



# Campaign Re-allocator

## Campaign modification tool

The campaign re-allocator is a campaign modification tool designed to take an existing spot campaign and manually or automatically remove and insert new spots to see what effect it has on the ratings and reach levels.

Re-allocator has a range of filters which makes it very user friendly. It provides a full overview of all parameters and key figures, and these are instantly updated as you make changes to the campaign.

The screenshot displays the Campaign Re-allocator interface with two main data tables and summary sections.

**Original spots (66)**

Channel	Date	Daypart	Weekday	FromTime	ToTime	Duration	A
Adult Swim	07/02/2012	all day	Tuesday	25:39:30	25:39:59	30	Fi
Adult Swim	07/02/2012	all day	Tuesday	27:29:24	27:29:53	30	Fi
Adult Swim	08/02/2012	all day	Wednesday	26:57:35	26:58:04	30	Fi
Adult Swim	08/02/2012	all day	Wednesday	27:57:12	27:57:41	30	Fi
Adult Swim	10/02/2012	all day	Friday	27:43:31	27:44:00	30	Fi
Adult Swim	11/02/2012	all day	Saturday	22:28:57	22:29:26	30	Fi
Adult Swim	11/02/2012	all day	Saturday	26:11:37	26:12:06	30	Fi
Adult Swim	12/02/2012	all day	Sunday	25:59:47	26:00:16	30	Fi
Adult Swim	12/02/2012	all day	Sunday	28:00:20	28:00:49	30	Fi
Adult Swim	15/02/2012	all day	Wednesday	28:58:08	28:58:37	30	Fi
Adult Swim	16/02/2012	all day	Thursday	22:08:27	22:08:56	30	Fi
Adult Swim	16/02/2012	all day	Thursday	29:38:56	29:39:25	30	Fi
Adult Swim	18/02/2012	all day	Saturday	26:59:03	26:59:32	30	Fi
Adult Swim	19/02/2012	all day	Sunday	21:43:08	21:43:37	30	Fi
Adult Swim	19/02/2012	all day	Sunday	25:58:00	25:58:29	30	Fi
Adult Swim	20/02/2012	all day	Monday	25:30:06	25:30:35	30	Fi
Adult Swim	22/02/2012	all day	Wednesday	28:43:33	28:44:02	30	Fi
Adult Swim	23/02/2012	all day	Thursday	22:27:16	22:27:45	30	Fi
Adult Swim	24/02/2012	all day	Friday	22:15:39	22:16:08	30	Fi
Adult Swim	25/02/2012	all day	Saturday	29:45:39	29:46:08	30	Fi
Adult Swim	26/02/2012	all day	Sunday	22:39:21	22:39:50	30	Fi
Adult Swim	26/02/2012	all day	Sunday	26:10:22	26:10:51	30	Fi
TBS Network	07/02/2012	all day	Tuesday	19:01:45	19:02:14	30	Fi
TBS Network	08/02/2012	all day	Wednesday	09:27:36	09:28:05	30	Fi
TBS Network	08/02/2012	all day	Wednesday	21:51:28	21:51:57	30	Fi
TBS Network	09/02/2012	all day	Thursday	17:20:24	17:20:53	30	Fi
TBS Network	10/02/2012	all day	Friday	25:03:23	25:03:52	30	Fi
TBS Network	11/02/2012	all day	Saturday	21:40:02	21:40:31	30	Fi
TBS Network	11/02/2012	all day	Saturday	25:23:33	25:24:02	30	Fi
TBS Network	12/02/2012	all day	Sunday	24:59:42	25:00:11	30	Fi
TBS Network	13/02/2012	all day	Monday	21:50:46	21:51:15	30	Fi
TBS Network	13/02/2012	all day	Monday	22:34:29	22:34:58	30	Fi
TBS Network	15/02/2012	all day	Wednesday	21:35:14	21:35:43	30	Fi
TBS Network	15/02/2012	all day	Wednesday	22:27:54	22:28:23	30	Fi
TBS Network	16/02/2012	all day	Thursday	16:33:07	16:33:36	30	Fi

**Standard spots (78500)**

Channel	Date	Daypart	Weekday	FromTime	ToTime	Duration	A
Adult Swim	30/01/2012	all day	Monday	21:10:26	21:10:40	15	C
Adult Swim	30/01/2012	all day	Monday	21:10:41	21:10:55	15	H
Adult Swim	30/01/2012	all day	Monday	21:10:56	21:11:25	30	R
Adult Swim	30/01/2012	all day	Monday	21:11:31	21:11:45	15	T
Adult Swim	30/01/2012	all day	Monday	21:25:32	21:26:01	30	T
Adult Swim	30/01/2012	all day	Monday	21:26:02	21:26:16	15	H
Adult Swim	30/01/2012	all day	Monday	21:26:17	21:26:31	15	T
Adult Swim	30/01/2012	all day	Monday	21:26:32	21:27:01	30	G
Adult Swim	30/01/2012	all day	Monday	21:27:01	21:27:30	30	V
Adult Swim	30/01/2012	all day	Monday	21:28:33	21:28:47	15	K
Adult Swim	30/01/2012	all day	Monday	21:28:47	21:29:16	30	S
Adult Swim	30/01/2012	all day	Monday	21:29:18	21:29:47	30	Li
Adult Swim	30/01/2012	all day	Monday	21:29:48	21:30:02	15	R
Adult Swim	30/01/2012	all day	Monday	21:37:47	21:38:01	15	Pl
Adult Swim	30/01/2012	all day	Monday	21:38:04	21:38:33	30	Li
Adult Swim	30/01/2012	all day	Monday	21:38:34	21:39:03	30	Pl
Adult Swim	30/01/2012	all day	Monday	21:39:04	21:39:33	30	Pl
Adult Swim	30/01/2012	all day	Monday	21:39:32	21:40:01	30	V
Adult Swim	30/01/2012	all day	Monday	21:40:03	21:40:32	30	D
Adult Swim	30/01/2012	all day	Monday	21:58:59	21:57:13	15	T
Adult Swim	30/01/2012	all day	Monday	21:57:14	21:57:43	30	B
Adult Swim	30/01/2012	all day	Monday	21:57:45	21:57:59	15	T
Adult Swim	30/01/2012	all day	Monday	21:59:00	21:59:14	15	Te
Adult Swim	30/01/2012	all day	Monday	21:59:15	21:59:29	15	H
Adult Swim	30/01/2012	all day	Monday	21:59:30	21:59:59	30	O
Adult Swim	30/01/2012	all day	Monday	22:13:04	22:13:48	45	U
Adult Swim	30/01/2012	all day	Monday	22:13:49	22:14:03	15	T
Adult Swim	30/01/2012	all day	Monday	22:14:05	22:14:34	30	R
Adult Swim	30/01/2012	all day	Monday	22:14:35	22:15:04	30	M
Adult Swim	30/01/2012	all day	Monday	22:27:24	22:27:38	15	T
Adult Swim	30/01/2012	all day	Monday	22:27:38	22:27:52	15	G
Adult Swim	30/01/2012	all day	Monday	22:27:53	22:28:07	15	R
Adult Swim	30/01/2012	all day	Monday	22:28:08	22:28:22	15	T

**Summary**

Title	TRP (P18-49)	'000 (P18-49)	Cost	Count	Effective Reach	Average Frequency
<b>Original</b>	35.470	45,352	576,552.00	66	15.94	2.23
<b>Removed spots</b>	0.000	0	0.00	0	0.00	0.00
<b>Modified original</b>	35.470	45,352	576,552.00	66	15.94	2.23
<b>Added spots</b>	0.000	0	0.00	0	0.00	0.00
<b>Reallocated</b>	35.470	45,352	576,552.00	66	15.94	2.23

**Reallocator (5)**

Channel	TRP (P18-49)	Cost	TRP (P18-49)	TRP (P18-49)
HLN	0.000	0.00	0.000	0.000
truTV	0.536	3,567.00	0.536	0.536
Turner Network Tele	6.137	193,307.00	6.137	6.137
Adult Swim	10.498	111,994.00	10.498	10.498
TBS Network	18.299	267,694.00	18.299	18.299
<b>Total</b>	<b>35.470</b>	<b>576,552.00</b>	<b>35.470</b>	<b>35.470</b>

## Reallocation options

Campaign Re-allocator is a campaign modification tool. The modification can be done in two ways:

- Manual reallocation where spots which aired on the original campaign can be substituted manually by marking up the relevant spots
- Automatic reallocation where it's possible to perform a reallocation based on a number of spots, TRP/'000 or cost.

The campaign re-allocator works on empiric data using an actual historic campaign selected by the user. The user selects the period, brand, target and channels, and the system will calculate all key figures for the campaign and display a spot-by-spot listing.

## Output

The screenshot displays the Campaign Re-allocator interface. It features two main tables: 'Original spots (66)' and 'Standard spots (78500)'. Below these is a 'Summary' table and a 'Reallocator (5)' table. The interface includes various filters and navigation buttons.

Channel	Date	Daypart	Weekday	FromTime	ToTime	Duration	A
Adult Swim	07/02/2012	all day	Tuesday	25:39:30	25:39:59	30	Fi
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<b>Total</b>	<b>35.470</b>	<b>576,552.00</b>	<b>35.470</b>	<b>35.470</b>

The output screen is split into 4 sections:

- Upper left corner: The list of original spots for the brand selected.
- Upper right corner: The list of available spots on selected non-campaign channels during the historic period.
- Lower left corner: A summary of the original campaign, and the campaign after reallocation.
- Lower right corner: A summary table of the ratings, count and cost per channel/network.

## Additional features

- Extensive filter options for importing additional spots.
- Ability to restore the original campaign during the work process.
- The user can save the campaign results including the reallocated spots which allow them to continue to work on the reallocation by selecting the campaign at a later point in time.
- Export the spot lists and the output summary.
- Remove ratings on one or more channels and automatically add the removed ratings from other channels to sum up to the original campaign ratings.
- Set up custom channel dayparts.
- Enter a cost-per-thousand for each channel used in the campaign.

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