

Canvas area.

- 1 Action buttons.** The top of the canvas area is reserved for the action buttons. Action buttons are persistent depending upon the selected view. For instance, if the user is in Media Plan view, the submit plan button does not appear. Buttons for actions that cannot yet be completed are grayed out.
- 2 Color coding**
A color coding system is used to indicate the completion state of individual elements (represented as "bubbles".) The top left area of the canvas is reserved for the color coding key and the zoom controls.
- 3 Zoom controls.** The zoom controls behave as they do on a Google map, allowing the user to zoom in and out of the diagram.
- 4 The navigator** (right panel) is used to easily pan the canvas in order to display the section of the diagram the user is working on. This is especially useful as the diagram becomes too large to display within the visible canvas area. Note that the navigator is a miniature view of the diagram in its current state.
- 5 Designing campaign flows using the "bubbles":**
The user designs the flows by adding "bubbles" to a diagram that connects elements of the campaign in sequence. After the user has named the plan the initial view provides a vertical flow of steps presented as placeholder targets for each step in the flow. The diagram is built by adding branches to it and specifying the properties of each node or bubble in an overlay window. To edit the diagram the user clicks on or drags one or more elements from the left panel onto the canvas; alternatively they can select a bubble that is already on the canvas to create or edit its properties. Dragging an element onto the canvas allows the user to position it within the grid in the appropriate "swim lane."
- 6 Default Diagram layout.** The initial views of the canvas display the bubbles in a vertical flow. In other words, the "swim lanes" are horizontally laid out across the canvas. Each bubble represents a step in the flow. (Steps can be taken in any order except for the first step where the user creates the plan name.) **Toggling layouts.** At times a vertical layout of branches will allow the user to see and work with more of the diagram. The user should be able to switch back and forth between vertical and horizontal layouts using the diagram layout toggle in the right panel.

- 1 Media plan Info ✓
- 2 Define Audience ✓
- 3 Select Publishers & Placements ✓
- 4 Place Content
- 5 Review & Submit Plan
- 6 Add Interactions & Results



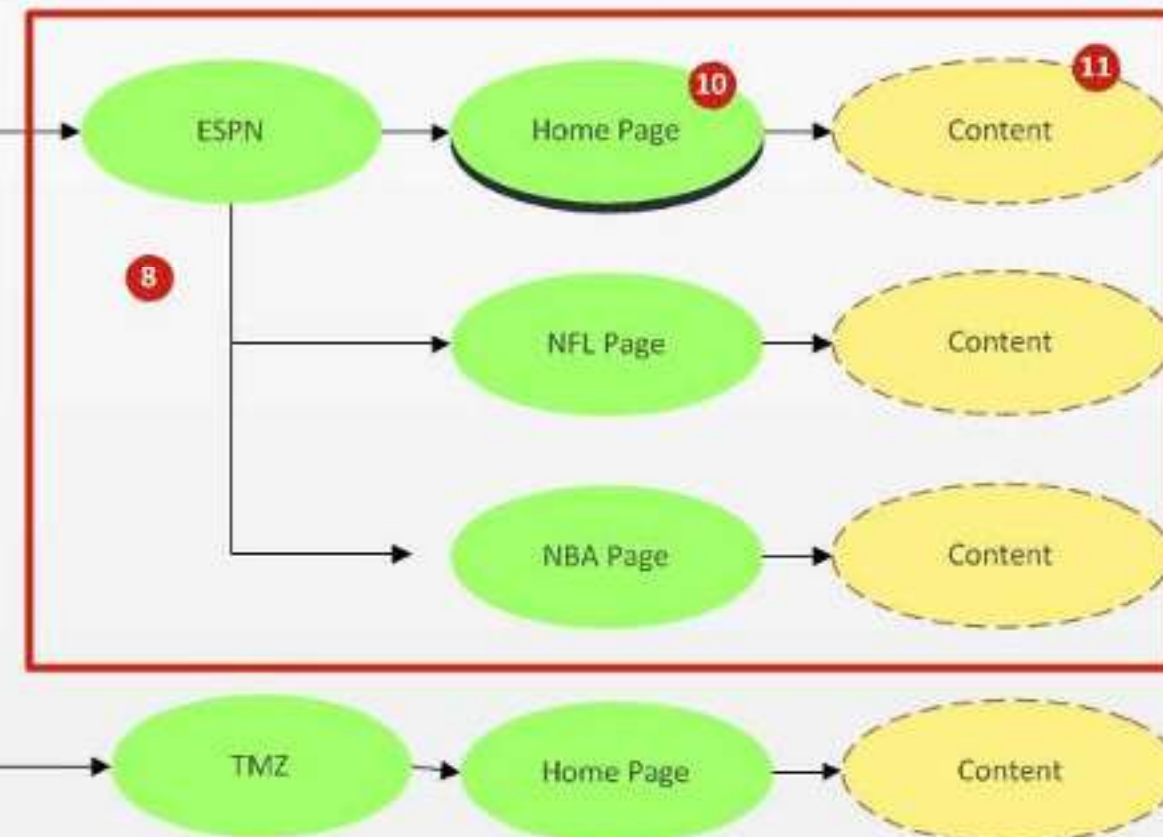
Starbucks campaign

Target Audience

Key

Complete

Incomplete



Publisher: ESPN
Page: Home Page
URL: Lorem ipsum

8

Once the user has added elements that cause branching, the diagram will switch to a horizontal layout from the point at which the branching occurs. The swim lanes for any branches are now vertically laid out; each branch is laid out horizontally.

Specifying element (bubble) properties

9

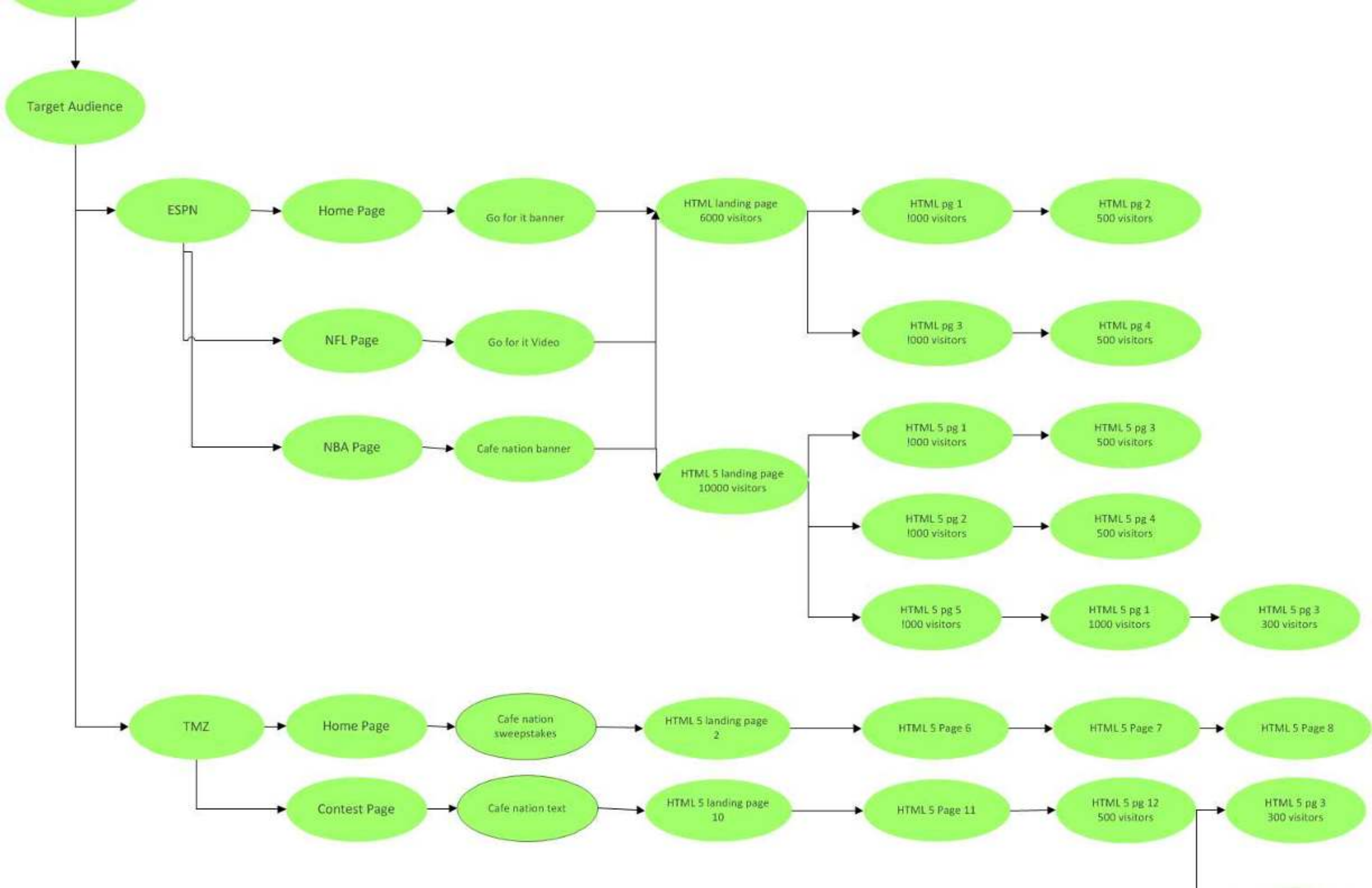
To view a bubble's properties the user clicks once on the bubble. Its properties appear in the Selection Properties section of the right panel.

Editing a bubble is accomplished by double clicking on the bubble to bring up its properties editing window (as distinct from the selection properties pane in the tools panel -- See properties editing window as item 6 in Canvas Area specs document)

10

When the user closes the window the bubble turns green if all information has been completed. If the information has not been completed the bubble remains in its incomplete state. Until the user selects another element, the most recently edited element remains selected.

11



1 Product Name

2 Completion Status

3 Media plan Info

4 Plan Elements Library

5 Views

6 Filters

7 Tools

8 Right (Tools) Panel

1 Left Panel

By default the left panel should be open but the user can collapse it at any time to gain real estate.

The left panel is composed of a completion status box and several libraries of elements that can be dragged onto the canvas area in the center of the screen.

2 Completion Status box:

After the basic plan information is saved the user can navigate by using the links in the Completion Status box, jumping to another step, such as review and submit. (In that example they would not be able to submit because the campaign plan is not complete.)

3 As steps are completed they are marked with a checkbox.

The current step is highlighted

4 The Plan elements library contains placeholder "bubbles" the user can drag onto the canvas to add to the diagram. When the user lets go of the mouse the window for specifying the properties of the element or bubble opens.

4b The Ad content library will contain any ads ("creatives") that the user has uploaded to the plan. It also contains a button for uploading more content (ads.) Until the user has uploaded or navigated to content only a button is visible in this section of the left panel.

4c The Campaign Tracking Library (or Interactions Library) contains all interactions that are available for a selected creative ad. This section of the left panel is dynamic: its contents refresh depending upon the ad type that is selected in the canvas area.

5 There are several ways the user can view the data as they build a Campaign or media plan: Diagram View (shown) Table view, and Summary View. They can also filter the data to show only certain aspects such as shown. By default the filters default to Show "all" and the campaign plan and media plan filters are exposed.

6 By clicking on the "more" link users will also be able to set filters to show specific paths such as all paths leading to a particular interaction.

7 Collapsible panels

Behavior: Collapsed panels show as a bar, when closed. On hover the panel opens. The user can "pin" the panel to keep it open. If they don't pin it open, when the panel is out of focus it will close again. Both panels are open by default.

8 Right (Tools) Panel

The tools panel contains the navigator, layout, summary of the plan in its current state, the properties of the current selection, the plan budget allocation status, contact and sharing information, and the version history of the plan.

The Navigator, layout and Selection properties are defined elsewhere in the specs.

Budget Status, Share and Version history are TBD

Interface framework

Top panel

5 There are several ways the user can view the data as they build a Campaign or media plan: Diagram View (shown) Table view, and Summary View. They can also filter the data to show only certain aspects such as shown. By default the filters default to Show "all" and the campaign plan and media plan filters are exposed.

6 By clicking on the "more" link users will also be able to set filters to show specific paths such as all paths leading to a particular interaction.

7 Collapsible panels

Behavior: Collapsed panels show as a bar, when closed. On hover the panel opens. The user can "pin" the panel to keep it open. If they don't pin it open, when the panel is out of focus it will close again. Both panels are open by default.

8 Right (Tools) Panel

The tools panel contains the navigator, layout, summary of the plan in its current state, the properties of the current selection, the plan budget allocation status, contact and sharing information, and the version history of the plan.

The Navigator, layout and Selection properties are defined elsewhere in the specs.

Budget Status, Share and Version history are TBD

☐ Product Name

[Switch mGage App](#)

Completion Status

- > Plan Info
- 2 Define Audience
- 3 Select Publishers and Placements
- 4 Place Content
- 5 Interactions and Results
- 6 Review & Submit Plan

Plan Elements Library

Audience

Publisher

Placement

Content

Ad Content Library

[Upload content](#)
[Campaign tracking library](#)

Views



Diagram



Table



Summary

Filters
[More](#)
Show ☒ All ☐

Campaign plan

☐ Media plan

Key

● Complete

● Incomplete

[Save Plan](#)
[Submit Plan](#)
[Submit RFP](#)

Plan info

Define Audience

Select Publishers

Select Placements

Place Content

Interactions and Results

Start creating your plan

Plan Name

Brand Name

Schedule

Starts

Ends

Budget (US \$)

Description (optional)

[Save](#)


Tools

Navigator



Layout



Summary

Selection Properties

Budget Status

Share

Version History

Step 1: create plan

The first step in creating the campaign plan is to provide general information in a simple form.

Left Panel

By defaults at this step the Plan Elements Library is open and the other libraries are closed.

Plan editing window

Upon opening the campaign plan the plan window opens automatically. Ideally it will animate opening from the plan (yellow) bubble to begin teaching the user how to use the diagram tool.

Navigator

By default the navigator will only show one bubble because it always reflects the current state of the diagram.

Default layout

The default layout is diagram view, left to right hierarchy.

☐ Product Name

Switch mGage App

Completion Status

- Plan Info
- 2 Define Audience
- 3 Select Publishers and Placements
- 4 Place Content
- 5 Interactions and Results
- 6 Review & Submit Plan

Plan Elements Library

Audience

Publisher

Placement

Content

Ad Content Library

Upload content

Campaign tracking library

Views



Diagram



Table



Summary



Filters

More

Show



All



Campaign plan



Media plan



Key

- Complete
- Incomplete

Starbucks campaign

Define Audience

Select Publishers

Select Placements

Place Content

Interactions and Results

Save Plan

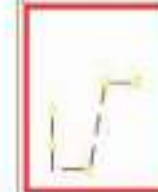
Submit Plan

Submit RFP

Execute Plan

Tools

Navigator



Layout



Summary

Selection Properties

Plan name: Starbucks campaign
Brand: Starbucks
Starts: Day, xx Mo 2011
Ends: Day, xx Mo 2011
Budget: \$XX,XXX
Description: Go for it campaign!

Budget Status

Share

Version History

Step 1: plan created

The plan is created, so the plan name appears in the bubble. The bubble is green and in the selected state.

Completion status

The user remains on the Plan info step until they choose another step or bubble.

Flow diagram

Once the plan had been named the elements (bubbles) can all be edited so they are now in the enabled and unfinished state. The diagram is laid out vertically in a single line (or, horizontally if horizontal layout is selected) until a branch is designed into it.

Action buttons

At this point the user can make changes to the campaign plan, so the Save Plan button is enabled. The other buttons are not yet actionable so they are disabled.

☐ Product Name[Switch mGage App](#)

Completion Status

- 1 Media plan info
- > Define Audience
- 3 Select Publishers
- 4 Select Placements
- 5 Place Content
- 6 Review & Submit Plan

Plan Elements Library

Audience

Publisher

Placement

Content

Ad Content Library

[Upload content](#)[Campaign tracking library](#)

Views



Diagram



Table



Summary



Filters

[More](#)

Show



All



Campaign plan



Media plan



Key

- Complete
- Incomplete

[Save Plan](#)[Submit Plan](#)[Submit RFP](#)

Starbucks campaign

Define Audience

Select Publishers

Select Placements

Place Content

Interactions and Results

Media Plan Step 2. Define Audience

Select the target audience characteristics

Demographics

Gender

- ☐ Male
- ☐ Female

Age range

- ☐ 13-17
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

Interests

Language

Location

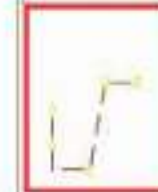
Media

Platform

[Save](#)

Tools

Navigator



Layout



Summary

Selection Properties

Budget Status

Share

Version History

Step 2: Define audience characteristics

The user must either double click on the audience characteristics bubble or in the left panel to open the audience editing window.

Completion status

The user remains on the Plan info step until they choose another step or bubble.

Flow diagram

Once the plan had been named the elements (bubbles) can all be edited so they are now in the enabled and unfinished state. The diagram is laid out vertically in a single line (or, horizontally if horizontal layout is selected) until a branch is designed into it.

Action buttons

At this point the user can make changes to the campaign plan, so the Save Plan button is enabled. The other buttons are not yet actionable so they are disabled.

mGage Header

☐ Product Name

Switch mGage App

Completion Status

- 1 Media plan Info ☒
- 2 Define Audience ☒
- 3 Select Publishers & placements
- 4 Place Content
- 5 Add Interactions & Results
- 6 Review & Submit Plan

Plan Elements Library

Audience

Publisher

Placement

Content

Ad Content Library

Upload content

Campaign tracking library

Views



Diagram



Table



Summary

Filters
MoreShow ☒ All ☐

Campaign plan

☐ Media plan

Save Plan

Submit Plan

Submit RFP

Starbucks campaign

Target Audience

Select
PublishersSelect
Placements

Place Content

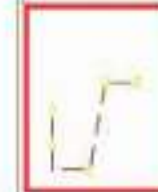
Interactions and
Results

Key

- Complete
- Incomplete

Tools

Navigator



Layout



Summary

Selection Properties

Budget Status

Share

Version History

mGage Footer

Completion Status

- 1 Media plan Info ✓
- 2 Define Audience ✓
- 3 Select Publishers & placements
- 4 Place Content
- 5 Add Interactions & Results
- 6 Review & Submit Plan

Plan Elements Library

Audience

Publisher

Placement

Content

Ad Content Library

Upload content

Campaign tracking library

Views



Diagram



Table



Summary



Filters

More

Show



All



Campaign plan



Media plan



Key

Complete

Incomplete

Save Plan

Submit Plan

Media Plan Step 3. Select Publishers and Placements

Select the pages where you want to place your content. The publishers are ranked according to the target audience characteristics you selected.

Publishers

- ▶ CNN
- ▶ ESPN
- ▶ TMZ
- ▶ NBC Universal
- ▶ Fox News
- ▶ Discovery Channel
- ▶ Wall Street Journal
- ▶ Time
- ▶ Glam Media
- ▶ CSPAN
- ▶ CBS Sport Mobile
- ▶ NFL WAP
- ▶ EA Mobile
- ▶ Yahoo Sports for mobile
- ▶ Washington Post

Save

Starbucks camp

Target Audience

Select Publishers

Select Placements

Place Content

Interactions and Results

Tools

Navigator



Layout



Summary

Selection Properties

▶ Budget Status

▶ Share

▶ Version History

☐ Product Name

Switch mGage App

Completion Status

- 1 Media plan Info
- > Define Audience
- 3 Select Publishers & placements
- 4 Place Content
- 5 Add Interactions & Results
- 6 Review & Submit Plan

Plan Elements Library

Audience

Publisher

Placement

Content

Ad Content Library

Upload content

Campaign tracking library

Views



Diagram



Table



Summary



Filters

More

Show



All



Campaign plan

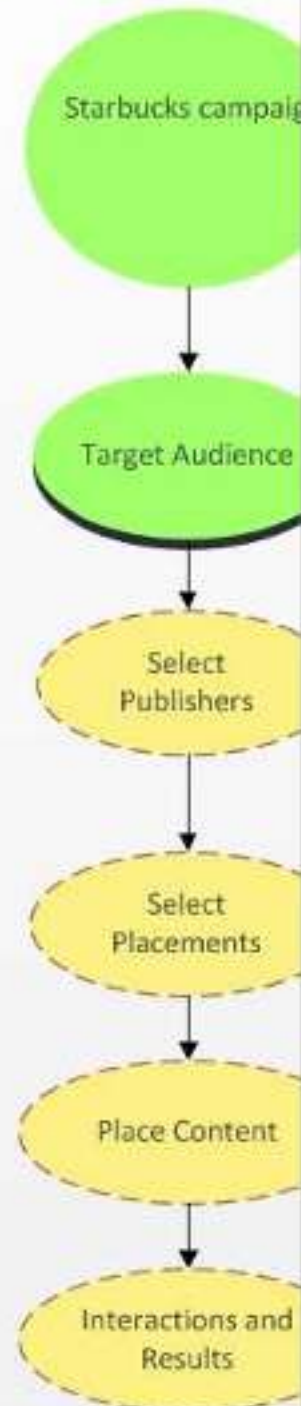


Media plan



Key

- Complete
- Incomplete



Media Plan Step 2. Choose Inventory

Select the pages where you want to place your interactions. The publishers are ranked according to the target audience characteristics you selected.

Publisher

▼ CNN

- ☐ Home page
- ☐ Basketball hub
- ☐ Baseball hub
- ☐ NFL hub
- ☐ Soccer hub

▼ ESPN

- ☐ Home page
- ☐ NBA hub
- ☐ NFL hub
- ☐ MBA hub
- ☐ Soccer hub

▼ TMZ

- ☐ Home page
- ☐ Contest page
- ☐ Baseball hub
- ☐ NFL hub
- ☐ Soccer hub

► Washington Post

Save

Tools

Navigator



Layout



Summary

▼ Selection Properties

► Budget Status

► Share

► Version History

☐ Product Name

Switch mGage App

Completion Status

- 1 Media plan Info ☒
- 2 Define Audience ☒
- 3 Select Publishers & Placements ☒
- 4 Place Content
- 5 Add Interactions & Results
- 6 Review & Submit Plan

Plan Elements Library

Audience

Publisher

Placement

Content

Ad Content Library

Upload content

Campaign tracking library

Views



Diagram



Table



Summary



Filters

More

Show



All



Campaign plan



Media plan



Save Plan

Submit Plan

Submit RFP

Key

Complete

Incomplete

Starbucks campaign

Target Audience

ESPN

Home Page

Content

NFL Page

Content

NBA Page

Content

TMZ

Home Page

Content

Contest Page

Content

Tools

Navigator



Layout



Summary

Selection Properties

Budget Status

Share

Version History

☐ Product Name

Switch mGage App

Completion Status

- 1 Media plan Info ☒
- 2 Define Audience ☒
- 3 Select Publishers & Placements ☒
- 4 Place Content
- 5 Add Interactions & Results
- 6 Review & Submit Plan

Plan Elements Library

Audience

Publisher

Placement

Content

Ad Content Library

Upload content

Campaign tracking library

Views



Diagram



Table



Summary



Filters

More

Show



All



Campaign plan



Media plan



Key

Complete

Incomplete

Save Plan

Submit Plan

Submit RFP

Submit RFP

Tools

Navigator

Media Plan Step 3. Upload content

Ad Info

Ad Name:

Go for it!

Ad type:

Select

Call to Action:
(optional)

Click to Download

(35 characters remaining)

Ad Text:
(optional)

Creatives

Click Browse to select the file, or type the path to the file in the box below.

Browse

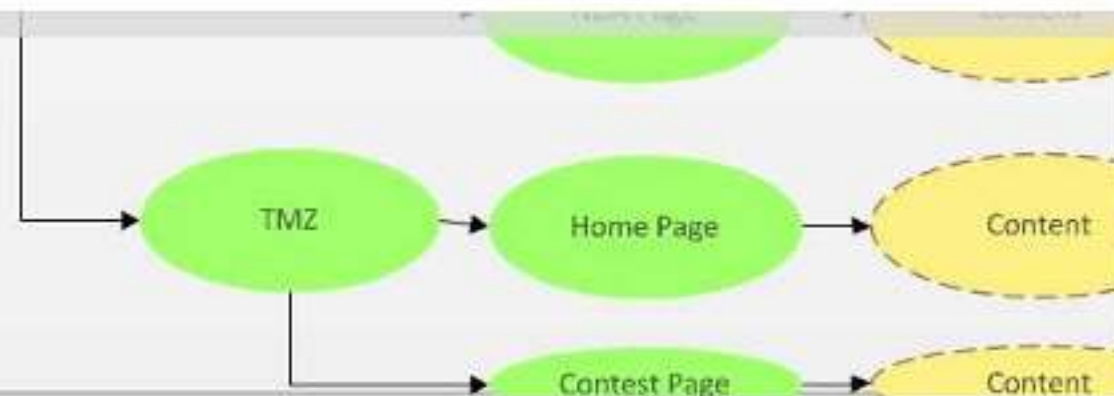
Upload file

Cancel

Done

Upload another creative

Get Status



☐ Product Name

Switch mGage App

Completion Status

- 1 Media plan Info ☒
- 2 Define Audience ☒
- 3 Select Publishers & Placements ☒
- 4 Place Content
- 5 Add Interactions & Results
- 6 Review & Submit Plan

Plan Elements Library

Audience

Publisher

Placement

Content

Ad Content Library

Upload content

Campaign tracking library

Views



Diagram



Table



Summary



Filters

More

Show



All



Campaign plan



Media plan



Key

Complete

Incomplete

Save Plan

Media Plan Step 3. Upload content

Ad Info

Ad Name:

Go for it!

Ad type:()

Banner Ad

Call to Action:

(optional)

Click to Download

http://velti.com

(35 characters remaining)

Ad Text:

(optional)

Do you want to upload your creative ad content now? ☒ Yes ☐ No

Creatives

Click Browse to select the file, or type the path to the file in the box below.

Browse

Upload file



Your file was uploaded successfully

Done

Add another creative

TMZ

Home Page

Content

Share

Version History

Contest Page

Content

mGage Header

☐ Product Name

Switch mGage App

Completion Status

- 1 Media plan Info ✓
- 2 Define Audience ✓
- 3 Select Publishers & Placements ✓
- > 4 Place Content
- 5 Review & Submit Plan
- 6 Add Interactions & Results

Plan Elements Library

Ad Content Library

Upload content



Banner ad



Banner to full screen



Downloaded video



Audio ad



Streaming video



Text ad

Campaign tracking library

mGage Footer



CONFIDENTIAL: DO NOT FORWARD OUTSIDE THE COMPANY

Updated by Christina Kourti

Project: Command - Media Plans - Media Brief

Rev. Date: July 1, 2011

Page: 10 of 28

Views



Diagram



Table



Summary



Filters

More

Show



All



Campaign plan



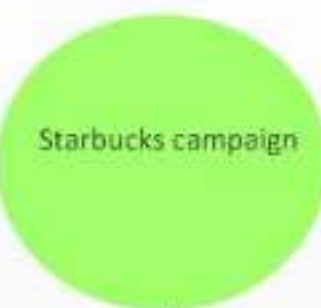
Media plan



Save Plan

Submit Plan

Submit RFP



Key

Complete

Incomplete

Tools



Layout



Summary



Selection Properties

Budget Status

Share

Version History

mGage Header

☐ Product Name

Switch mGage App

Completion Status

- 1 Media plan Info ✓
- 2 Define Audience ✓
- 3 Select Publishers & Placements ✓
- 4 Place Content
- 5 Review & Submit Plan

Plan Elements Library

Ad Content Library

Upload content



Banner ad



Banner to full screen



Downloaded video



Audio ad



Streaming video



Text ad

Campaign tracking library

mGage Footer

Views



Diagram



Table



Summary



Filters

More

Show



All



Campaign plan



Media plan

Save Plan

Submit Plan

Submit RFP



Key

Complete

Incomplete

Starbucks campaign

Target Audience

ESPN

Home Page

Go for it banner

NFL Page

Content

NBA Page

Content

TMZ

Home Page

Content

Contest Page

Content

Tools



Layout



Summary

Selection Properties

Creative type: Banner ad
Size: N x N

Budget Status

Share

Version History

☐ Product Name

Switch mGage App

Completion Status

- 1 Media plan Info
- 2 Define Audience
- 3 Select Publishers & Placements
- 4 Place Content
- > Add Interactions & Results
- 6 Review & Submit Plan

Plan Elements Library

Ad Content Library

Campaign tracking library

Interactions

- Custom
- Mobile site
- Sweepstakes
- Text to coupon
- Text to info
- On pack
- Vote and poll

Views



Diagram



Table



Summary



Filters

Show



All



Campaign plan



Media plan

Step 5: Add Interaction and Results: Mobile site

Interaction

Site created using: Create Site Builder

Build interaction from ☐ Existing site ☒ New site

Site name

Short name

Page name

Results targets

Total visitors

Total visits

Additional results to track:

For each result you want to track on a page, you must enter a category and name for the result. You can track as many results on a page as you wish.

Facebook likes: 200

Facebook shares: 100

Category

Result

Result target

Add another result

Save & add another mobile web interaction

Done

Tools

Navigator



Layout



Summary

Selection Properties



Creative type: Banner ad
Size: N x N

Back: Sign

Set Audience

ESPN

Home

NFL P

NBA F

TMZ

Home Page

Content

Interactions and Results

Share

Version History

Contest Page

Content

Interactions and Results