

Commercial Playlist Overview



Billboard
Playlist and
Theft
Deterrent



Kiosk
Commercial
Playlist

- Avanti markets has updated our media management tools allowing operators to fully manage both your kiosk and billboard commercial content
- Our objective was to provide operators the ability to manage all their commercial management in an easy-to-use tool to create campaigns
- Previously billboard commercials could only be managed by support, but now operators are able to manage this content
- These new changes will provide operational efficiencies and help drive sales in your markets

Promotion Playlist Changes

- **We have consolidated our campaigns commercial options**
 - We have eliminated the Commercial Playlists and Commercial Management options in the Campaigns dropdown tab
 - We have consolidated all commercial content under a single option which is now named "Campaign Management"
 - Consolidating all media management into one option has streamlined the process for the operators

Old Campaign Options

▼ CAMPAIGNS ▼ ADI

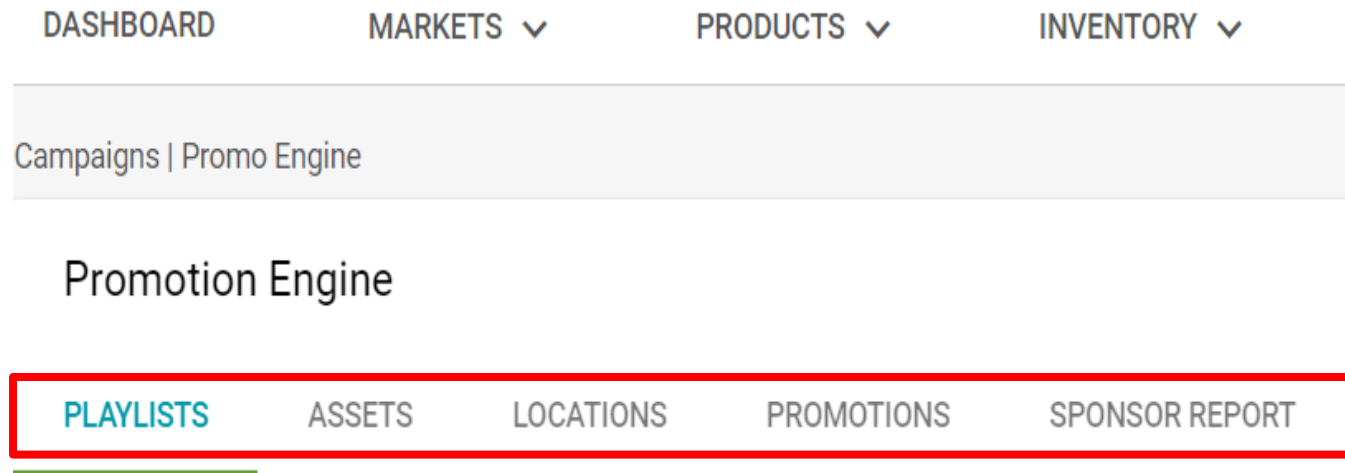
PROMOTIONS
PRODUCT GROUPS
COUPONS
COUPON TEMPLATES
COMMERCIAL PLAYLISTS
COMMERCIAL MANAGEMEN

New Campaign Options

▼ CAMPAIGNS ▼ ADMIN

PROMOTIONS
PRODUCT GROUP
COUPONS
COUPON TEMPLATES
CAMPAIGN MANAGEMENT

Promotion Playlist Layout Changes



- **Playlists Types**

- Billboards – Displays Commercial on the external billboards feature in addition to the theft deterrent feature
- Commercials – Displays commercials on the kiosk screen
- Promotion – Hybrid billboard/Commercial that can be paired with a promotion

- **Assets**

- Import and extend assets to billboards or kiosk commercials
- Resize images

- **Locations**

- Edit/Override playlists extended to specific market locations

- **Promotions**

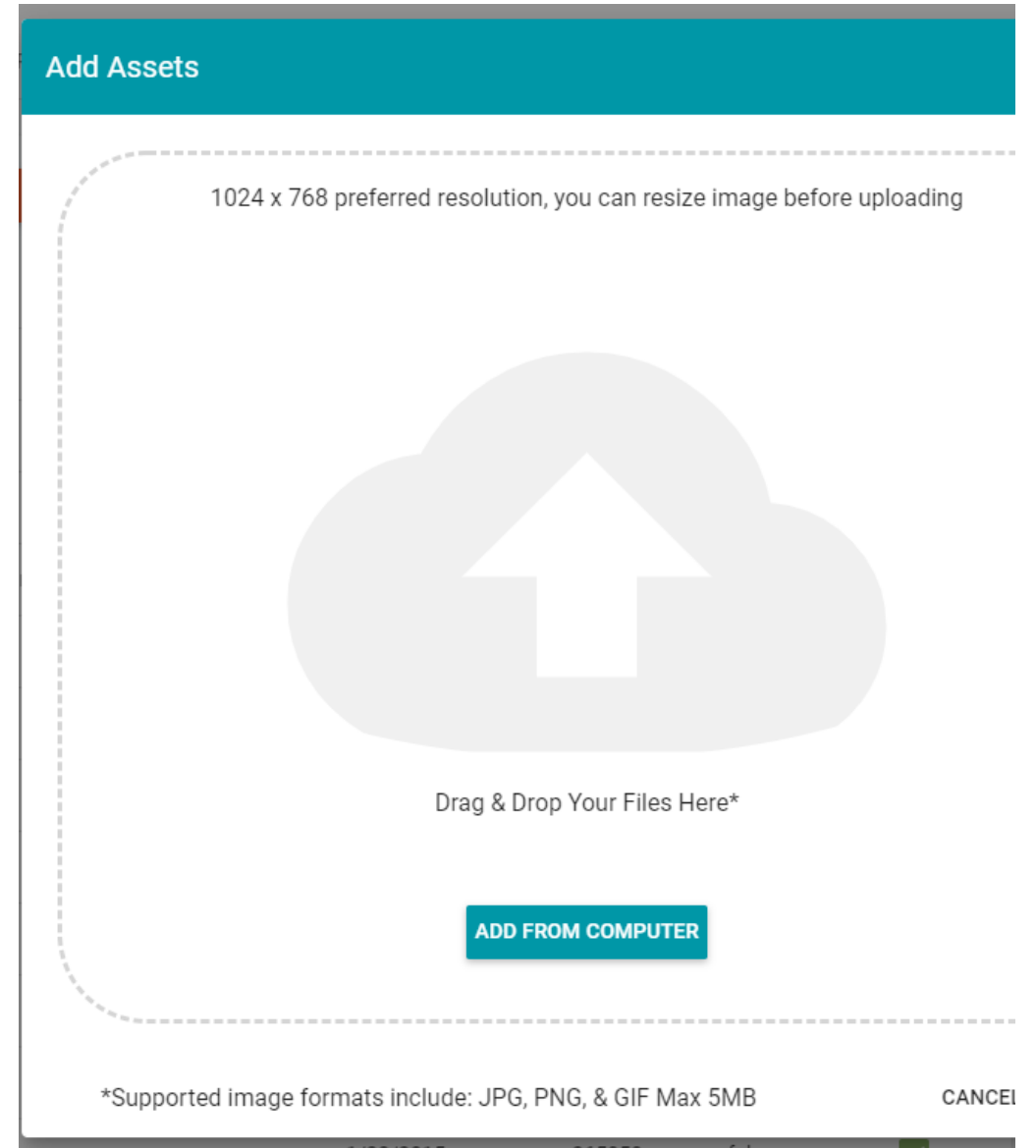
- Shortcut to create promotions

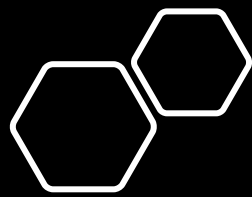
- **Sponsor Report**

- Track your Buy X Get Y Reports

Promotion Assets

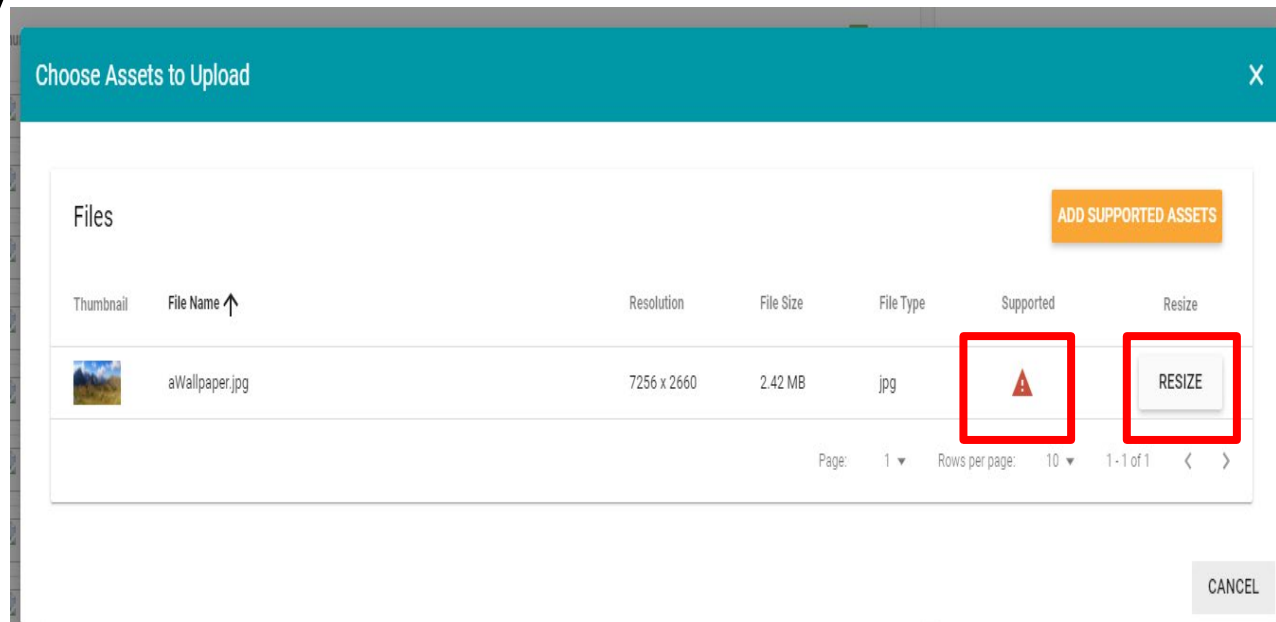
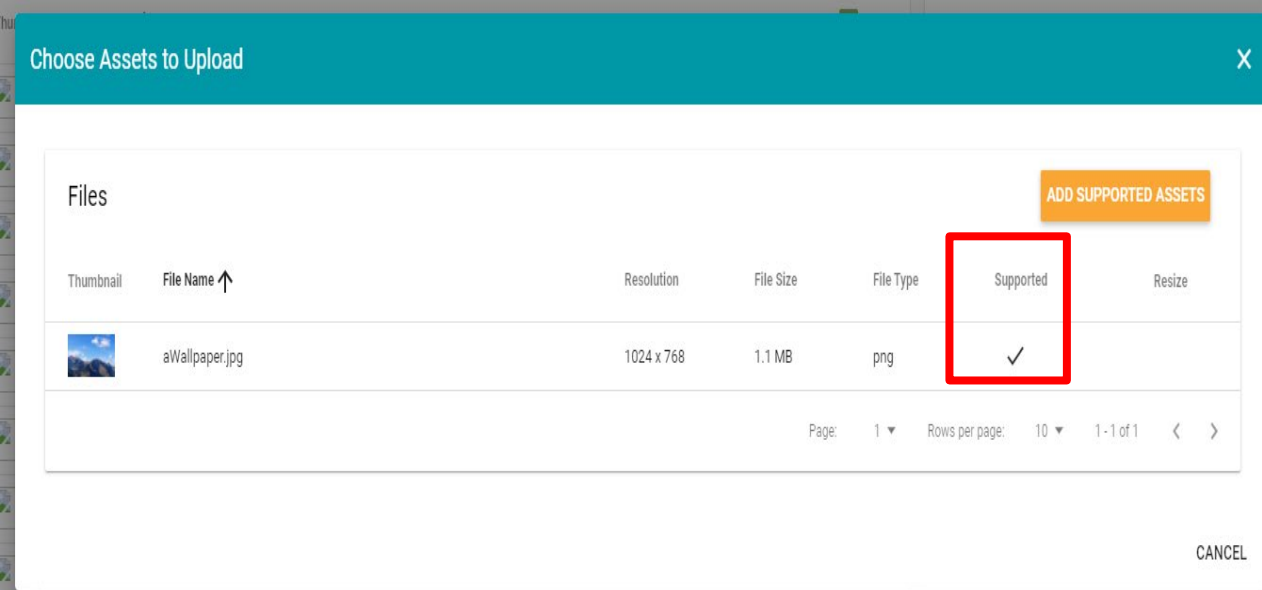
- Drag and Drop a single or multiple asset files at once
- You can also click the "Add From Computer" button to add file images from your computer





Resizing Assets

- Files sized correctly prior to uploading into AMS will have a checkmark if they are supported
- If the warning triangle is visible in the supported field, please click the "Resize" button
- Images over 5mb will need to be resized







Resizing Assets Continued

- After the "Resize" button is clicked you will be presented with the resized image
- In most instances you will want to save the image in its entirety.
- If you have an image you want to crop drag the corners of the image to shrink or enlarge prior to clicking save

Removing Commercial Assets

- Select the Assets tab
- Select All or individual Assets
- Select Remove button to permanently remove assets from your organization
- Click the "Hide Global" option to suppress the Avanti Global slides

Assets Hide Global **REMOVE** **ADD ASSET** **ADD TO PLAYLIST**

Thumbnail	Asset Name ↑	File Type	Created Date	Size	Global	<input type="checkbox"/>
	8oz Coffee.jpg	.jpg	11/6/2020	298720	false	<input checked="" type="checkbox"/>
	animation	.gif	6/10/2019	830714	false	<input type="checkbox"/>



**Any
Questions?**



Creating Commercial Playlists

We will show you the following

- How to create a playlist
- Add assets to your playlist
- Extend your playlists to locations
- Manage your playlists



Now in Your Market

Together Tastes Better
Coca-Cola

USE YOUR MARKET CARD TO BE ENTERED FOR A CHANCE TO WIN A **COCA-COLA POLAR BEAR**

When you purchase two (2) 20 oz Coca-Cola® Products from November 1st to December 12th, 2020

1 WINNER PER WEEK
MINI 4" COCA-COLA BEAR

TWO GRAND PRIZE WINNERS IN DECEMBER
30" Coca-Cola Bear

EVERGREEN Refreshments

The advertisement features a festive holiday theme with polar bears and a Christmas tree. It promotes a promotion where purchasing two 20 oz Coca-Cola products from November 1st to December 12th, 2020, enters the customer for a chance to win a Coca-Cola Polar Bear. The prizes include a Mini 4" Coca-Cola Bear (one winner per week) and a 30" Coca-Cola Bear (two grand prize winners in December). The Evergreen Refreshments logo is also present.



Buy 4 Snapple Peach Tea (16 oz. Plastic Bottle), get the 5th FREE!

Offer runs 10/1/20 through 12/31/20

Offer available to Market Member Card users only. You must use a Market Member Card to receive credit for promotion.

The advertisement features a single bottle of Snapple Peach Tea. The promotion is a "buy 4 get 5th free" offer, available from October 1, 2020, to December 31, 2020. The offer is restricted to Market Member Card users, who must use their card to receive credit for the promotion.

Promotion Engine

1

PLAYLISTS

ASSETS

LOCATIONS

PROMOTIONS

SPONSOR REPORT

Edit/Create Playlist

Playlist Name:

2

Name must be unique

0 / 255

Playlist Type:

3

Commercial

Billboard

Promotion

VIEW PLAYLISTS

6

SAVE PLAYLIST

Asset Defaults

4

Default Duration:

5

UPDATE ALL

Default Start Date:



Enter Date

5

UPDATE ALL

Default End Date:



Enter Date

5

UPDATE ALL

Creating a Commercial Playlist

1. Click the Playlist option
2. Enter playlist name. This cannot be changed once saved
3. Select Playlist Type from the dropdown
4. Setup slide duration time. (Default is 5 seconds)
5. Enter playlist Start and end date
6. Click "Save Playlist"

Playlist Name: Name must be unique 15 / 255 Playlist Type: VIEW PLAYLISTS SAVE PLAYLIST

Asset Defaults

Default Duration: UPDATE ALL Default Start Date: UPDATE ALL Default End Date: UPDATE ALL

Playlist Assets Show Expired ADD ASSET(S)

Thumbnail	Asset Name	Date Added	Start Date	End Date	Duration (s)	Billboard Location	Reorder
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Drag & Drop Your Files Here*

ADD FROM COMPUTER







ADD FROM ASSET LIBRARY

Adding Assets to a Playlist

- Once the playlist information has been completed click on the "Add Assets" button
- You can now drag & drop, or add assets from you PC directly into your playlist

Managing Assets

- Once you have added your assets you can change the order of the of the assets by clicking the reorder up and down arrows
- If you click on a single asset within the playlist you can edit the slides individually. This includes the start & end date and duration time

Thumbnail	Asset Name	Date Added	Start Date	End Date	Duration (s)	Reorder
	Blue	8/27/2020			5	 
	Green png	8/27/2020			5	 

Page:1 Rows per page:10 1 - 2 of 2

Show Expired

ADD ASSET(S)

Managing Assets Continued

- After selecting a commercial asset within a playlist you will be presented with either the billboard or commercial edit view
- You can edit the start & end date and duration time
- Click the update button to save your changes
- Please note that billboard playlists have a top and bottom position. You will need to determine which position you want setup for each billboard slide
- You can also remove slides from playlists by selecting the "Remove" button

Billboard



File Name
sub sandwich billboard1.png

Start Date: 11/16/2020 ▾

End Date: 12/31/2020 ▾

Billboard Location

Top Bottom

REMOVE

UPDATE

Commercial



File Name
Blue

Start Date: Enter Date ▾

End Date: Enter Date ▾

Duration (s):

REMOVE

UPDATE

Extending Playlists to Market Locations

Add Playlist To Location(s)
✕

Account Type ▾

Route ▾

🔍 Search ✕

Integration Type ▾

Location Name	Integration Type ↑	Account Type	Route	<input type="checkbox"/>
0011 ATI Millersburg	Dishout	Blue Collar	75 Brian Herman	<input type="checkbox"/>
Test Location for AMNW Portland	Dishout	Blue Collar	Test Route for AMNW Portland	<input type="checkbox"/>
0011 ATI Millersburg Reception	University	Blue Collar	75 Brian Herman	<input type="checkbox"/>
0011 Bruce Pac Cook Silverton	University	Blue Collar	75 Brian Herman	<input type="checkbox"/>
AMNW Portland Warehouse	University	Blue Collar	Test Route for AMNW Portland	<input type="checkbox"/>
0011 Bruce Pac Meat Silverton		Blue Collar	75 Brian Herman	<input type="checkbox"/>
0011 Bruce Pac Meat Woodburn		Blue Collar	75 Brian Herman	<input type="checkbox"/>

CANCEL

ADD TO LOCATION

- Click the "Add To Location" Button to display all market locations within your organization
- You can extend playlists to all locations or use the filters to display the market locations you want to extend the playlist
- Notice the 3rd party locations have the orange pill identifier next to them
- Use the search field to locate individual market locations
- Select individual or ALL market locations
- Click the "Add To Location" to extend the playlist

Extending Playlists to Market Locations Continued

- Here is a close look at the different filters that you can use to extend your playlists to specific markets
- Please note the “No Integration” option will filter Avanti Market locations

Account Type

All

Blue Collar

White Collar

Call Center

Education

Integration

All

No Integration

USC

Sodexo

Opticard

Route

All

Test Route for AMNW Portland

32 Dean Moore

37 Ed Bilquez

43 Steve Parrish

Removing Playlists From a Location

- Use the search field to select a single or multiple locations you want removed and click the "Remove From Location" button
- Select the top checkbox to highlight all market locations and click the "Remove From Location" button
- Another option is to edit the end date from the playlist and click on the "Save Playlist" button

REMOVE FROM LOCATION

ADD TO LOCATION



Search



Updated On



09/25/2020



Page:1



Rows per page:20

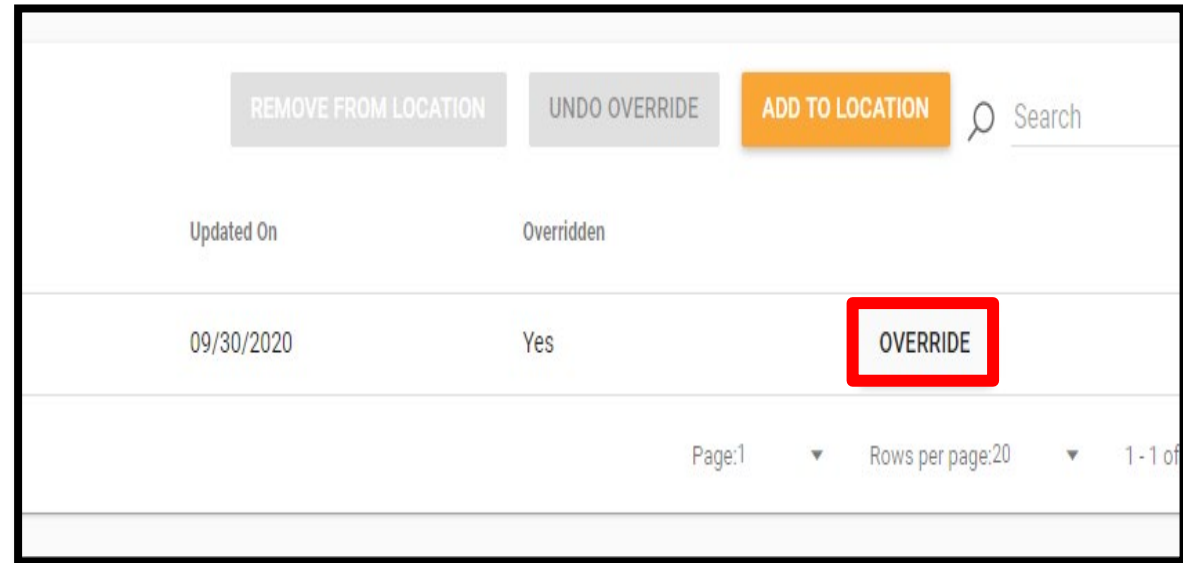


1 - 1 of 1



Playlist Override

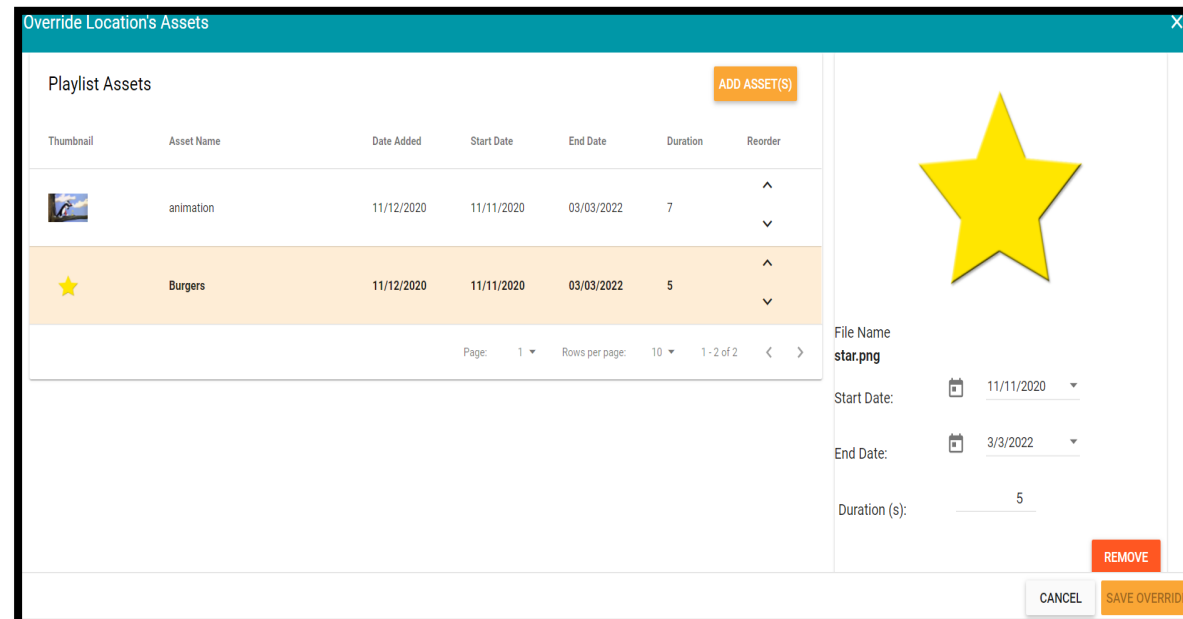
- Override allows a playlist to be edited for a specific market location playlist
- The following edits can be made using the override option
 - Asset Start Date
 - Asset End Date
 - Change the duration time
 - Remove commercial from playlist



REMOVE FROM LOCATION UNDO OVERRIDE ADD TO LOCATION Search

Updated On	Overridden	
09/30/2020	Yes	OVERWRITE

Page:1 Rows per page:20 1 - 1 of



Override Location's Assets

Playlist Assets ADD ASSET(S)

Thumbnail	Asset Name	Date Added	Start Date	End Date	Duration	Reorder
	animation	11/12/2020	11/11/2020	03/03/2022	7	^ v
	Burgers	11/12/2020	11/11/2020	03/03/2022	5	^ v

Page: 1 Rows per page: 10 1 - 2 of 2 < >

File Name: star.png

Start Date: 11/11/2020

End Date: 3/3/2022

Duration (s): 5

REMOVE

CANCEL SAVE OVERRIDE

Any Questions?



Promotion Playlist Option

Edit/Create Playlist

Playlist Name: 0 / 255 Playlist Type:

Asset Defaults

Default Duration: Default Start Date: Default End Date:

Playlist Assets Show Expired

Thumbnail	Asset Name	Date Added	Start Date	End Date	Duration (s)	Reorder
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Promotions

Promotion Name	Source	Type	Start Date	End Date	<input type="checkbox"/>
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- The promotion Playlist is a hybrid of Commercial and Billboard Playlist by having two tabs in the asset table for both Commercial and Billboard Assets
- This option provides the ability to create a promotion and add assets to either the kiosk or billboard media
- If you already have a promotion that has already been created select the "Add Promotion" button to add the promotion to your commercial playlist

Playlist Assets

Show Expired

ADD ASSET(S)

COMMERCIAL ASSETS

BILLBOARD ASSETS

Thumbnail	Asset Name	Date Added	Start Date	End Date	Duration (s)	Reorder
-----------	------------	------------	------------	----------	--------------	---------

Promotions

REMOVE

CREATE PROMOTIONS

ADD PROMOTION

Promotion Name	Source	Type	Start Date	End Date	<input type="checkbox"/>
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Promotion Playlist Option

- The Promotion Playlist option is ideal for creating targeted promotions such as "Fresh Food Friday's"
- This option allows you to create and pair a commercial asset with a promotion

Promotion Engine

PLAYLISTS

ASSETS

LOCATIONS

PROMOTIONS

SPONSOR REPORT

Locations

Playlist Type: Playlist Name:

Location Name

Playlist Type

Playlist Name

Updated On

Overridden

[0011 Assurant Solutions](#)

Billboard

Coke

11/06/2020

No

[0011 Assurant Solutions](#)

Billboard

Scott Test

11/12/2020

Yes

Locations Tab

- View specific location's playlists
- Make overrides
- View multiple playlists per location

Undo Override

- You can identify locations that have been overridden by the Yes or No indicator
- Select any location that you want to change back to the default playlist settings
- Click the “Undo Override” button

Playlist Extended to Locations

REMOVE FROM LOCATION UNDO OVERRIDE ADD TO LOCATION Search X

Location Name	Updated On	Overridden ↑		
0011 Assurant Solutions	11/12/2020	Yes	OVERWRITE	✓
0011 Bruce Pac Cook Woodburn	11/06/2020	No	OVERWRITE	□

Promotion and Sponsor Tabs

- Promotion Tab – Shortcut to create promotions within the same campaign management dropdown option
- Sponsor Report – Shortcut to view Buy X Get Y promotions

Promotion Engine

PLAYLISTS ASSETS LOCATIONS PROMOTIONS SPONSOR REPORT

Locations Playlist Type: Playlist Name:

Location Name	Playlist Type	Playlist Name	Updated On	Overridden
0011 Assurant Solutions	Billboard	Coke	11/06/2020	No
0011 Assurant Solutions	Billboard	Scott Test	11/12/2020	Yes

Summary



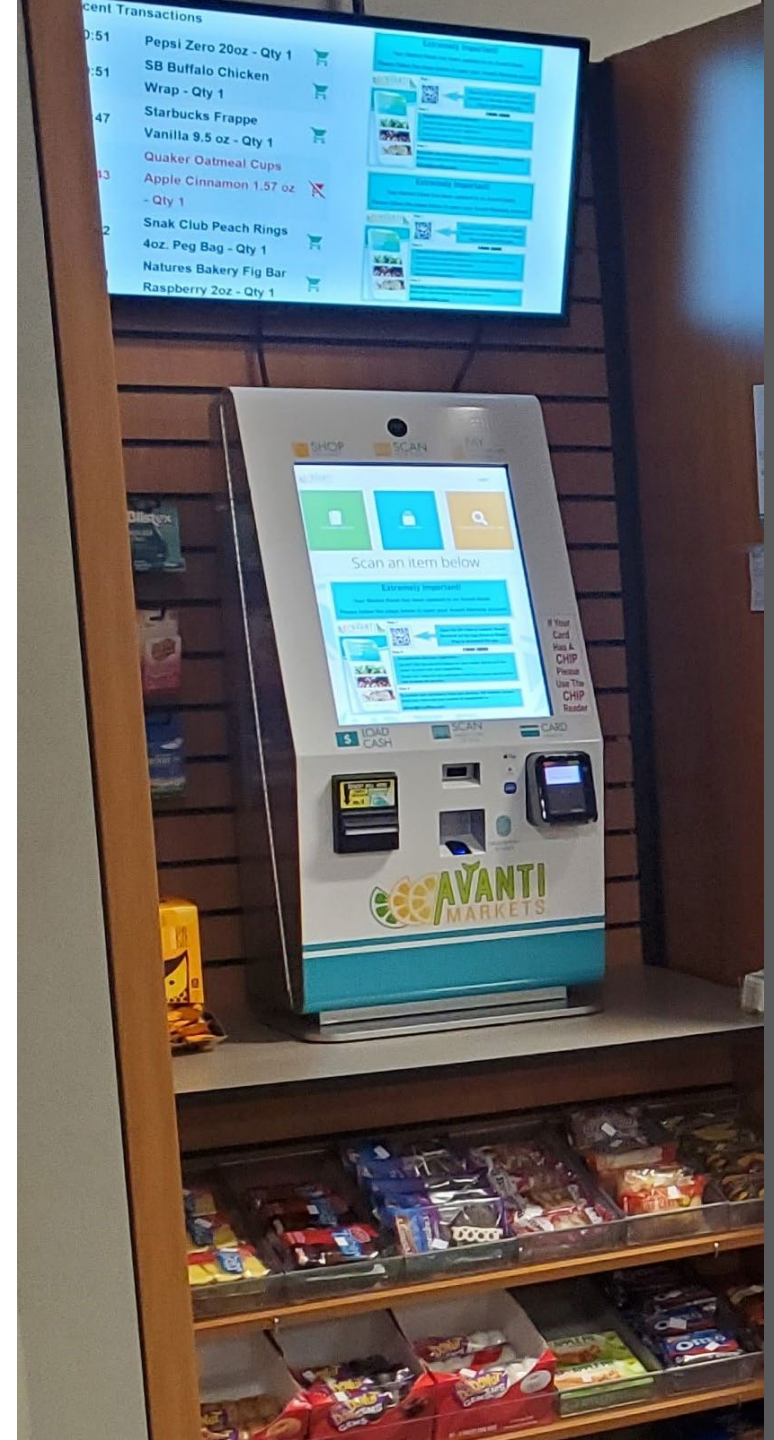
- If you are not using billboards today, please consider the benefits of the advertisement space in addition to the theft deterrent feature
- Kiosk and billboard playlist enhancements will help drive sales in your markets and will take a fraction of the time to create sales campaigns

New Features

- Upload multiple assets at once
- Asset auto resizing & crop
- Manage both billboards and commercials
- Hybrid Promotion Feature
- Extend playlists to targeted non-integrated, 3rd party integrations, by route, by account type, or ALL markets at once
- Ability to delete assets
- Playlist Start & End Date
- Duration time for all playlist
- Override playlist for targeted locations
- Self-Service Billboard & Commercials

What's Next?

- Familiarize yourself with the playlist feature
- Test this feature in your office or nearby market locations
- Go to the Help Center for detailed, step by step instructions
- Reach out to your account manager with assistance if needed
- We will post a message in AMS once the new commercial management feature has been released to production





**Any
Questions?**



Avanti Markets Help Center



- Are Your Team Members Registered?
- Contact support for assistance getting access to the HELP CENTER
- Create, track, update your support ticket status activity
- Help Center Materials
 - How to training materials
 - Security and network requirements
 - Sales and Marketing
 - Avanti Features
 - Industry News
 - Covid – 19 resources