

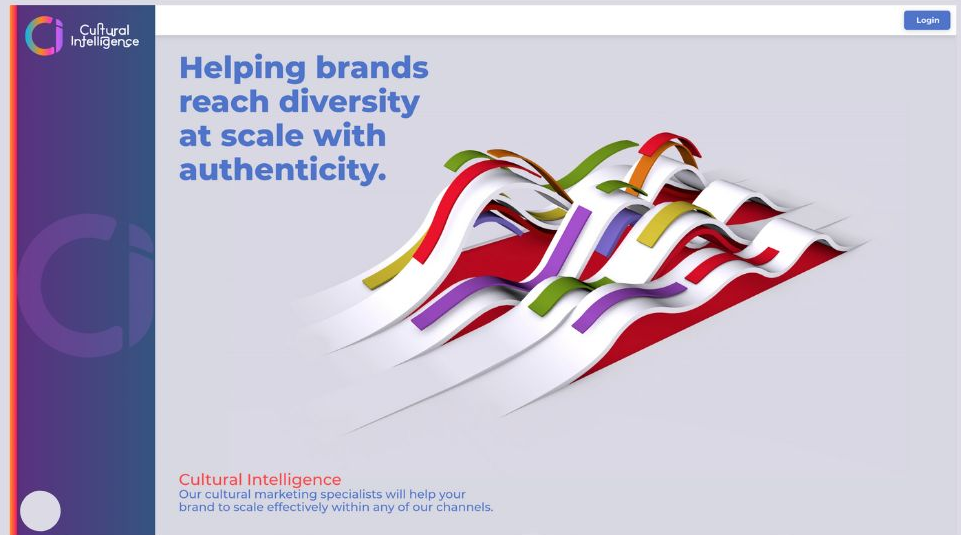
Cultural Intelligence

Platform Overview


Cultural Intelligence is a desktop tool used by marketing directors and media planners to make use of our diverse audience intelligence. Insights supplied on the platform allow media planners to plan their campaigns with precision using personas and data trend forecasting. The platform allows for Media Owners to list their inventory.

CI login Media Planner

As media planner you'll be able to login from the homepage, the login details will be sent to you via our CI team.



Media Planner Media Owner Brand Advance



Username

Password

Media Planner

Campaign Creation

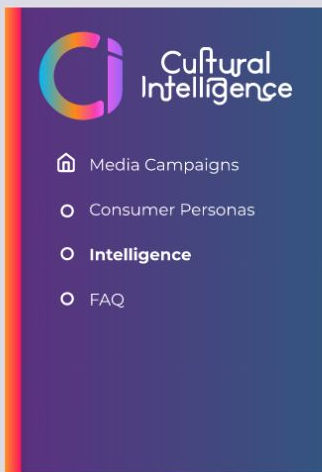
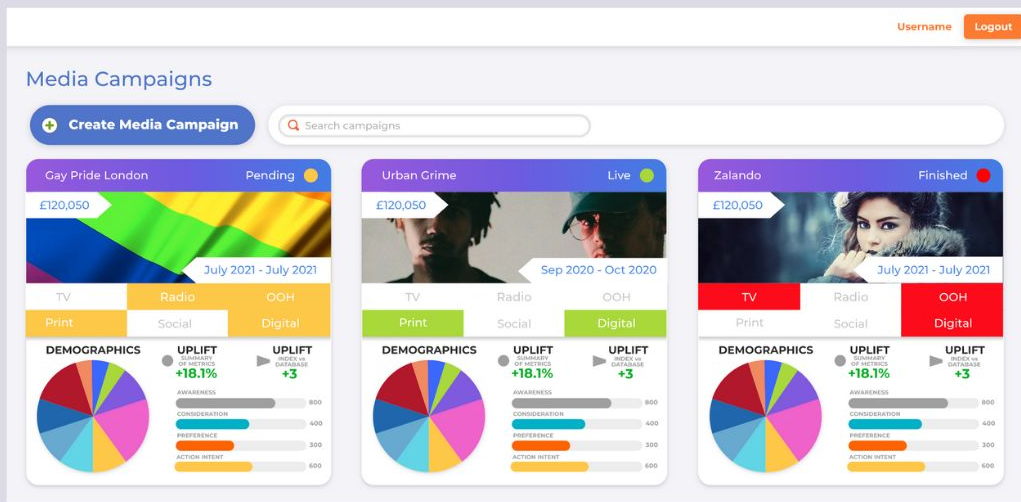
Media Campaign Planning

Media planners can create '**Media Campaigns**' creating a new media plan or look at the status of a current or previous campaign. There is three light colour system to show how the status of a campaign.

Yellow indicated a booked campaign which is due to go live

Green is a current live campaign

Red shows a completed campaign



CI Sidebar

To easily navigate the platform there is a sidebar to jump to the key parts of the platform.

Persona Creation

Personas

The second step of the create a campaign is the **'Persona'** stage. This is a key part to the process of the platform, it's what separates CI from other media planning tools on the market.

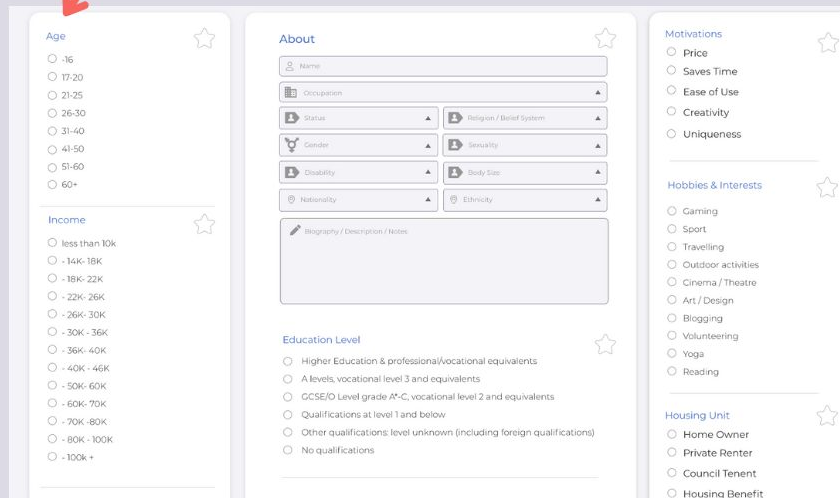
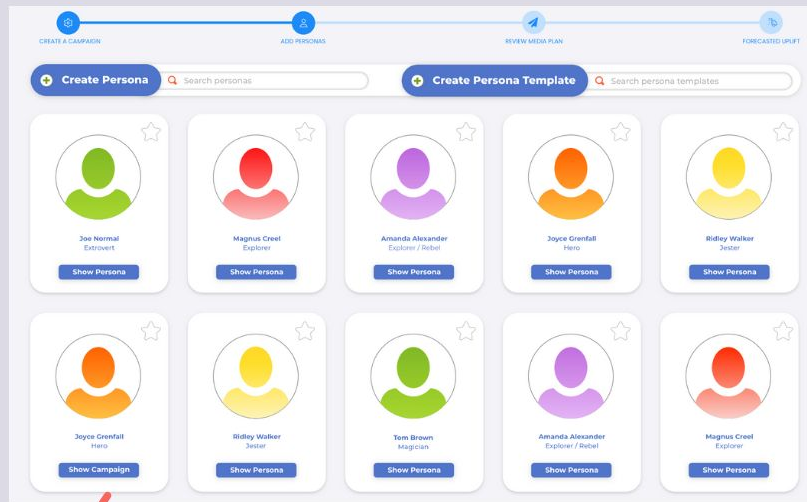
The **'Create Persona'** button will direct the user to create a new persona. The persona is the type of audience the planner is trying to reach with their campaign.

Brand Advance has spoken to all of our agency partners to collect an overview of all the relevant fields of information they look for when create a consumer type for their campaigns. We've condensed this down in CI to include all of the key fields.

Personas Fields

CI will ask the planner to fill in a total of 16 fields of information on their desired audience. Filling out as many of the fields will help the system make an accurate match with our media owners on the platform.

The more information you can tell CI about your desired audience the more accurate the options will be when it comes to the media plan.





Cultural intelligence tool

Cultural Intelligence uses diversity insights and real-time campaign data-sets, allowing advertisers and agencies to ensure campaign reach across all diverse communities at scale.

Empowering media and strategy teams to plan smarter and diversity media owners to authentically promote themselves to global buyers.

Subscriptions

Minimum 5 users £149 per month, per user	£745
6 month minimum	£4,470
12 month	£8,940

- **Additional** users £149 per user, per month
- **Discount** starts at 20+ users where price reduces to £120 per user