

With bluevizia Advertising Manager your advertising activities are planned and implemented easily and effectively.

Installation

Windows

Double-click with the left mouse button on the downloaded file installwkmanager.exe. Shortly afterwards, the installation menu appears. You can install the program in the suggested folder or select a new one. In the latter case, enter the desired folder and click on the **Next** button.

After the successful installation, an icon is created on the desktop as well as the group Advertising Manager in the menu Start, Programs. To start the application, double-click on the icon on the desktop or click on the button Start and select Programs, Advertising Manager and the icon Advertising Manager.

Linux

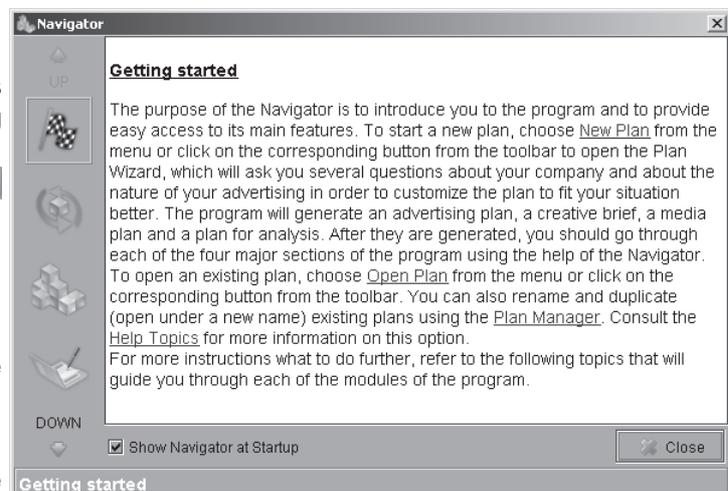
To read the instructions about the installation of Advertising Manager under Linux, please click [here](#).

Mac

To read the instructions about the installation of Advertising Manager under MacOS, please click [here](#).

Navigator

The purpose of the Navigator is to introduce you to the program and to provide easy access to its main functions. It is recommended to use it during the first month of your work with Advertising Manager. You can open it by clicking on the  button on the button bar.



Create New Advertising Plan

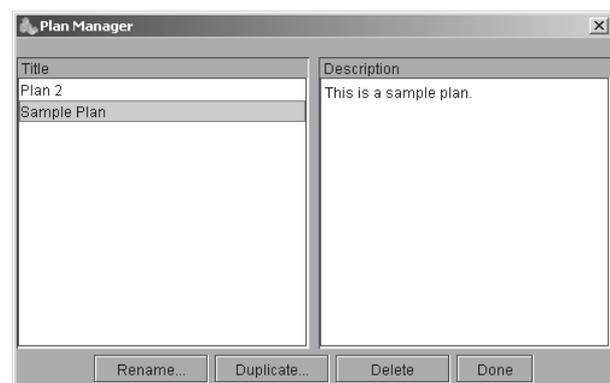
To create a new advertising plan, click on the  button and select the **New Plan** option from the **File** menu or press the  button. The **Wizard** is thus started, which assists you in the preparation of the plan outline and displays appropriate examples on the basis of your answers. Answer the questions posed by the program about the nature of your business, main customers, competitors and own brands. At each question, in the field **Important notes**, Advertising Manager provides additional information that can be useful to you when answering. After finishing each separate question, press the **Next** button. In the last window of the wizard, you must set a name of the plan and specify the start and end dates of the advertising campaign. You can also enter some important notes here.

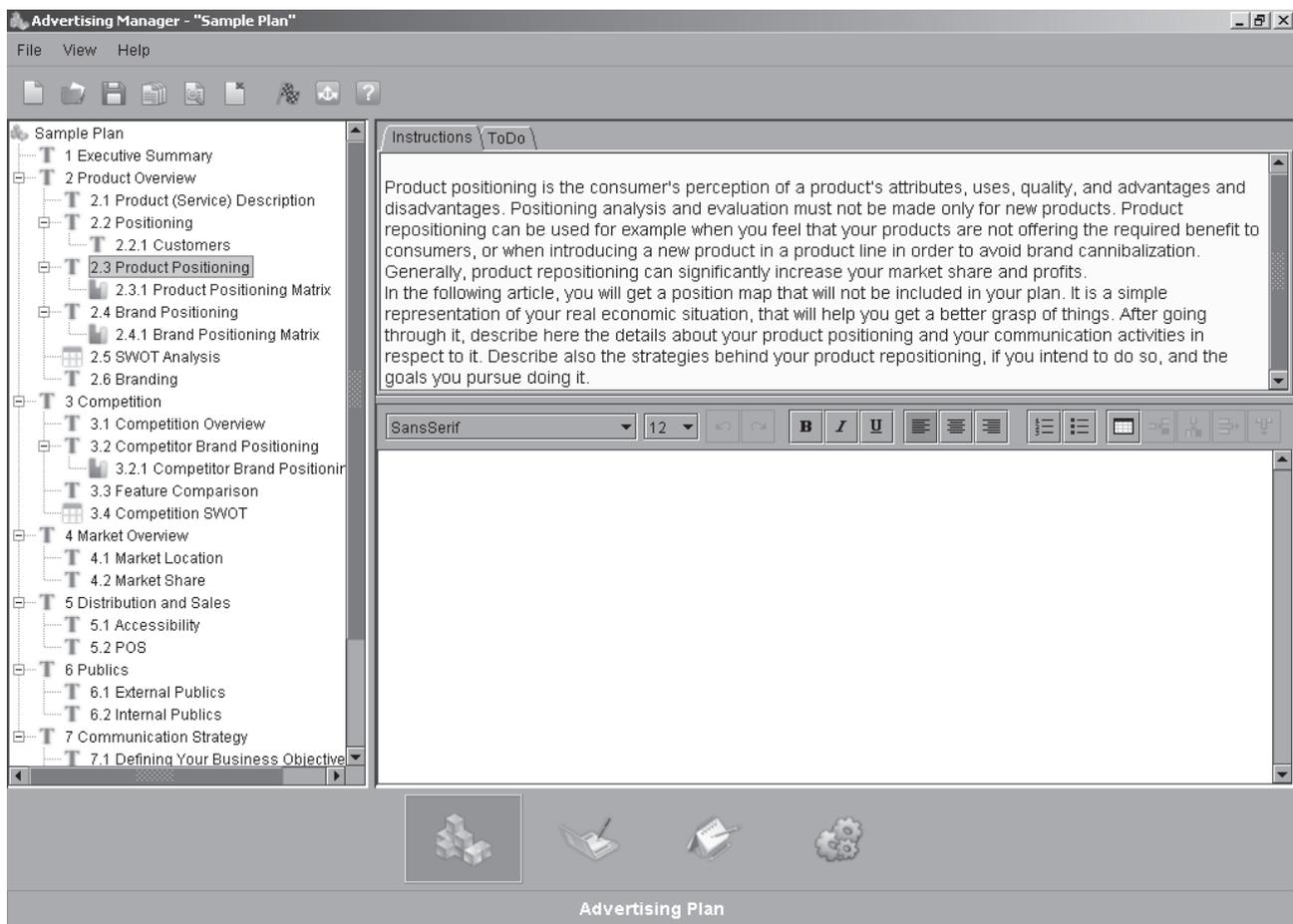
After the advertising plan is finished, Advertising Manager presents it to you in a structured layout. The individual topics are listed on the left. For each separate topic, you have two tabs on the right: **Instructions** and **ToDo**. The first one provides you with useful instructions about the activities concerned with the plan topic as well as with information about your next actions in order to achieve better results; the second one provides you with a field where you can write down your further steps. In some topics, e.g. **SWOT Analysis**, you can add your present Strengths, Weaknesses, Opportunities and Threats with the **Add** button. Later on, you can remove any entry with the **Remove** button or edit it with the **Edit** button. The editor gives you plenty of possibilities to format the text. The buttons resemble the ones typical of the popular text-editing programs and are explained in the help topics in detail.

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Manage Plans

With Advertising Manager, you can create an unlimited number of advertising plans, save them in a database, save (copy) existing plans under a new name and delete existing plans from the database. These functions are accessible through the buttons of the button bar or the options of the **File** menu. The tool assisting you in performing these tasks is **Plan Manager**. To start **Plan Manager**, select the **Manage Plans** option from the **File** menu. Choose a plan and use the buttons below to copy, delete or rename it. The





description of the plan is displayed on the right. Please pay attention that with these actions you save not only your advertising plan, but also the Creative Brief, Media Plan and Analysis and Evaluation Plan that belong to each advertising plan. The respective documents of each module of the program are regarded as a whole unit. You can access additional information about the management of the plans in the help topics.

Using the Charts

The charts **Product Positioning Matrix**, **Brand Positioning Matrix** and **Competitor Brand Positioning Matrix** serve for the positioning of your products/services, your brands and the brands of your main competitors. Using them, you are able to position your product/brand and the brand of your main competitor. You will also receive hints about product repositioning in the text boxes of the charts **Product Positioning Matrix** and **Brand Positioning Matrix**. To view these hints, follow the steps:

1. Read the instructions in the articles **Product Positioning** and **Product Positioning Matrix** and determine accordingly the current position of your product/service. Click on the selected position to mark it in the chart.
2. After you have positioned your product/service and have read the instructions of the articles **Brand Positioning** and **Brand Positioning Matrix**, determine the correct brand position. Click on the selected position of the matrix under sample article 2.4.1 to mark it in the chart.
3. Advertising Manager draws a vector. It begins in the as-is position (displayed in the product positioning matrix) and ends in the target position (displayed in the brand positioning matrix). The program gives you recommendations concerning the target position in field below.
4. After you have positioned your product/brand and have read the instructions of the articles **Competitor Brand Positioning** and **Competitor Brand Positioning Matrix**, determine the correct position of your competitor's brand. Click on the selected position in the matrix to mark it.

Plan Preview

To view the content of your current advertising plan, follow the steps:

1. Choose **Preview Advertising Plan** in the **View** menu.
2. The **Preview** dialog window appears. The advertising plan preview contains all the topics of the outline in the left part of the module except for **Product Positioning Matrix**, **Brand Positioning Matrix** and **Competitor Brand Positioning Matrix**.
3. Click on the **Print Settings** button on the button bar in the **Preview** dialog window or choose **Print Settings** in the **View** menu.
4. The print settings provide you with an individual plan preview. You can include or exclude certain elements of the document. See article **Customize Preview** in the help topics for further information.

Printing a Plan

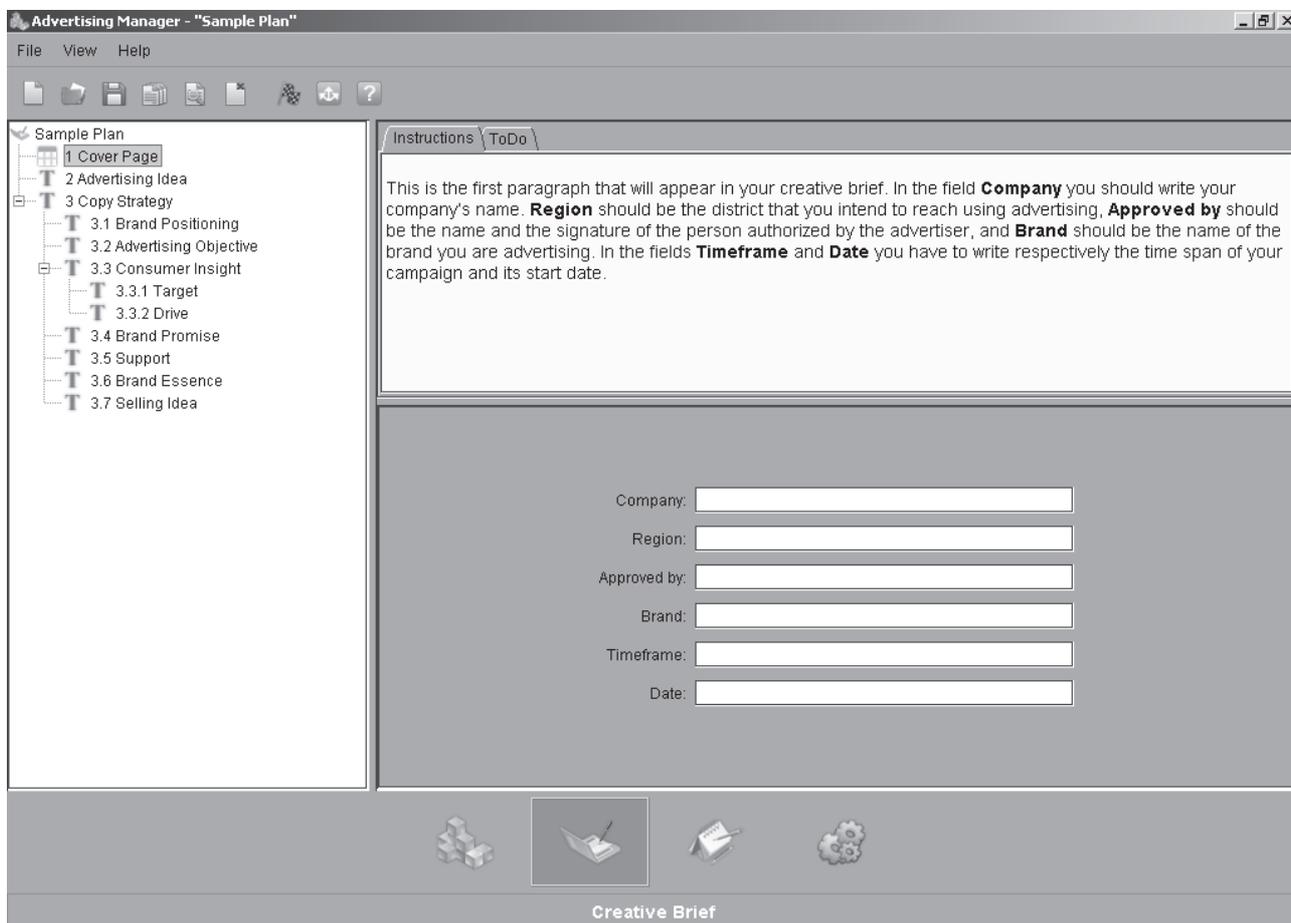
To print your current plan, follow the steps:

1. Choose **Preview Advertising Plan** in the **View** menu.
2. The **Preview** dialog window appears.
3. Click on the **Print Settings**  button on the button bar.
4. Customize the plan preview as you wish.
5. Click on the **Print**  button. To view each preview as it will appear when printed, press the **Print Preview**  button.
6. Another dialog window appears. Here you can set the print settings more precisely.
7. Click on the **OK** button to print the plan and close the dialog window.

Creative Brief

In this part of the program, you are supported in the creation of your **Creative Brief**, which is a strategic document in the preparation of your advertising campaign. Its purpose is to convey the advertising messages to the advertising team that will be involved in the production of your advertising materials. You will find further information about the creative brief in the **Navigator**.

A creative brief is created with each advertising plan and is saved, opened, deleted or copied together with it. If you want to create additional creative briefs that correspond to a certain plan, you must copy the plan firstly. The



outline of the creative brief and the instructions do not depend on the answers that you have entered in the initial wizard. After you have created your plan and all the directions in the individual steps have been entered, you can

continue to the Creative Brief. Press for this the **Creative Brief**  button. The structure of the creative brief is identical with the structure of the advertising plan. The individual topics are listed on the left, on the right the tabs **Instructions** and **ToDo** described in the chapter Advertising Plan follow, the editor is below.

Go to topic **Cover Page** and fill in the respective fields. When you finish, switch over to the **Media Plan** with the **Media Plan** button.

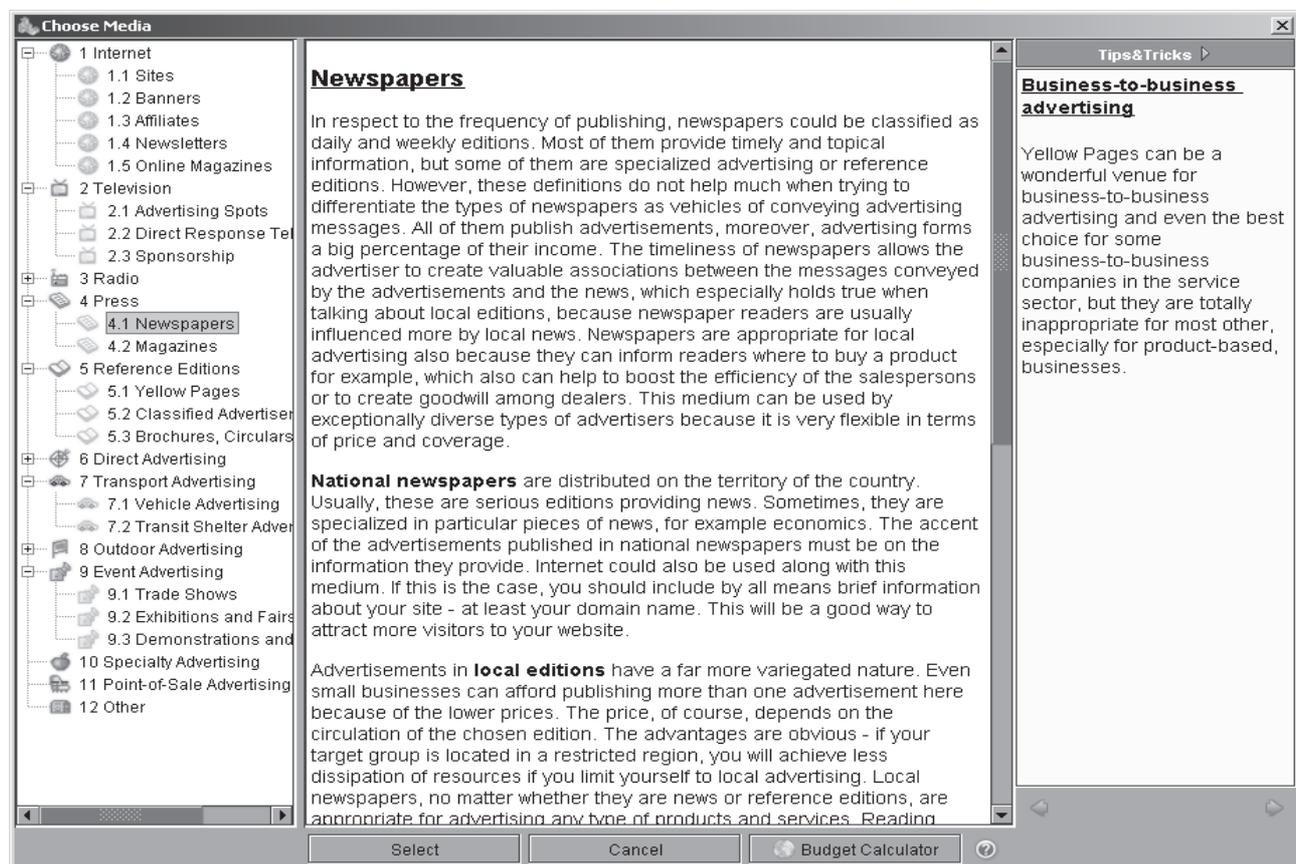
Media Plan

Advertising Manager provides the user with a graphical presentation of all running advertising campaigns. To switch

over to the media plan, click on the  button. Enter the start and end date of the advertising campaign with the **Start Date** and **End Date** buttons.

The view can be increased, respectively decreased with the  buttons. After the periods are entered, the duration of the advertisement in each medium is calculated automatically and the value is displayed in the **Duration** column. Click in the **Price** column and enter the price of the advertisement. In order to remove a campaign or period, use the **Remove** button of the respective section.

To add an advertising campaign in certain medium, click on the **Add** button in the **Media** section. On the left, different media are listed. Advertising Manager gives you useful hints and additional information about each individual advertising medium like price limits and reach. On the right, you will find the **Tips&Tricks** section. Practically proven advice how to increase the efficiency of the performed advertising campaign is offered to you here. You can hide the tips&tricks with the  button and restore them with the  button. When you decide on a medium, mark it in the column on the left and confirm your choice with the **Select** button. You can change the name of the medium if you wish so. Through the selection of a color, the advertising activities in this medium are made easier to distinguish. To choose a color, click on the **Color** button and select the desired color in the dialog box that appears. For each of the entries created in this table, you can specify **Start** and **End Dates** that determine the daily distribution of the running advertising activities.



Choose Media

- 1 Internet
 - 1.1 Sites
 - 1.2 Banners
 - 1.3 Affiliates
 - 1.4 Newsletters
 - 1.5 Online Magazines
- 2 Television
 - 2.1 Advertising Spots
 - 2.2 Direct Response Tel
 - 2.3 Sponsorship
- 3 Radio
- 4 Press
 - 4.1 Newspapers
 - 4.2 Magazines
- 5 Reference Editions
 - 5.1 Yellow Pages
 - 5.2 Classified Advertiser
 - 5.3 Brochures, Circulars
- 6 Direct Advertising
- 7 Transport Advertising
 - 7.1 Vehicle Advertising
 - 7.2 Transit Shelter Adver
- 8 Outdoor Advertising
- 9 Event Advertising
 - 9.1 Trade Shows
 - 9.2 Exhibitions and Fairs
 - 9.3 Demonstrations and
- 10 Specialty Advertising
- 11 Point-of-Sale Advertising
- 12 Other

Newspapers

In respect to the frequency of publishing, newspapers could be classified as daily and weekly editions. Most of them provide timely and topical information, but some of them are specialized advertising or reference editions. However, these definitions do not help much when trying to differentiate the types of newspapers as vehicles of conveying advertising messages. All of them publish advertisements, moreover, advertising forms a big percentage of their income. The timeliness of newspapers allows the advertiser to create valuable associations between the messages conveyed by the advertisements and the news, which especially holds true when talking about local editions, because newspaper readers are usually influenced more by local news. Newspapers are appropriate for local advertising also because they can inform readers where to buy a product for example, which also can help to boost the efficiency of the salespersons or to create goodwill among dealers. This medium can be used by exceptionally diverse types of advertisers because it is very flexible in terms of price and coverage.

National newspapers are distributed on the territory of the country. Usually, these are serious editions providing news. Sometimes, they are specialized in particular pieces of news, for example economics. The accent of the advertisements published in national newspapers must be on the information they provide. Internet could also be used along with this medium. If this is the case, you should include by all means brief information about your site - at least your domain name. This will be a good way to attract more visitors to your website.

Advertisements in **local editions** have a far more variegated nature. Even small businesses can afford publishing more than one advertisement here because of the lower prices. The price, of course, depends on the circulation of the chosen edition. The advantages are obvious - if your target group is located in a restricted region, you will achieve less dissipation of resources if you limit yourself to local advertising. Local newspapers, no matter whether they are news or reference editions, are appropriate for advertising any type of products and services. Reading

Tips&Tricks

Business-to-business advertising

Yellow Pages can be a wonderful venue for business-to-business advertising and even the best choice for some business-to-business companies in the service sector, but they are totally inappropriate for most other, especially for product-based, businesses.

Select Cancel Budget Calculator

Last, but not least, you can change all the settings of the entries in this table except for the duration. It is estimated automatically from the periods defined in the bottom right pane of the screen. The duration is a sum of the lengths of each period, measured in days. To change the name of an advertising activity, follow the steps:

1. Select an advertising activity with the left mouse button.
2. Double-click on the name of the advertising activity.
3. Change the name and press the Enter button for the changes to take effect.

Follow the same steps if you want to change the total costs. To change the color of an advertising activity:

1. Select an advertising activity with the left mouse button.
2. Double-click on the color of the advertising activity.
3. Confirm the selection of the new color with **OK**.

The new color is applied in the chart for the periods of the running advertising activities. To remove an entry from the table:

1. Select an advertising activity with the left mouse button.
2. Click on the **Remove** button in the **Media** section.
3. All the periods related to this advertising activity are deleted.

Analysis and Evaluation

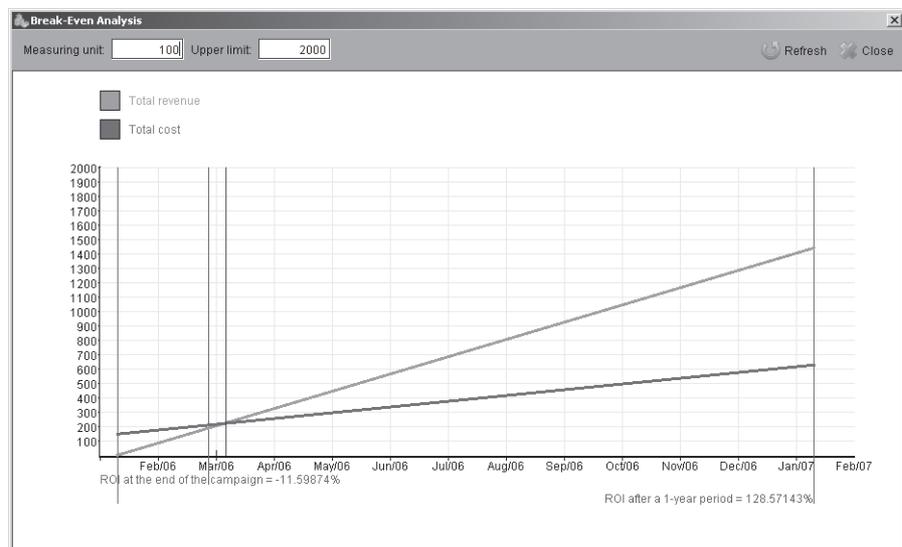
The analysis and evaluation plan will display the evaluation methodologies that you want to use in your campaign. Write here the different methodologies used by you for pre- and post-testing, the results of the analysis of the media data, if any, your ROI evaluation methodologies and break-even assumptions in respect to the sales effect of your campaign.

Click on the **Analysis and Evaluation**  button. The structure is identical with the one of the advertising plan. Click on **Monthly Advertising Expenditure**. Advertising Manager shows you the expenditures per advertising activity on a monthly basis and estimates the average monthly amount of each campaign. Each row corresponds to a definite advertising activity indicated in the media plan.

If you have more than one advertising activities of a type, the table will present your total costs estimated by months. The program uses the start and end dates of your campaign and displays the period divided into segments of six months. Each segment begins in January or in July.

Break-Even Analysis

With the break-even analysis tool, you can present the turnover and expenditures graphically and estimate your ROI. The instructions of topic ROI Analysis and Break-Even Analysis explain the algorithm, the necessary data and the results. The chart



displays the straight lines in the first quadrant only, that is why the required values must be positive.

The program uses the start and end date of your campaign. The x-axis shows the time in months whereby at least one one-year period is displayed. If the activity period of the campaign is less than a year, a one-year period is anyway displayed because rentability is usually estimated for one year after the start of the campaign. You will find additional information in the help topics. The results of the calculation are displayed for each of these points under the x-axis. The y-axis displays the amount of money in dollars.

Further Online Assistance

You will find further information related to the advertising activities in our online.bluevizia.com website. You are linked to it from the program directly. Select the **bluevizia Online** option from the **Help** menu. You will find e.g. information about the advertising tariffs of the different media in the United States on the site.