

Plans

▼ **National Plans** Add National Plan +

Name	Budget ▼	Description / Notes	
French Fry 057	\$30,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	
French Fry 012	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	  
French Fry 073	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	

Rows per page: 10 ▼ 1-3 of 3 < >

▼ **Co-op Plans** Add Co-op Plan +

Name	Budget ▼	Description / Notes	
French Fry 057	\$30,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	
French Fry 012	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	  
French Fry 073	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	

Rows per page: 10 ▼ 1-3 of 3 < >

Experiments

Simulation Experiments Add Simulation Experiment +

Name	National	Co-op	Date	Total Budget	Projected Sales	Description / Notes
French Fry 057	FF Afternoons	Beef	06.24.17	\$3,000,000	\$15,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	FF Mornings	Chicken	06.29.17	\$10,000,000	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit Download Edit Delete
French Fry 073	FF Evenings	Fish	07.13.17	\$6,500,000	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit

Rows per page: 10 1-3 of 3 < >

Strategic Experiments Add Strategic Experiment +

Name	National	Co-op	Date	Total Budget	Projected Sales	Description / Notes
French Fry 057	FF Afternoons	Beef	06.24.17	\$3,000,000	\$15,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	FF Mornings	Chicken	06.29.17	\$10,000,000	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	FF Evenings	Fish	07.13.17	\$6,500,000	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit

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Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results

National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign

Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000



Rows per page: 10 1-3 of 3

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000

Add Campaign

Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000

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SIMULATE PLAN

SAVE PLAN SET AS

Plan Set Results - French Fry 057

Total Projected Sales - Pending...

Export Results

Last Modified by JDoe | 072416 14:36:20

Total Budget - \$100,000,000

National Plan - French Fry 012 | Total Budget - \$50,000,000 Add Campaign +

Campaign	Date Range	# Weeks	Budget
> French Fry Morning	01.01 - 01.31	12	\$15,000,000
∨ French Fry Afternoon	01.01 - 01.31	12	\$10,000,000

Product	Promotion	Channel	% Allocation	\$ Allocation	Historical Spend	Contrib to Sales	ROMI	Halo/Cannibal
French Fry	Core/Existing Product	Digital	40%	\$4,000,000	\$10,000,000 \$25,000,000	57%	1.5	●●
French Fry	New Product/LTO	TV	35%	\$3,500,000	\$500,000 \$15,000,000	32%	2.3	●●
French Fry	Brand	Radio	25%	\$2,500,000	\$750,000 \$13,000,000	41%	1.4	●

Campaign	Date Range	# Weeks	Budget
> French Fry Evening	01.01 - 01.31	12	\$25,000,000

Rows per page: 10 1-3 of 3 < >

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000 Add Campaign +

Campaign	Date Range	# Weeks	Budget
> French Fry Morning	01.01 - 01.31	12	\$15,000,000
> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
> French Fry Evening	01.01 - 01.31	12	\$25,000,000

Rows per page: 10 1-3 of 3 < >

SIMULATE PLAN

SAVE PLAN SET AS

Plans

▼ National Plans

Add National Plan 

Name	Budget ▼	Description / Notes	
French Fry 057	\$30,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	
French Fry 012	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	  
French Fry 073	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	

Rows per page: 10 ▼ 1-3 of 3 < >

▼ Co-op Plans

Add Co-op Plan 

Name	Budget ▼	Description / Notes	
French Fry 057	\$30,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	
French Fry 012	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	  
French Fry 073	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit	

Rows per page: 10 ▼ 1-3 of 3 < >

National Plan - New

French Fry Afternoon



Name

Budget

Description / Notes (optional)

French Fry Afternoon

\$

SAVE

CANCEL

French Fry Midnight

Name

French Fry Midnight

National Plan

French Fry 058

Co-op Plan

French Fry 058

Description / Notes (optional)

SAVE

CANCEL

French Fry Afternoon 001

Select a Plan to Clone

French Fry Afternoon ▼

Name	Budget	Description / Notes (optional)
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<u>French Fry Afternoon 001</u>	<u>\$10,000,000</u>	<u></u>
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SAVE

CANCEL

National Plan - Edit

French Fry Afternoon



Name

Budget

Description / Notes (optional)

French Fry Afternoon

\$30,000,000

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SAVE

CANCEL

Experiments

Simulation Experiments

Add Simulation Experiment +

Name	National	Co-op	Date	Total Budget	Projected Sales	Description / Notes
French Fry 057	FF Afternoons	Beef	06.24.17	\$3,000,000	\$15,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	FF Mornings	Chicken	06.29.17	\$10,000,000	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	FF Evenings	Fish	07.13.17	\$6,500,000	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit



Rows per page: 10 1-3 of 3 < >

Strategic Experiments

Add Strategic Experiment +

Name	National	Co-op	Date	Total Budget	Projected Sales	Description / Notes
French Fry 057	FF Afternoons	Beef	06.24.17	\$3,000,000	\$15,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	FF Mornings	Chicken	06.29.17	\$10,000,000	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	FF Evenings	Fish	07.13.17	\$6,500,000	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit

Rows per page: 10 1-3 of 3 < >

Simulation Experiment - New

French Fry Afternoon



Name

National

Co-op

Description / Notes (optional)

French Fry 057

Select ▼

Select ▼

Enter an optional description and/or notes

RUN EXPERIMENT

CANCEL

Simulation Experiment - Edit

French Fry Afternoon



Name

National

Co-op

Description / Notes (optional)

French Fry 057

FF Afternoons

Beef

Lorem ipsum dolor sit amet, consectetur adipiscing elit

SAVE

CANCEL

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000



Rows per page: 10 1-3 of 3

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000

Add Campaign



Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000

Rows per page: 10 1-3 of 3

SIMULATE PLAN

SAVE PLAN SET AS

Plan Set Results - French Fry 057

Total Projected Sales - Pending...

Export Results

Last Modified by JDoe | 072416 14:36:20

Total Budget - \$100,000,000

National Plan - French Fry 012 | Total Budget - \$50,000,000 Add Campaign +

Campaign	Date Range	# Weeks	Budget
> French Fry Morning	01.01 - 01.31	12	\$15,000,000
∨ French Fry Afternoon	01.01 - 01.31	12	\$10,000,000

Product	Promotion	Channel	% Allocation	\$ Allocation	Historical Spend	Contrib to Sales	ROMI	Halo/Cannibal
French Fry	Core/Existing Product	Digital	40%	\$4,000,000	\$10,000,000 \$25,000,000	57%	1.5	●●
French Fry	New Product/LTO	TV	35%	\$3,500,000	\$500,000 \$15,000,000	32%	2.3	●●
French Fry	Brand	Radio	25%	\$2,500,000	\$750,000 \$13,000,000	41%	1.4	●

Campaign	Date Range	# Weeks	Budget
> French Fry Evening	01.01 - 01.31	12	\$25,000,000

Rows per page: 10 1-3 of 3

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000 Add Campaign +

Campaign	Date Range	# Weeks	Budget
> French Fry Morning	01.01 - 01.31	12	\$15,000,000
> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
> French Fry Evening	01.01 - 01.31	12	\$25,000,000

Rows per page: 10 1-3 of 3

SIMULATE PLAN

SAVE PLAN SET AS

National Campaign - New French Fry Afternoon



New Simulation Campaign

New Optimized Campaign

Campaign (National) Date Range # Weeks Budget

French Fry Afternoon 01.01 - 01.31  4 _____

Product Promotion Channel % Allocation \$ Allocation

Select  Select  Select  _____ _____ Add Tactic 

SAVE

CANCEL

Plan Set Results - French Fry 057

Total Projected Sales - \$350,000,000

Total Budget - \$100,000,000

Last Modified by JDoe | 072416 14:36:20

National Plan - French Fry 012 | Total Budget - \$50,000,000 Add Campaign +

Campaign	Date Range	# Weeks	Budget
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> French Fry Morning	01.01 - 01.31	12	\$15,000,000
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French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
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Product	Promotion	Comparison Results
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French Fry	Core/Existing	Halo/Cannibal
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French Fry	New Product	
------------	-------------	--

French Fry	Brand	
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> French Fry Evening	01.01 - 01.31	12	\$25,000,000
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Co-Op Plan - French Fry Chicago Total Budget - \$50,000,000			Rows per page: 10 1-3 of 3
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Campaign	Date Range	# Weeks	Budget
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> French Fry Morning	01.01 - 01.31	12	\$15,000,000
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> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
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> French Fry Evening	01.01 - 01.31	12	\$25,000,000
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Plan Set - French Fry 057 Comparison Results

Projected Sales - \$227,500,000 (-35%)

Your Changes

National
 Campaign National French Fry Morning **Added**
 Tactic National French Fry Afternoon French Fry Channel **TV** to **Radio**
 Tactic National French Fry Afternoon French Fry Promotion **Brand** to **New Product/LTO**

Co-Op
 Campaign Co-Op French Fry Morning **Removed**
 Tactic Co-Op French Fry Afternoon **Beef Core** Product to **Chicken Core**
 Tactic Co-Op French Fry Evening Channel **TV** to **Digital**

ACCEPT CHANGE **REJECT CHANGE**

Add Campaign +

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Add Campaign +

Rows per page: 10 1-3 of 3

SIMULATE PLAN

SAVE PLAN SET AS

National Campaign - Clone

French Fry Afternoon 058



Select a Campaign to Clone

French Fry Afternoon 057 ▼

Name

Weeks

Budget

French Fry Afternoon 058

01.01 - 01.31 ■

4

\$10,000,000

SAVE

CANCEL

National Campaign - Edit
French Fry Afternoon



Campaign (National) Date Range # Weeks Budget

French Fry Afternoon 01.01 - 01.31 **12** \$10,000,000

Product	Promotion	Channel	% Allocation	\$ Allocation	Historical Spend	Contrib/Sales	ROMI	Halo/Cannibal
<u>French Fry</u> ▼	<u>Core/Existing Product</u> ▼	<u>Digital</u> ▼	<u>40%</u>	<u>\$4,000,000</u>	\$10,000,000 \$25,000,000	57%	1.5	● ●
<u>French Fry</u> ▼	<u>New Product/LTO</u> ▼	<u>TV</u> ▼	<u>35%</u>	<u>\$3,500,000</u>	\$500,000 \$15,000,000	32%	2.3	● ●
<u>French Fry</u> ▼	<u>Brand</u> ▼	<u>Radio</u> ▼	<u>25%</u>	<u>\$2,500,000</u>	\$750,000 \$13,000,000	41%	1.4	●
<u>Select</u> ▼	<u>Select</u> ▼	<u>Select</u> ▼	_____	_____	Add Tactic			

SAVE

CANCEL

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results

National Plan - French Fry 012 | Total Budget - \$50,000,000 Add Campaign

Campaign	Date Range	# Weeks	Budget	
French Fry Morning	01.01 - 01.31	12	\$15,000,000	
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000	
French Fry Evening	01.01 - 01.31	12	\$25,000,000	

Rows per page: 10 1-3 of 3

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000 Add Campaign

Campaign	Date Range	# Weeks	Budget	
French Fry Morning	01.01 - 01.31	12	\$15,000,000	
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000	
French Fry Evening	01.01 - 01.31	12	\$25,000,000	

Rows per page: 10 1-3 of 3

[SIMULATE PLAN](#)

[SAVE PLAN SET AS](#)

Plan Set Results - French Fry 057

Total Projected Sales - Pending...

Export Results

Last Modified by JDoe | 072416 14:36:20

Total Budget - \$100,000,000

National Plan - French Fry 012 | Total Budget - \$50,000,000 Add Campaign +

Campaign	Date Range	# Weeks	Budget
> French Fry Morning	01.01 - 01.31	12	\$15,000,000
∨ French Fry Afternoon	01.01 - 01.31	12	\$10,000,000

Product	Promotion	Channel	% Allocation	\$ Allocation	Historical Spend	Contrib to Sales	ROMI	Halo/Cannibal
French Fry	Core/Existing Product	Digital	40%	\$4,000,000	\$10,000,000 \$25,000,000	57%	1.5	●●
French Fry	New Product/LTO	TV	35%	\$3,500,000	\$500,000 \$15,000,000	32%	2.3	●●
French Fry	Brand	Radio	25%	\$2,500,000	\$750,000 \$13,000,000	41%	1.4	●

Campaign	Date Range	# Weeks	Budget
> French Fry Evening	01.01 - 01.31	12	\$25,000,000

Rows per page: 10 1-3 of 3

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000 Add Campaign +

Campaign	Date Range	# Weeks	Budget
> French Fry Morning	01.01 - 01.31	12	\$15,000,000
> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
> French Fry Evening	01.01 - 01.31	12	\$25,000,000

Rows per page: 10 1-3 of 3

SIMULATE PLAN

SAVE PLAN SET AS

National Campaign - New French Fry Afternoon



New Simulation Campaign

New Optimized Campaign

Campaign (National) Date Range # Weeks Budget

French Fry Afternoon 01.01 - 01.31  4 _____

Product Promotion Channel % Allocation \$ Allocation

Select  Select  Select  _____ _____ Add Tactic 

RUN OPTIMIZER

CANCEL

National Campaign - Optimize French Fry Afternoon



Campaign (National) Date Range # Weeks Budget

French Fry Afternoon 01.01 - 01.31  12 \$10,000,000

Product	Promotion	Channel	% Allocation	\$ Allocation	Historical Spend	Contrib/Sales	ROMI	Halo/Cannibal
French Fry	Core/Existing Product	Digital	<u>40%</u> 	<u>\$4,000,000</u>	\$10,000,000 \$25,000,000	57%	1.5	● ●
French Fry	New Product/LTO	TV	<u>35%</u> 	<u>\$3,500,000</u>	\$500,000 \$15,000,000	32%	2.3	● ● 
French Fry	Brand	Radio	<u>25%</u> 	<u>\$2,500,000</u>	\$750,000 \$13,000,000	41%	1.4	●

RUN OPTIMIZER

CANCEL

Plan Set Results - French Fry 057

Total Projected Sales - \$350,000,000

Total Budget - \$100,000,000

Last Modified by JDoe | 072416 14:36:20

National Plan - French Fry 012 | Total Budget - \$50,000,000 Add Campaign +

Campaign	Date Range	# Weeks	Budget
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> French Fry Morning	01.01 - 01.31	12	\$15,000,000
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French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
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Product	Promotion
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French Fry	Core/Existing Product
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French Fry	New Product/LTO
------------	-----------------

French Fry	Brand
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> French Fry Evening	01.01 - 01.31	12	\$25,000,000
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French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000

Co-Op Plan - French Fry Chicago | Total Budget - Add Campaign +

Campaign	Date Range	# Weeks	Budget
----------	------------	---------	--------

> French Fry Morning	01.01 - 01.31	12	\$15,000,000
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> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
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> French Fry Evening	01.01 - 01.31	12	\$25,000,000
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National - French Fry Afternoon Optimizer Results

New Projected Sales - \$425,500,000 (+35%)
 Old Campaign Budget - \$100,000,000
 New Plan Budget - \$97,000,000

Optimizer Changes

Product	Promotion	Channel	Alloc	Budget
French Fry	Core/Existing Product	Digital	32% (40%)	\$4,160,000
French Fry	New Product/LTO	TV	35%	\$4,550,000
French Fry	Brand	Radio	33% (25%)	\$4,290,000

ACCEPT CHANGE REJECT CHANGE

Halo/Cannibal

Rows per page: 10 1-3 of 3

SIMULATE PLAN

SAVE PLAN SET AS

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results

National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign

Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000



Rows per page: 10 1-3 of 3

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000

Add Campaign

Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000

Rows per page: 10 1-3 of 3

SIMULATE PLAN

SAVE PLAN SET AS

Alerts, Messages, Tool Tips, & Errors

Alerts

These alerts are surfaced when the user onhovers on a selection which is not active due to an unmet requirement

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results

National Plan - French Fry 012 Total Budget - \$50,000,000					Add Campaign
Campaign	Date Range	# Weeks	Budget		
> French Fry Morning	01.01 - 01.31	12	\$15,000,000		Plan must be Simulated before Optimized.
> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000		
> French Fry Evening	01.01 - 01.31	12	\$25,000,000		

Rows per page: 10 | 1-3 of 3

Co-Op Plan - French Fry Chicago Total Budget - \$50,000,000					Add Campaign
Campaign	Date Range	# Weeks	Budget		
> French Fry Morning	01.01 - 01.31	12	\$15,000,000		
> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000		
> French Fry Evening	01.01 - 01.31	12	\$25,000,000		

Rows per page: 10 | 1-3 of 3

[SIMULATE PLAN](#) [SAVE PLAN SET AS](#)

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results

National Plan - French Fry 012 Total Budget - \$50,000,000					Add Campaign
Campaign	Date Range	# Weeks	Budget		
> French Fry Morning	01.01 - 01.31	12	\$15,000,000		
> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000		
> French Fry Evening	01.01 - 01.31	12	\$25,000,000		

Rows per page: 10 | 1-3 of 3

Co-Op Plan - French Fry Chicago Total Budget - \$50,000,000					Add Campaign
Campaign	Date Range	# Weeks	Budget		
> French Fry Morning	01.01 - 01.31	12	\$15,000,000		
> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000		
> French Fry Evening	01.01 - 01.31	12	\$25,000,000		

Rows per page: 10 | 1-3 of 3

[SIMULATE PLAN](#) [SAVE PLAN SET AS](#)

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results

National Plan - French Fry 012 Total Budget - \$50,000,000					Add Campaign	Add Simulation Experiment	Add National Plan
Campaign	Date Range	# Weeks	Budget				
> French Fry Morning	01.01 - 01.31	12	\$15,000,000				
> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000				
> French Fry Evening	01.01 - 01.31	12	\$25,000,000				

Rows per page: 10 | 1-3 of 3

Co-Op Plan - French Fry Chicago Total Budget - \$50,000,000					Add Campaign	Add Strategic Experiment	Add Co-op Plan
Campaign	Date Range	# Weeks	Budget				
> French Fry Morning	01.01 - 01.31	12	\$15,000,000				
> French Fry Afternoon	01.01 - 01.31	12	\$10,000,000				
> French Fry Evening	01.01 - 01.31	12	\$25,000,000				

Rows per page: 10 | 1-3 of 3

[SIMULATE PLAN](#) [SAVE PLAN SET AS](#)

Messages

These messages are surfaced after a user initiated function occurs. When applicable, the user is provided an undo option which reverts the action previously made. The user may close the message or the system may do so automatically 4 seconds

Tool Tips

The tool tips are surfaced when a user onhovers over an icon