



MEDIATOOLS HYPERFLOWCHARTING: EFFICIENCY & EASE-OF-USE

GLOBAL PLANNING TEAMS ARE STRESSING OUT

A large packaged goods brand was bogged down because their planning process was inefficient. Without global plan standardization it was not easy to bridge the needs of the various regional agency teams around the world. They were juggling different budgets, flowchart versions, & currencies without any reliable consistency; causing countless hours of lost productivity. They were stuck without a centralized system for efficiently managing multi-regional advertising.

“We needed our teams across the globe to have a fully collaborative tool that transitions seamlessly between currencies & terminology.”

MEDIATOOLS EFFICIENTLY RECLAIMS PRODUCTIVITY

When this company gained access to MediaTools, they discovered the planning process can be an efficient & stress-free experience. Thanks to the power of this cloud-enabled desktop powerhouse, their planners could easily create & manage multi-country flowcharts through a single unified database; Each region can plan & flight in their own local currency & naming conventions while global management teams have full cross-team transparency. Also, incredibly robust security protocols ensured teams had access to their own critical data, without cross team data leakage.

“MediaTools gave us incredible flexibility to manage our global teams.”

DRAG & DROP FLIGHT TOOL

Simple drag and drop flight tool allows for easy and intuitive drawing and visualization of your plan.

AUTOMATED DATA CALCULATIONS

Increase efficiency & eliminate errors with key metric calculations from standardized data inputs.

LOCAL CURRENCY CONVERSION

Allow planners to work in their local currency and convert to a common currency in flowchart subtotals.

