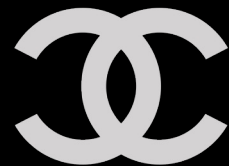


**CHANEL MEDIA**

**FINANCIAL PROCESS**

**EFFICIENCY PROJECT**





# OVERVIEW

- *Chanel UK is looking to bring operational efficiencies to its financial tracking within the media department.*
- *Chanel Media has a huge impact on our performance as a brand, and we want to be able to spend more time enhancing client experience rather than focussing on administrative tasks.*
- *There is scope to improve the efficiency of current financial reporting tasks by creating a new and innovative tech solution to standardise and bring together multiple reports, in order to increase the outputs and accuracy of our work in the media team.*









## KEY CHALLENGES

1. Siloed media spend tracking and finance excel sheets across 3 different divisions – *Fragrance & Beauty, Fashion, Watches & Fine Jewellery*
2. *Manual collation* of reports
3. *Varying systems & structures*
4. *4 data types / files* – varying formats and each provided at varying frequencies
5. *No control over data structure* i.e. column naming as files from different sources



KEY AIMS

			
<b>EFFICIENCY</b>	<b>AUTOMATION</b>	<b>IMPROVEMENT</b>	<b>INNOVATIVE</b>
<p><i>Improve the efficiency of tasks and increase the outputs and accuracy work in the media team</i></p>	<p><i>Automating the syncing multiple files from different sources, with different structures and creating outputs in line with the media teams reporting needs</i></p>	<p><i>Standardizing between different report structures and sources</i></p> <p><i>Simplifying – removing redundant information across reports that are not utilised</i></p>	<p><i>Innovative tech solution bring together multiple reports</i></p> <p><i>Visualisation of near real-time spend to assist in monitoring</i></p>



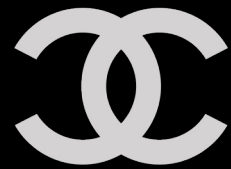


# CONSIDERATIONS

1. *These reports contain highly sensitive information –*  
(advertising budgets and spend data), therefore Chanel will provide detailed frameworks/structures of the different datasets and desired outcomes. No confidential data will be provided.
2. *Open solution* – There are no restrictions on tools or solutions. The students may explore innovative solutions to the problem.



# REPORT DETAILS



# DATA SETS - OVERVIEW

## Annual budget sheets

For the **three divisions**, UK and Ireland

Line-by-line investment per campaign and per media channel (these are owned by the Finance team)

Filetype: Excel

Media Channels:

TV, Print, Outdoor, Display, Social, OLV, VOD, Search, Cinema

Campaign Examples:

RTW SS, RTW AW, Coco Crush, J12, Coco Mademoiselle, Bleu de CHANEL

Source: Manual, SAP, TM1

## Budget Tracker

For the **three divisions**, UK and Ireland

Reconciled year-to-date spend versus budget

Filetype: Excel

Source:

Manually input by CHANEL Media team and PHD (media agency)

## Purchase Order Values

For the **three divisions**, UK and Ireland

PO Values are housed in COUPA. If CHANEL need to pull a report COUPA will export the data into an excel.

Filetype: Possible Excel export

Source: COUPA

## Invoicing

For the **three divisions**,

**Invoicing from our main supplier**, PHD (media agency). All media activity to be billed for the month is called the 'unbilled report.' Individual invoices are uploaded to COUPA via CSP (Coupa Supplier Portal). Invoices are tracked in the PO Tracker.

Filetype:

Unbilled report – excel

Invoices – pdf

PO Tracker – excel

Source: Unbilled report & invoices from MX Stats

Example data format on next slides

# DATA SETS - FREQUENCY

*Reports are monthly, but with varying time periods*

*3<sup>rd</sup> Week Month:*

1. PHD send unbilled media report to CHANEL
  - Excel report exported from PHD finance system
  - Contains all media activity intended to be billed for the month
2. PHD send PO Tracker
  - Excel report which is manually inputted by PHD
  - This report 'summarises' the unbilled report
  - CHANEL check the unbilled report vs the PO Tracker to ensure for accuracy

*4<sup>th</sup> Week Month*

1. PHD invoice CHANEL via COUPA
2. PHD manually update PO Tracker with the invoice numbers
3. CHANEL Finance team update Media balance sheet
  - Once the invoice lands in COUPA, this is automatically uploaded into SAP as the two platforms are integrated. SAP feeds the Media balance sheet



## Annual budget sheets

CHANEL FINANCE Budget Sheet – invoices uploaded to COUPA are automatically uploaded into SAP which feeds the budget sheet (YTD columns). The full year budget is a manual input (forecast columns).

[illegible]

# BUDGET TRACKER

## Budget Tracker

**Budget Trackers in excel** – Manually inputted excel document by PHD Media. This document shows a breakdown of the latest media plans for the full year. It is updated monthly as budget can move between campaigns. It contains Total Budget plus any ‘Held’ budgets, such as reserves

UK DIVISION TOTAL	F&B	FSH&EW	WFJ	GRAND TOTAL
TOTAL ALL MEDIA BUDGET INCL. COMMISSION	£ 1,014,000	£ -	£ -	£ 1,014,000

LAST UPDATE: 07.11.24

UK MARKET	GRAND TOTAL	TOTAL F&B	NO.5	COCO MELLE	CHANCE	BLEU	MAKE-UP
MEDIA BUDGET INCLUDING COMMISSION EXCL. PPC	£ 1,014,000	£ 1,014,000				£ 1,014,000	
RESERVES TO BE HELD FROM ABOVE							
PPC							
GRAND TOTAL INCL. PPC	£1,014,000	£1,014,000				£1,014,000	
NOTES:							

2024  
UK

ACTUALISED

Campaign (UK)	CHANEL Budget (Last Update: v14)	Reserve	GRAND TOTAL inc reserve	Held Budgets	Planned Spend (latest plan)	Planned total inc held budgets	ATS (CHANEL budget minus held and already planned spend)
No. 5	£ -	£ -	£ -	£ -		£ -	£ -
Coco Melle	£ -	£ -	£ -	£ -		£ -	£ -
Chance	£ -	£ -	£ -	£ -		£ -	£ -
Bleu	£ 1,014,000	£ -	£ 1,014,000	£ -		£ -	£ 1,014,000
Make Up	£ -	£ -	£ -	£ -		£ -	£ -
Skincare	£ -	£ -	£ -	£ -		£ -	£ -
F&B	£ 1,014,000	£ -	£ 1,014,000	£ -	£ -	£ -	£ 1,014,000

Travel Retail	CHANEL Budget (Last Update: v14)	Reserve	GRAND TOTAL inc reserve	Held Budgets	Planned Spend (latest plan)	Planned total inc held budgets	ATS (CHANEL budget minus held and already planned spend)
Travel Retail		£ -	£ -		£ -	£ -	£ -
Travel Retail	£ -	£ -	£ -	£ -	£ -	£ -	£ -

Campaign (UK)	CHANEL Budget (Last Update: v14)	Reserve	GRAND TOTAL inc reserve	Held Budgets (Co-op)	Planned Spend (latest plan)	Planned total inc held budgets	ATS (CHANEL budget minus Co-op)
Watches	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Fine Jewellery	£ -	£ -	£ -	£ -	£ -	£ -	£ -
W&FJ	£ -	£ -	£ -	£ -	£ -	£ -	£ -

Campaign (UK)	CHANEL Budget (Last Update: v14)	Reserve	GRAND TOTAL inc reserve	Held Budgets	Planned Spend (latest plan)	Planned total inc held budgets	ATS (CHANEL budget minus held and already planned spend)
High Jewellery	£ -	£ -	£ -	£ -	£ -	£ -	£ -
W&FJ	£ -	£ -	£ -	£ -	£ -	£ -	£ -

# PURCHASE ORDER VALUES

## Purchase Order Values

COUPA REPORT - .csv report exported from COUPA containing PO values

Req #	Justification	PO Number	Status	Items	Total	PO ID	Last Updated By	Requested By
	2024 COCO MADEMOISELLE H1		Ordered					Allie Sargent
	2024 BLEU H1		Ordered		1,014,000.00			Charlotte Holt
	2024 CHANCE		Ordered					Charlotte Holt
	2024 RTW SS		Ordered					Charlotte Holt
	2024 TRAVEL RETAIL		Pending Approval					Charlotte Holt
	AV PRODUCTION 2024 - ALL DIVISIONS		Partially Received					Charlotte Holt
	2024 RTW AW		Partially Received					Charlotte Holt
	2024 CRUISE		Partially Received					Charlotte Holt
	2024 COCO CRUSH H1		Partially Received					Charlotte Holt
	2024 J12		Ordered					Charlotte Holt
	BLEU UK H1		Partially Received					Charlotte Holt
	SOHO HOUSE CINEMA x CHANEL 2024		Partially Received					Charlotte Holt

# INVOICING

## Invoicing

Unbilled Report – invoice report that is exported into excel format from PHD Media’s finance system MX Stats. This contains all the media activity that is to be billed the following month.

Agency	OfficeCode	ClientName	DebtorsAccountCode	MediaName	ClientCode	ProductCode	ProductName	CampaignCode	CampaignName	BuyMonth	BuySerial	BookingCategoryShortname	SupplierName
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	10	BLEU	3	CHANEL_BLEU H1 24_SOCIAL	May-24	000481911	TechFees	INTEGRAL AD SCIENCE UK LIM
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	10	BLEU	3	CHANEL_BLEU H1 24_SOCIAL	Jun-24	000481888	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	10	BLEU	3	CHANEL_BLEU H1 24_SOCIAL	Jun-24	000481889	TechFees	INTEGRAL AD SCIENCE UK LIM
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	10	BLEU	3	CHANEL_BLEU H1 24_SOCIAL	Jun-24	000481892	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	10	BLEU	3	CHANEL_BLEU H1 24_SOCIAL	Jun-24	000481894	BiddSocial	SNAPCHAT
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	10	BLEU	3	CHANEL_BLEU H1 24_SOCIAL	Jun-24	000481899	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	10	BLEU	3	CHANEL_BLEU H1 24_SOCIAL	Jun-24	000482417	BiddSocial	TIKTOK INFORMATION TECHNC
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	10	BLEU	3	CHANEL_BLEU H1 24_SOCIAL	Jun-24	000482419	BiddSocial	TIKTOK INFORMATION TECHNC
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	07	BEAUTY - MAKE UP	4	C50/07_CHANEL_SOCIAL_BEA	May-24	000480955	TechFees	INTEGRAL AD SCIENCE UK LIM
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	14	BEAUTY LES BEIGES	4	CHANEL_LES BEIGE HERO_SO	May-24	000481731	TechFees	INTEGRAL AD SCIENCE UK LIM
PHD	G	CHANEL LIMITED	G1C5000	POSTER	C50	07	BEAUTY - MAKE UP	4	CHANEL_NO.5 LEAU	Jun-24	B00150244	Poster	TALON OUTDOOR LTD
PHD	G	CHANEL LIMITED	G1C5000	POSTER	C50	07	BEAUTY - MAKE UP	4	CHANEL_NO.5 LEAU	Jun-24	B00150245	Poster	TALON OUTDOOR LTD
PHD	G	CHANEL LIMITED	G1C5000	POSTER	C50	07	BEAUTY - MAKE UP	4	CHANEL_NO.5 LEAU	Jun-24	B00150246	Poster	TALON OUTDOOR LTD
PHD	G	CHANEL LIMITED	G1C5000	POSTER	C50	07	BEAUTY - MAKE UP	4	CHANEL_NO.5 LEAU	Jun-24	B00150247	Poster	TALON OUTDOOR LTD
PHD	G	CHANEL LIMITED	G1C5000	POSTER	C50	07	BEAUTY - MAKE UP	4	CHANEL_NO.5 LEAU	Jun-24	B00151015	Prod Poster	TALON OUTDOOR LTD
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	14	BEAUTY LES BEIGES	4	CHANEL_LES BEIGE HERO_SO	Jun-24	000481719	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	14	BEAUTY LES BEIGES	4	CHANEL_LES BEIGE HERO_SO	Jun-24	000481721	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	14	BEAUTY LES BEIGES	4	CHANEL_LES BEIGE HERO_SO	Jun-24	000481722	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	14	BEAUTY LES BEIGES	4	CHANEL_LES BEIGE HERO_SO	Jun-24	000481724	TechFees	INTEGRAL AD SCIENCE UK LIM
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	14	BEAUTY LES BEIGES	4	CHANEL_LES BEIGE HERO_SO	Jun-24	000482677	BiddSocial	TIKTOK INFORMATION TECHNC
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	14	BEAUTY LES BEIGES	4	CHANEL_LES BEIGE HERO_SO	Jun-24	000482678	BiddSocial	TIKTOK INFORMATION TECHNC
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	14	BEAUTY LES BEIGES	4	CHANEL_LES BEIGE HERO_SO	Jun-24	000482679	BiddSocial	PINTEREST
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	07	BEAUTY - MAKE UP	4	C50/07_CHANEL_SOCIAL_BEA	Jun-24	000489569	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	07	BEAUTY - MAKE UP	4	C50/07_CHANEL_SOCIAL_BEA	Jun-24	000489571	TechFees	INTEGRAL AD SCIENCE UK LIM
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	07	BEAUTY - MAKE UP	4	C50/07_CHANEL_SOCIAL_BEA	Jul-24	000489364	BiddSocial	TIKTOK INFORMATION TECHNC
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	09	NO 5	5	CHANEL_NOSLEAUDROP_SOCIA	Jun-24	000489489	BiddSocial	PINTEREST
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	09	NO 5	5	CHANEL_NOSLEAUDROP_SOCIA	Jun-24	000489490	BiddSocial	TIKTOK INFORMATION TECHNC
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	09	NO 5	5	CHANEL_NOSLEAUDROP_SOCIA	Jun-24	000489491	BiddSocial	TIKTOK INFORMATION TECHNC
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	09	NO 5	5	CHANEL_NOSLEAUDROP_SOCIA	Jun-24	000489492	BiddSocial	PINTEREST
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	09	NO 5	5	CHANEL_NOSLEAUDROP_SOCIA	Jun-24	000489494	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	09	NO 5	5	CHANEL_NOSLEAUDROP_SOCIA	Jun-24	000489496	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	09	NO 5	5	CHANEL_NOSLEAUDROP_SOCIA	Jun-24	000489497	BiddSocial	FACEBOOK
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	09	NO 5	5	CHANEL_NOSLEAUDROP_SOCIA	Jun-24	000489499	BiddSocial	SNAPCHAT
PHD	G	CHANEL LIMITED	G1C5000	SEARCH&SOC	C50	09	NO 5	5	CHANEL_NOSLEAUDROP_SOCIA	Jun-24	000489500	BiddSocial	FACEBOOK

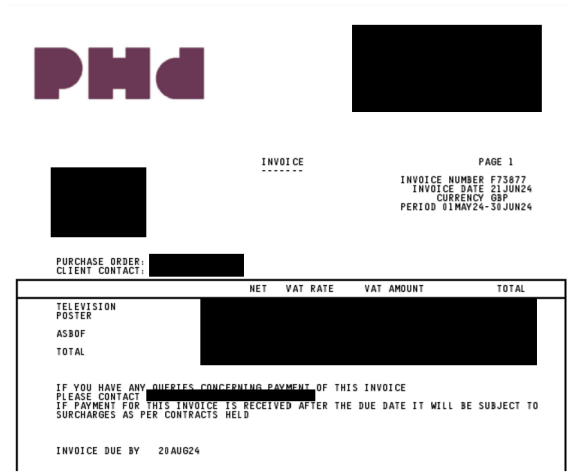
# INVOICING

## Invoicing

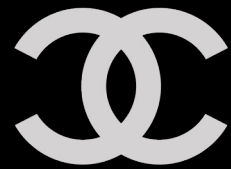
PO Tracker – excel document in which the values are manually input based off the unbilled report (previous)

PO Number	Campaign	Media Channel	Net Media (incl Fees)	Agency Commission	ASBOF	Total PO Value	Total Invoiced to date	PO Value Remaining	May					June				
									Net Billable	Agency Commission	Levy (ASBOF)	Total invoice val £	Inv #	Net Billable	Agency Commission	Levy (ASBOF)	Total invoice val £	Inv #
PO00060490	Bleu H1	OOH	£ 150,000.00	£ 6,000.00	£ 1,500.00	£ 157,500.00	£105,000.00	£52,500.00	£ 100,000.00	£ 4,000.00	£ 1,000.00	£ 105,000.00	F73877					
		TV	£ 400,000.00	£ 14,000.00	£ 4,000.00	£ 418,000.00	£412,775.00	£5,225.00	£ 45,000.00	£ 1,575.00	£ 450.00	£ 47,025.00	F73874	£ 350,000.00	£ 12,250.00	£ 3,500.00	£ 365,750.00	F73877
		BVOD / OLV	£ 180,000.00	£ 5,400.00	£ 1,800.00	£ 187,200.00	£166,400.00	£20,800.00	£ 20,000.00	£ 600.00	£ 200.00	£ 20,800.00	F73874	£ 140,000.00	£ 4,200.00	£ 1,400.00	£ 145,600.00	F77861
		Display	£ 100,000.00	£ 4,000.00	£ 1,000.00	£ 105,000.00	£96,600.00	£8,400.00	£ 2,000.00	£ 80.00	£ 20.00	£ 2,100.00	F73874	£ 90,000.00	£ 3,600.00	£ 900.00	£ 94,500.00	F77861
		Social	£ 140,000.00	£ 4,900.00	£ 1,400.00	£ 146,300.00	£141,075.00	£5,225.00	£ 25,000.00	£ 875.00	£ 250.00	£ 26,125.00	F73874	£ 110,000.00	£ 3,850.00	£ 1,100.00	£ 114,950.00	F77861
		Total	£ 970,000.00	£ 34,300.00	£ 9,700.00	£ 1,014,000.00	£921,850.00	£92,150.00	£ 92,000.00	£ 3,130.00	£ 920.00	£ 96,050.00		£ 690,000.00	£ 23,900.00	£ 6,900.00	£ 720,800.00	

Invoice – invoices are produced from MX Stats and uploaded to COUPA via CSP, can be obtained in pdf format



**SOLUTION**





## DESIRED OUTCOME (Priority 1)

**\*Required\*:** a connected sheet to pull through into one place, automated so alleviating manual inputs:

- Budget (Chanel Media)
- Planned Spend (PHD budget tracker)
- Actual Spend (invoiced - PHD)
- Invoice numbers (PHD Finance)
- PO numbers (Coupa)

An ability to filter by:

- Market (UK or Ireland)
- Division (F&B, Fashion or WFJ)
- Channel (e.g. Social, Display, Print)
- Month
- Campaign (e.g. RTW SS, Cruise, Handbags)

### USE CASES:

How is the report used? *Monthly for spend tracking & validation*

What format would it be in? Visual / dashboard, excel? *Excel (or download function) is essential, dashboard is a nice to have*

What would an ideal scenario look like? *No manual inputting!*

Who would be the users/stakeholders?

*Chanel Media & Finance teams*

*PHD Planning & Finance teams*

## DESIRED OUTCOME (Priority 2)

***\*Nice to have\*:*** a visualization / dashboard to highlight YTD / YTG pacing of Media spend – considering Budget vs planned and invoiced spend

An ability to filter by:

- Market (UK or Ireland)
- Division (F&B, Fashion or WFJ)
- Channel (e.g. Social, Display, Print)
- Month
- Campaign (e.g. RTW SS, Cruise, Handbags)

