



Mindtree

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WHITE PAPER

# Media Planning and Collaboration Platform



## Summary

The Mindtree Media Planning and Collaborative Platform [MPCP] is a transformational initiative for the advertising industry. It attempts to automate all planning processes, development, performance evaluation and other activities involved in the complicated end-to-end process of campaign management.

MPCP is a key component in enabling advertisers, planning agencies, creative agencies, broadcasters and other monitoring agencies to collaborate and execute their campaigns in a more structured and controlled manner. It covers a wide range of processes such as pre-planning, campaign planning and creative management at a planning / creative agency. This includes the execution of campaigns through a broadcaster discrepancy resolution and invoicing. MPCP enables users to analyze historical data on campaigns, in areas such as expenditure incurred, geographical coverage, channels and target customers. This helps them arrive at a comprehensive future campaign plan. Predictive analysis on TRP data ensures optimum returns for campaign slots and channels.

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## The media planning process - introduction

Media planning is the process of deriving the best strategy to reach the largest target audience through an effective use of the marketing mix, using appropriate channels. Media planning starts with an analysis of the consumer behaviour patterns of a customer's target audience. This could be TV, radio, print or online. The next step is to devise a relevant advertising strategy across those channels. This should ensure that the customer's campaign is the most frequently seen, with a minimum amount of wastage, by intended audiences.

The selection of media for advertising can sometimes prove tricky for small firms with limited budgets and know-how. Advertisements through national-level television and newspapers, are often too expensive for a company that services only a small target market (although local newspapers can be used). The important challenge is to translate marketing requirements into attainable media objectives and then to execute and monitor the strategy to achieve the desired goal.

The end-to-end process of media planning and execution involves collaboration between various stakeholders. This includes advertisers, planning agencies, creative agencies, broadcasters and monitoring agencies, all of whom are involved during different stages of the process.

## Media objectives

The basic components of a media plan are:

- Aligning media objectives with enterprise branding and advertising strategy
- Developing campaign strategy as per the vision of the organization
- Concentrating on urban areas frequented by the target audience and where the response to new ideas is quicker
- Reaching target buyers through an optimum channel mix of media to gain greater frequency and lesser cost per opportunity / lead
- Developing creative artifacts
- Execution of the campaign
- Evaluation of campaign effectiveness and monitoring the Return On Investment (ROI)

Market and competition analysis

Defining the campaign objectives

Defining core target group

Campaign planning and definition

Creation of artifacts

Purchase of slots

Execution

Invoicing

Discrepancy resolution

Evaluation of customer

MPCP SCOPE						
Advertiser	Agency	Advertiser	Agency	Advertiser / agency / broadcaster	Agency	Advertiser / agency
Pre-planning	Plan	Plan authorization	Execution	Buy / maintenance	Invoicing	Reports & dashboards
<ul style="list-style-type: none"> <li>▪ Client representative enters details in briefing form</li> </ul>	<ul style="list-style-type: none"> <li>▪ Planner inputs budget &amp; other information. Further, chooses on-air dates for each type of local media</li> <li>▪ Planner creates flowchart of all media combined with total points &amp; dollars</li> </ul>	<ul style="list-style-type: none"> <li>▪ Account team approves or rejects the plan</li> <li>▪ Planners &amp; supervisors track progress of purchase via media authorizations created</li> </ul>	<ul style="list-style-type: none"> <li>▪ Agency contract with broadcaster to reserve space</li> <li>▪ Agency coordinates with creative agency to procure creative executions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Agency confirms the execution of the ad</li> </ul>	<ul style="list-style-type: none"> <li>▪ Agency reconciles invoices from all relevant vendors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ongoing performance reporting while the buy is on air</li> <li>▪ Tool provides standard and customized reports and dashboards</li> </ul>

## Challenges in the media planning process

One of the key challenges here is that all stakeholders involved are located in different locations and / or geographies and communication between them is difficult. In addition, maintaining a repository of all communication and documentation can be costly and time-consuming. Maintenance and analysis of historical data is also challenging as it is expensive and data retrieval is often slow and time sensitive. The key challenges are real-time access to campaign data and the lack of a single interactive collaborative platform.

Challenges faced during the planning process are:

### People / process

- Limited visibility between advertisers, agencies and broadcasters
- Lack of alignment and collaboration between various stakeholders residing in different geographies
- Low level of automation and standardization of key business processes
- Lack of visible governance policies and procedures

### Information

- Real-time historical data is generally not available for timely analysis
- Data inaccuracy, if it is not at a centralized location
- Lack of decision support systems, resulting in:
  - Lack of customer insight
  - Inability to accurately plan for future demand
  - Data silos / data explosion

### IT infrastructure

- Lack of integration between applications
- No customized workflow for each activity / stakeholder
- Standard reporting / analytical tools are not available
- Lack of collaboration tools between stakeholders spread across geographies

## Business drivers for the media industry

The media sector changes rapidly, so major players within the sector will always be looking for innovative solutions to new business challenges. Customers are more aware of their needs and are therefore more demanding. Planning agencies need to constantly come up with innovative new campaigns to engage them.

## Media trends impact

**Dynamic branding environment:** Advertisers, broadcasters and agencies must satisfy customer demand. They should harness new points of interaction to maintain growth in an ever-increasing scale and complexity.

**Multiple stakeholders:** Broadcasters and planning agencies must develop innovative ways to attract customers' attention.

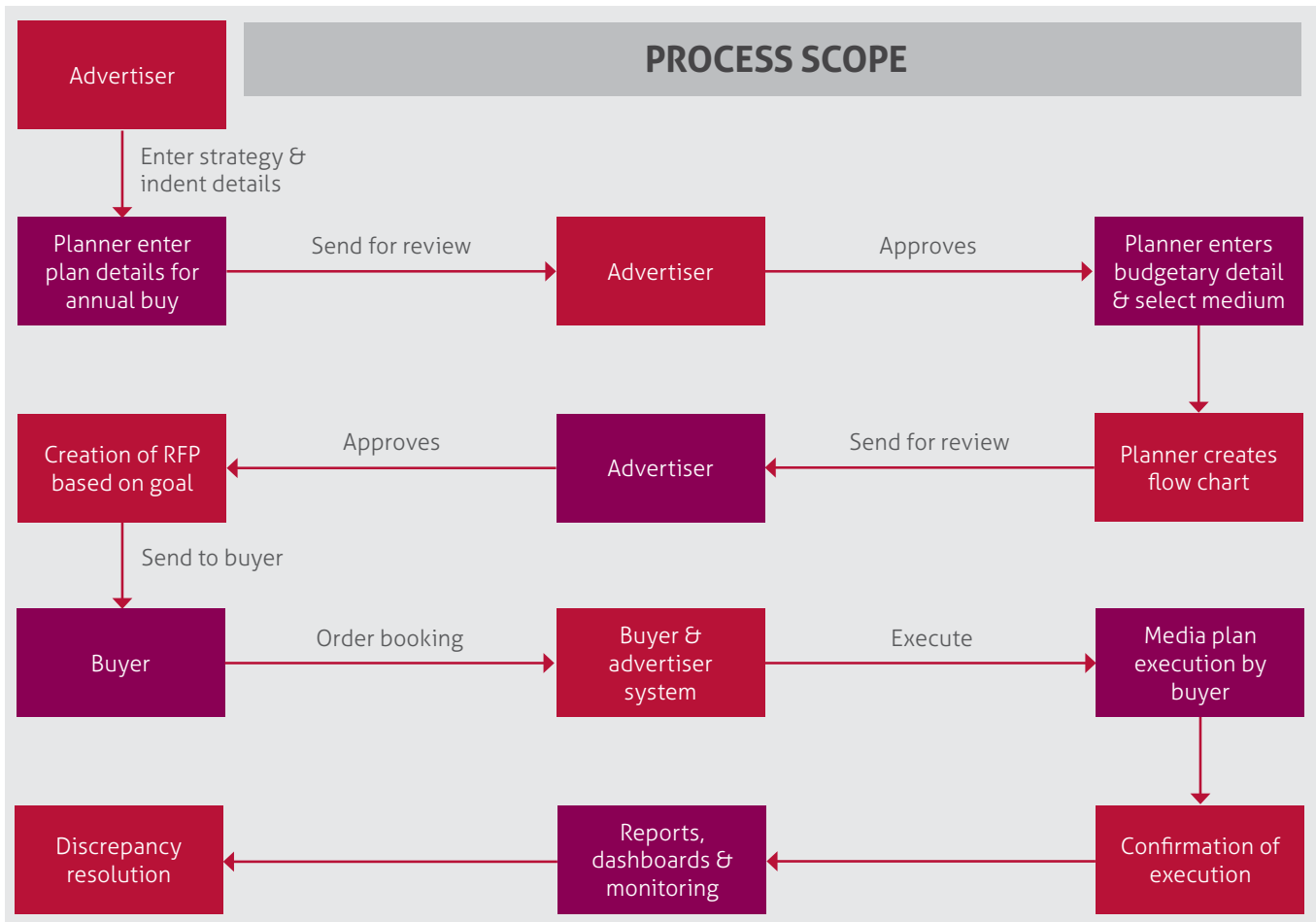
**Affluent consumers:** Agencies must scale rapidly and provide innovative campaigns with proper analysis.

**Fragmented media:** The fragmentation of mainstream media and a proliferation of new media have made media buying and planning more challenging and creative.

**Communication:** The message needs to be communicated in the most effective manner to the largest number of potential customers, at a lower cost.

## Media Planning and Collaboration Platform (MPCP) - overview

The Mindtree Media Planning and Collaboration Platform (MPCP) is a framework for the media planning process. It provides a robust, collaborative platform that can be implemented with minimum customization. MPCP focuses on eliminating existing pain points by providing a single entry point for data, with a single view of the truth for campaign management. The solution also enables various stakeholders to collaborate much more efficiently, by automating and optimizing the process flow.



MPCP gives advertisers, planning agencies, creative agencies, broadcasters and monitoring agencies an integrated view and control over the entire campaign management process. Media workflow is optimized, with seamless, end-to-end integration and process automation. MPCP can be deployed with minimum effort, while ensuring the quality of data sourced via various input channels. This solution addresses the pain points of the business workflow such as transparency of work status, reports, the auto escalation matrix, auto validation of data / forms and integration between various applications.

### Our solution

- Mindtree MPCP provides a reliable, scalable, seamless solution, achieved via end-to-end integration and automation. This optimizes media workflow for future deployment of the solution, with minimum effort. It also ensures the quality of data sourced via various input channels
- Mindtree MPCP provides an excellent user experience with the help of an Ajax-based Rich User Interface (RUI)

- This solution optimizes the business process by integrating back-end systems. This enables users to leverage existing technology assets which, combined with performance tuning, leads to greater efficiencies from existing IT budgets
- Mindtree MPCP also automates services to the maximum. Its concrete architecture takes into consideration all the functional and non-functional related requirements and key performance indicators

### Modules in MPCP

The Mindtree MPCP provides extensive module-based features that enable users to perform campaign management related tasks more efficiently.

**Campaign:** The advertiser provides basic information such as budget, location, theme and brand strategy to the planner, to derive the campaign or the media strategy. The campaign is manually created in the application or integrated from another application. The planner views the data and reverts to the user with a campaign strategy / plan.

A configurable workflow to approve, reject, delegate or reconsider details, by any user, is also possible.

**Plan:** In this stage, the campaign artwork is created. Users can link it to other campaigns or provide additional information to the creative planner. They are published to the broadcaster after a final approval.

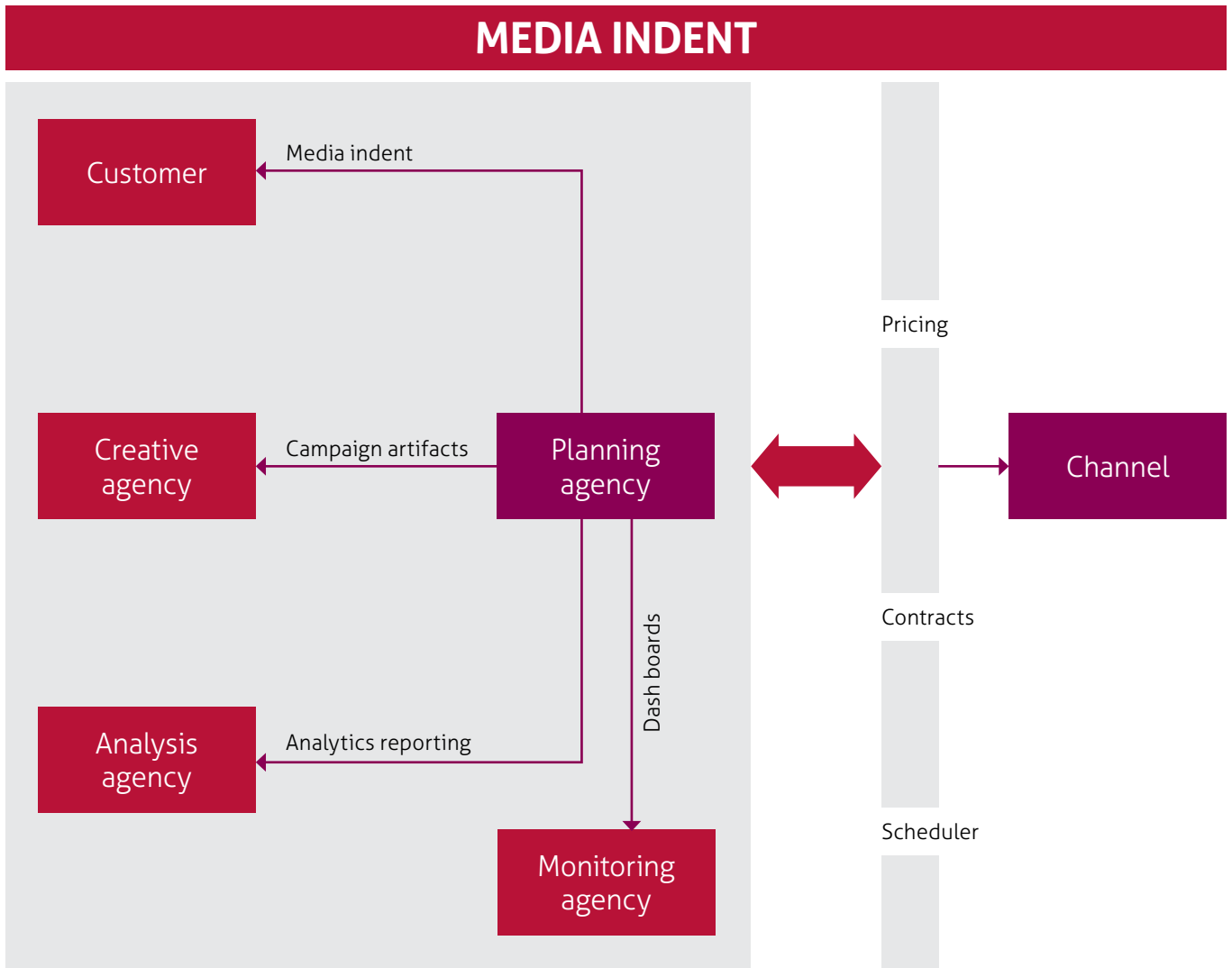
**Execution:** The broadcaster downloads artifacts and executes them based on the contract. Spot details can be viewed along with rates and / or discounts.

**Invoicing and discrepancy resolution:** Details of the execution are obtained from the broadcaster and can be compared with the execution module. After discrepancy resolution, invoices can be raised based on the invoicing date and credit period applicable.

**Administrator functionality:** Features such as creation of the enterprises, its users mapping of products and geographies can be controlled through the admin module.

**Dashboards and reports:** Users can generate reports based on controlled input criteria and export to MS Excel or other relevant packages, to do the analysis. The user has the option of analyzing the data in different chart formats such as bar graphs or pie charts. Dashboards are provided to highlight graphical comparisons between various campaigns, products, locations and channels. Dashboards can be drilled down for further analysis.

**Access-based home page:** Users can view data based on their roles. They can directly navigate to the work items that are awaiting review. Graphic views of data / dashboards are also available. The home page therefore provides data in a structured manner for users, enabling decision, making.



## Business impact

The Mindtree MPCP is designed to have a positive impact on all stakeholders involved in the process.

### Advertiser

- Enables translation of brand positioning through an effective mix of advertising and reach to the desired target audience
- Convenient interface statistics keep the advertiser updated on the campaign performance
- Provision to compare various campaigns with respect to expenditure, geographical coverage, channels and target customers enables comprehensive future campaign plans

### Planning agency

- Facilitates centralized planning and buying processes that can 'execute and activate' at a localized level. It also provides a unique media service delivery platform through its micro-marketing infrastructure and analysis of historic data
- Categorization of various broadcasters, advertisers and agencies, based on various filter criteria like business type, number of campaigns executed and budget for each campaign
- Reduction in cycle time from the planning stage to the execution, leads to increased productivity

### Creative agency

- Improves skills with creativity, strong visual designs, perceptive user interface, logically organized structure and technical know-how
- Enables creative agencies to develop and align campaigns to overall campaign vision. Thus, communication to all stakeholders is improved and controlled

### Broadcaster

Provides real-time access to artifacts and contract details, to provide more visibility on agreed schedules and rates

## Solution highlights

The Mindtree MPCP provides the following features:

- Dynamic, configurable and flexible workflow, to meet all business needs
- Workflow automation based on SLAs

- Reduced redundant data inputs with process owner entering data at a single source
- Secure data storage and selective role-based access for high security
- Dispute minimization by timely and unalterable data capture
- Bulk storage of project information and documentation
- Linkages of all modules provide end-to-end visibility and tracking
- Business audit trail, to track end-to-end history and track changes for a particular campaign or user
- User-defined business rules to trigger certain validation and business logic
- Option to extend, suspend or terminate a campaign / plan / pre-buy
- Option to view reports on different types of charts for better analysis of data

## Mindtree MPCP solution differentiators

- Readily available adaptors for most known ERP and back-end solutions
- Quick deployment with preconfigured processes and functionality
- Forecasting capabilities for efficient campaign management
- Reliable, scalable and seamless solution for achieving end-to-end integration and process automation
- Optimized media workflow and deployment with minimum effort, while ensuring quality of data sourced via various input channels
- Enables users to explore various options before committing valuable time and effort
- Customized workflow that enables quick deployment in any environment
- New processes can be introduced in a short time
- Comprehensive implementation of business rules that can be customized for different users
- Complete lifecycle integration from the inception of the campaign to the execution and monitoring
- Reports and dashboards enable decision-making through:
  - Analyzing budget, expenditure for a product, campaign or geography
  - Comparison between various media channels, products, brands or geographies

## MINDTREE MPCP OFFERINGS

### Reporting

- Expenditure budgeting
- Dashboards
- Performance reports

### Planning & execution

- Pre-planning
- Planning (campaign)
- Pre-buy (execution)
- Invoicing

### Workflow

- Approval workflow
- Approval mix
- Creative archives

### Integration

- Back-end-system
- User authentication
- Business rules management

### About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000 experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.