	SE	Topps Europe Ltd	Topps Europe Ltd	Match Attax PL SE	Topps Europe Ltd, Match Attax PL SE	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Topps Europe Ltd	Topps Europe Ltd	10	10	10
3516	Post	NO	Topps Europe Ltd	Topps Europe Ltd	Match Attax PL NO	Topps Europe Ltd, Match Attax PL NO	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Topps Europe Ltd	Topps Europe Ltd	10	10	10
3515	Post	DK	Topps Europe Ltd	Topps Europe Ltd	Match Attax PL DK	Topps Europe Ltd, Match Attax PL DK	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Topps Europe Ltd	Topps Europe Ltd	10	10	10
3514	Post	SE	Topps Europe Ltd	Topps Europe Ltd	Match Attax CL SE	Topps Europe Ltd, Match Attax CL SE	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Topps Europe Ltd	Topps Europe Ltd	10	10	10
3513	Post	NO	Topps Europe Ltd	Topps Europe Ltd	Match Attax CL NO	Topps Europe Ltd, Match Attax CL NO	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Topps Europe Ltd	Topps Europe Ltd	10	10	10
3512	Post	DK	Topps Europe Ltd	Topps Europe Ltd	Match Attax CL DK	Topps Europe Ltd, Match Attax CL DK	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Topps Europe Ltd	Topps Europe Ltd	10	10	10
3511	Post report sent	DK	Silvan	Silvan	Momsfri 36	Silvan, Momsfri 36	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Silvan	Silvan	10	10	10
3500	Post	DK	Legoland	Legoland	Hotel	Legoland, Hotel	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Legoland	Legoland	10	10	10
3497	Post report sent	DK	Colgate	Colgate	Adv., Body Lotion	Colgate, Adv., Body Lotion	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Colgate	Colgate	10	10	10
3495	Post	NO	Legoland	Legoland	Parham	Legoland, Parham	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Legoland	Legoland	10	10	10
3494	Post	SE	Legoland	Legoland	Parham	Legoland, Parham	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Legoland	Legoland	10	10	10
3493	Post	DK	GSK	GSK	Fibronase	GSK, Fibronase	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	GSK	GSK	10	10	10
3492	Post	DK	Innovasjon Norge	Innovasjon Norge	P&S ski sponsorat	Innovasjon Norge, P&S ski sponsorat	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Innovasjon Norge	Innovasjon Norge	10	10	10
3491	Post	DK	Sygeforsikringen Da...	Sygeforsikringen Da...	Uge 32-33	Sygeforsikringen Da..., Uge 32-33	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Sygeforsikringen Da...	Sygeforsikringen Da...	10	10	10
3490	Post report sent	DK	Momondo	Momondo	Tripfinder	Momondo, Tripfinder	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Momondo	Momondo	10	10	10
3489	Post report sent	DK	Momondo	Momondo	Tripfinder	Momondo, Tripfinder	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Momondo	Momondo	10	10	10
3488	Post	DK	Cmore	Cmore	Play	Cmore, Play	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Cmore	Cmore	10	10	10
3487	Post report sent	DK	Momondo	Momondo	RBS Sponsorat	Momondo, RBS Sponsorat	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Momondo	Momondo	10	10	10
3485	Post report sent	DK	L'Oréal	Biotherm	Aquasource	L'Oréal, Biotherm	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	L'Oréal	L'Oréal	10	10	10
3484	Post report sent	DK	SNC	Sloda	Sloda	SNC, Sloda	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	SNC	SNC	10	10	10
3483	Post	DK	Agria	Agria Dyreforsikring	Spot	Agria, Agria Dyreforsikring	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Agria	Agria	10	10	10
3482	Post	DK	Unilever	UBF	Knorr Meal Kits	Unilever, Knorr Meal Kits	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Unilever	Unilever	10	10	10
3481	Post	DK	Unilever	HPC	Biotex	Unilever, HPC	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Unilever	Unilever	10	10	10
3480	Post	DK	Unilever	HPC	Banseline	Unilever, HPC	Telemarketing	Telemarketing	01-01-2015	01-01-2015	01-01	2015	Unilever	Unilever	10	10	10

## Reports

You can create a number of different reports in Unicorn to meet a range of requirements. For example, you may wish to get an overview of the average TRP price paid for a client in 2015, or perhaps you would like to benchmark different agencies in a group against each other. There are very few limits to the amount of information regarding your campaigns that you can extract from the report module.



## Schedules and Campaign Delivery Estimation

In the Schedules module you can upload spot lists you receive from broadcasters. A new spot list format will have to be customized before you can upload it to Unicorn (please contact TechEdge Support). When you have uploaded a spot list(s) into Unicorn you can then create a compiled schedule report for your clients in PDF and Excel.

Title	Channels	Date	To	File name	Spot Count
SBS Discovery DK	Kanal 4, Kanal 5, Inves...	25-04-16	01-05-16	68166_Lalandi...	173
Viasat DK	TV3 dk, TV3+, VH1, MT...	15-04-16	02-05-16	DK LALANDIA 1...	121
TV2 GRP	TV 2	22-04-16	08-05-16	LalandiaAS-ka...	9
TV2 Family	TV 2, TV 2 Zulu, TV 2 C...	15-04-16	27-04-16	LalandiaAS-ka...	8
TV2 GRP	TV 2	28-04-16	01-05-16	LalandiaAS-ka...	3

You can also use the uploaded spot lists to estimate campaign delivery. Estimation parameters can be set individually for each of the broadcasters.

The estimated TRP level can be compared with the actual delivery and goals in the Monitor section.

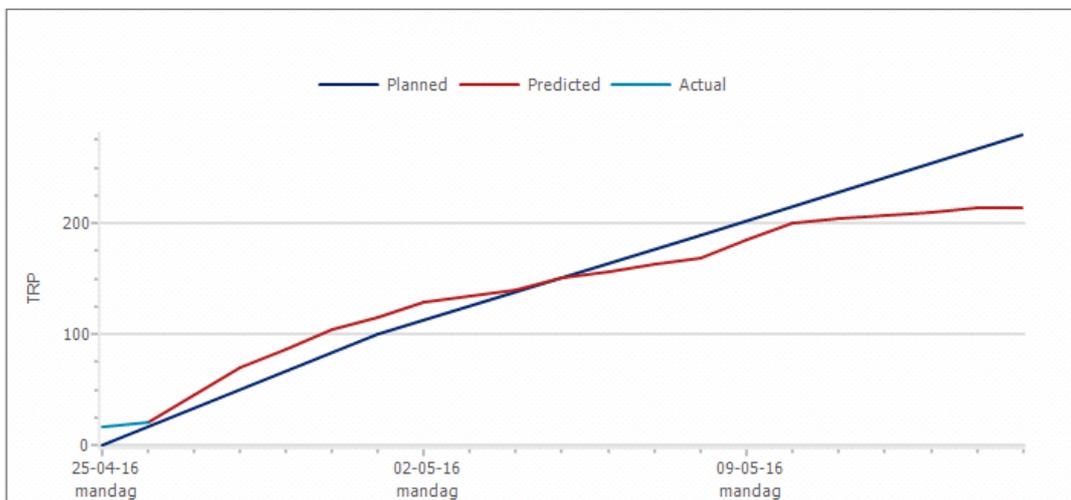
If you want to create a compiled spot list for your client, then click “Load” to browse to the location where you saved the spot list and then click “Open”. When done you can click “Report” to create the Schedule Report in PDF format and Excel.

## Monitor

In the Monitor section of Unicorn, you can easily check how campaigns are performing against goals set for the campaign.

The first page will give you a quick overview of your planned TRPs vs actual delivery. The graph compares TRP goal versus predicted delivery. As soon as a campaign is active the predicted curve will be replaced day by day with actual TRP’s delivered.

Channel	TRP planned	TRP actual	Difference	PIB	Prime (18:00 - 23:30)
<a href="#">TV 2 Familien</a>	120	11	-109	11%	51%
<a href="#">MTG TV</a>	81	5	-76	5%	62%
<a href="#">Discovery Networks</a>	69	4	-65	17%	60%
<a href="#">NGC</a>	10	1	-9	0%	77%
<b>All channels</b>	<b>280</b>	<b>21</b>	<b>-259</b>	<b>10%</b>	<b>57%</b>



If you need more detailed information about campaign delivery on different goals you can click on any of the channels/channel groups and monitor how individual channels, targets audiences, spot variants or timeslots are performing.

**Sub-channels, Share, Conversion**

Channel	TRP-Share	Conversion*
TV 2	80%	0,95
TV 2 Zulu	5%	1,52
TV 2 Charlie	7%	0,29
TV 2 Fri	6%	0,85
TV 2 SPORT	1%	0,64
<b>Total</b>	<b>100%</b>	<b>0,92</b>

\* Primary audience / Buying audience

**Total & Weekly delivery**

Buying audience

	Week 17	Week 18	Week 19	Total	Planned conversion
Planned	49	46	46	141	0,85
Actual	12	0	0	12	Loss / Gain
	-38	-46	-46	-129	1 TRP

Primary audience

	Week 17	Week 18	Week 19	Total
Planned	42	39	39	120
Actual	11	0	0	11
	-31	-39	-39	-109

**TRP per spot**

Buying audience

PLANNED	Duration	Week 17	Week 18	Week 19	Total	Share	Planned 30" TRP	Actual 30" TRP
BB 25 sek v1	25	50,32	45,29	45,29	140,91	50%	128	11
ACTUAL	Duration	Week 17	Week 18	Week 19	Total	Share	Value	
BB 25 sek v1	25	11,64	0,00	0,00	11,64	100%	-213.215	

**Timeslot**

Morning	Day	Early Prime	Prime	Night
6:00 - 9:59	10:00 - 17:59	18:00 - 19:59	20:00 - 23:29	23:30 - 05:59
8%	35%	0%	43%	14%
17:00 - 23:00				
50%				

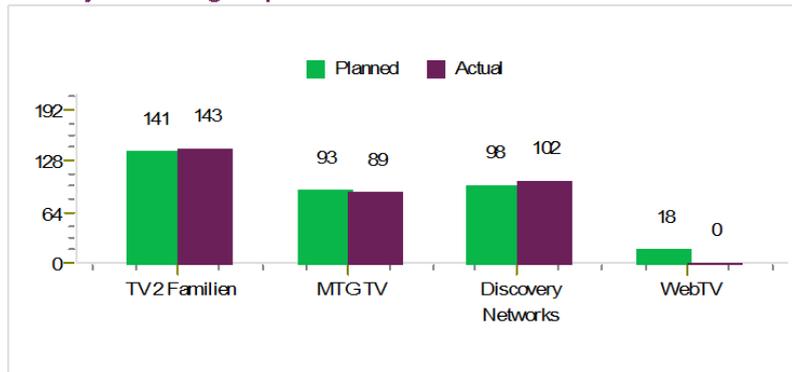
**Position In Break (Defined as 1, 2, 2nd last & Last)**

First	2nd	Middle	2nd last	Last
12%	3%	39%	39%	7%
PIB		61%		
No PIB		39%		

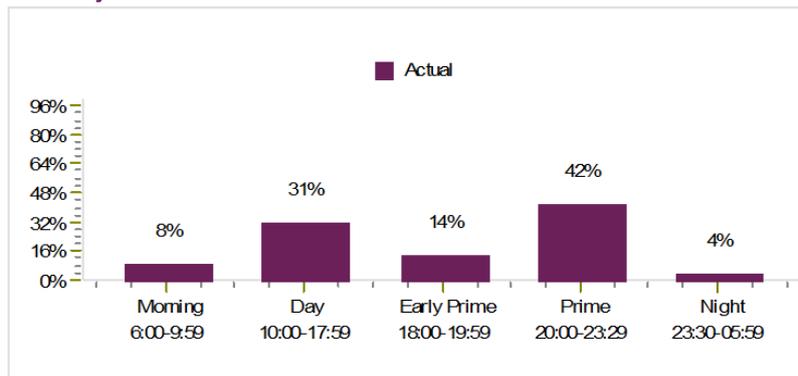
## Pre- and Post-Reports

Clicking the Pre- and Post-report buttons will create a .pdf report you can save and send to your clients. Unicorn needs to be customized in order to create a report that matches your requirements in terms of colours, company logos etc.

### GRP by channel group



### Delivery in time slots



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