

From 2008 exam paper

An advertising agency's client wants to advertise cosmetic products for women aged 20-59. The agency is proposing to use magazines for a one-month campaign and has earmarked 6 magazines that could be used.

- Table 1 below shows the selected magazines with data on readership distribution and the price for an A4 size colour insert.
- Annex 3 shows data extracted from CSO on estimated resident population

Use the answer sheet provided to show your calculations and results.

1. What is the national target audience population for this campaign? (1 mark)
2. Work out the ranking for Cover, Affinity and CPT for each press title. (3 X 6 marks)
3. Work out the GRP rankings for the given press titles. (6 marks)
4. Assuming that you have a budget of Rs. 80,000 to spend on media buying, say which recommendations you would make in each of the following cases. Support your answer with proper justifications.
 - (a) High cover campaign (2.5 marks)
 - (b) High frequency campaign (2.5 marks)

TABLE 1

Hers (monthly)

- Readership: 56,300
- Gender distribution: Male: 21% - Female: 79 %
- Age distribution (%)

15-19 yrs: 11.2	50-59 yrs: 25.3
20-39 yrs: 23.4	60+ yrs: 7.8
40-49 yrs: 32.3	

- Price: Rs 12,500

Lady (weekly)

- Readership: 65,800
- Gender distribution: Male: 12% - Female: 88 %
- Age distribution (%)

15-19 yrs: 10.5	50-59 yrs: 18.2
20-39 yrs: 18.9	60+ yrs: 10.9
40-49 yrs: 41.5	

- Price: Rs 16,500

Fashionable (monthly)

- Readership: 72,000
- Gender distribution: Male: 23.5% - Female: 76.5 %
- Age distribution (%)

15-19 yrs: 8.9	50-59 yrs: 19.2
20-39 yrs: 20.8	60+ yrs: 17.5
40-49 yrs: 33.6	

- Price: Rs 13,400

Jenny (monthly)

- Readership: 40,200
- Gender distribution: Male: 18% - Female: 82 %
- Age distribution (%)

15-19 yrs: 43.5	50-59 yrs: 10.1
20-39 yrs: 32.3	60+ yrs: 2.9
40-49 yrs: 11.2	

- Price: Rs 12,400

Glam (monthly)

- Readership: 35,200
- Gender distribution: Male: 33% - Female: 67 %
- Age distribution (%)

15-19 yrs: 12.3	50-59 yrs: 18.5
20-39 yrs: 36.2	60+ yrs: 0.5
40-49 yrs: 32.5	

- Price: Rs 13,300

TV+ (weekly)

- Readership: 112,000
- Gender distribution: Male: 56% - Female: 44 %
- Age distribution (%)

15-19 yrs: 22.5	50-59 yrs: 22.3
20-39 yrs: 21.6	60+ yrs: 13
40-49 yrs: 20.6	

- Price: Rs 18,500

Annex 3

Estimated resident population¹ by broad age group and sex –
Republic of Mauritius², 1 July 2006 and 1 July 2007

Age group (Years)	1st July 2006			1st July 2007		
	Male	Female	B Sexes	Male	Female	B Sexes
0	9,257	8,759	18,016	8,727	8,255	16,982
1-4	38,806	37,704	76,510	38,212	36,933	75,145
5-9	50,040	48,311	98,351	49,883	47,912	97,795
10-14	53,960	52,957	106,917	52,387	51,902	104,289
15-19	51,333	50,006	101,339	53,496	51,658	105,154
20-29	105,665	104,913	210,578	103,889	103,146	207,035
30-39	94,486	95,526	190,012	94,890	96,237	191,127
40-49	96,656	96,070	192,726	96,883	96,684	193,567
50-59	66,947	69,532	136,479	70,451	72,778	143,229
60-64	17,793	20,834	38,627	19,085	22,081	41,166
65+	34,300	48,843	83,143	35,023	49,891	84,914
All ages	619,243	633,455	1,252,698	622,926	637,477	1,260,403

¹ based on 2000 population census data adjusted for under-enumeration of young children

² excluding Agalega and St. Brandon