The Brand Central Project at-a-Glance

This new version of Brand Central opens up a whole new world of granular intelligence by greatly expanding the amount of detail available, including:

- An update of the product category structure – tripling the number of product categories from 575 to 1,960
- A review and rewrite of classification rules – more precise and detailed product names
- The addition of new roll-up fields – New Brand and Advertiser fields
- Expanded set of pre-defined ‘TNS Product Groups’ that cuts across product categories
- Product Set Redesign

Redesign Benefits and Advantages

*Easier Product Lookup*: We've developed a streamlined interface for searching and selecting, and new ways to filter and drill within search results.

*Enhanced Report Output*: Flexibility with the amount of product detail shown on your report, looser character limits and fewer hard-to-decipher abbreviations.

*Improved Customization*: You control the interface, with user preferences to set defaults and a flexible Product Set page layout.
**Category Levels & Examples**

**TNS Product Group** - Similar products which span categories: 
*Baby Products or Internet/Online*

Industry - The highest level of category classification: 
*Financial*

Major - The second highest level of category classification: 
*Financial Products & Services*

Category - The third highest level, used to be the lowest level: 
*Investment Products & Services*

Subcategory - The level below Category: 
*Mutual Funds*

**Microcategory** - The level below Subcategory: 
*Mutual Funds - Stocks & Bonds*

**Product Levels & Examples**

**Ultimate Owner** - Highest level, owner of the product: *(usually same as Parent)*

Parent - The owner of the product advertised: 
*Citi Group Inc.*

Subsidiary - The immediate owner of the product: 
*Citi Group*

Advertiser - The payer of an ad: 
*Citi*

Brand - Who is advertising?: 
*Citi Upromise*

Product* - The actual item or service being advertised: 
*Citi Upromise Platinum : Personal Credit Card : Mastercard*

*Product replaces Brand/Account as new lowest level of detail. Brand is now a roll-up of Products.*

Bolded areas denote new Product and Category fields.
New Product Set

The Product Set has been redesigned to take advantage of the enhanced Brand Central. These changes include new functionality and a redesign of the features you are familiar with.

Getting Started With the New Product Set

Everything is now on a single page.

This is the page you will see when you visit the Product Set step (using Stradegy as an example).

There are three different ways to get started:

1. If you know what you are searching for
2. If you are not sure what category you are looking for
3. If you already have saved Groups that you would like to use
There are three ways to begin:

1. **If you know what you are searching for** and want to do a text-based search, you would do the following:
   
   a. Use the *Search* dropdown to begin making your selections. You can choose to search by all levels using *All Products* or *All Categories*, if you are unsure what level you want to search. (Click the question mark for more information on the different levels).
   
   b. Instead of *Begins with* or *Contains*, you can choose to search *Any word* or *First word*.
   
   c. Type what you are looking for in the textbox and click *Search*.
   
   d. If you are searching for Products, use the calendar icon to search for new products.

2. **If you are not sure what category you are looking for**, you can start by showing a full list of categories. The *Show All* smart button shows all Industries, Majors, Categories, Subcategories or Microcategories.

   Click the button to see all categories for the level shown in the search dropdown or click the down arrow to select any of these category levels, and they will appear within your *Available* list.

   You can even show *All Categories* which will display the full list for each of the levels. You can start at the highest level (i.e. Industry), and then work downward to the lower level categories.

3. **If you already have saved Groups**, the *Select Groups* smart button displays your saved groups.

   Click the button to see groups for the type shown in the *Search* dropdown or click on the down arrow to select a different group type. Once you click the type, your groups will be listed for you to select.
There may be times that your search results are not exactly what you are looking for. This may be because there is too much data, or possibly because you are not at the right product or category level. Here are two features to help you further.

1. As within the old product set, you have the ability to move up or down levels. It used to be underneath the available box as Show Me. Within the new product set, it is now called the Drill button. There are two ways to use the Drill button.

   **Quick Drill:** Highlight an item in the Available box and click the arrow next to the Drill for a quick Drill. You can click the level that you would like to show and then your list will be repopulated with that level.

   **Advanced Drill:** For a more advanced Drill, click the Drill button. This will bring up a window showing all the available levels. As with the arrow, you can click one to Drill. Additionally, you can use a date filter for Products (as with your first search) or type something into your text box. For example, if you had highlighted Sneakers in your category Available box and clicked the Drill button, you can enter Nike in the text box, select dates, and click the products link. Your list would return new Nike products within the Sneaker category.
2. If your product search returned too many results, you can further filter your search results to show only Products within specific categories.

To open your filter, click on the *Filter* tab. Then uncheck or check categories as desired and click the *Apply Filter* button. This will update your available list.

The number next to each category shows how many Product results are in that Category; click on it to limit list to only those products. You can re-order the categories shown using the dropdown. Note that the filter icon is only available when you are viewing Products.
Making Selections

For the most part, the selection process is the same as it was within the old product set. However, you may see a Select and Remove button instead of the arrows.

If you search across levels, your search results will be shown in separate tabs - a different tab for each level. You can click any tab to make selections.
Additional New Functionality Highlights

**Views:**

View icons allow you to change the layout of the Product Set page. These icons are located at the top right corner of the *Available* and *Selected* boxes. There are three options available:

- **Stacked View** – Boxes are displayed vertically, which allows for long names to be shown without scrolling. This is the default.

- **Side-by-Side View** – Boxes are displayed horizontally, similar to the old Product Set design.

- **Tabbed View** – Selected and Available Lists are separated. Only one box is shown at any time, so you can see more search results at once.

Once you switch your view, it will remain in that view until you change it again.

**Product Set History Button:**

The History button stores all of your searches. Use back, forward or the down arrow to navigate previous results.

**User Preferences:**

Choose how you want to use the new Product Set step. Click the My Profile button to set up your personalized options for searching, selecting, and viewing.

**Pager:**

There are two new ways to navigate your search results pages: Slide the pager between pages or click the “abc…” button (not shown when category code is displayed) to jump by first letter or number.
Additional Help

On the Bulletin Board of the application you will find helpful links, including:

- Brand Central Terms & Definitions
- Mapping of Old Categories to New Categories
- Video demo of the New Brand Central
- Electronic copy of this book

Get More Information

Contact your Account Service representative for more information. If you have any immediate questions or concerns contact the Customer Support Hotline at (800) 497-8450.