

You are working as media planner in an advertising agency which has just won a major account from a major computer seller. The client expects the agency to launch very soon a press campaign for its range of laptops. Assume that both male and female persons aged between 20 and 49 are to be targeted in the press ad campaign.

- i. Work out the number of people to be targeted nationally. (1 mark)
- ii. Work out the ranking for Cover, Affinity and CPT for each press title. Use the answer sheet provided to show your results. (10 marks)
- iii. Work out the GRP rankings for the given press titles. Use the answer sheet provided to show your results. (3 marks)
- iv. Using the data that you have obtained, work out a proposal for a media plan in the following two cases. Justify your choices in each case.
  - a one-week intensive burst campaign with a media-buying budget of around Rs. 200,000 (3 marks)
  - a one-month drip campaign with a media-buying budget of around Rs. 150,000 (3 marks)

**Note:** You are required to support your answers with relevant data and worked calculations based on information provided in the tables below.

- Table 1 shows the selected written media with data on readership distribution and the price for an A4 size colour insert.
- Table 2 shows data extracted from CSO on estimated resident population.

**TABLE 1**

<b>Verity</b> (Monday to Friday daily)	
▪ Readership: 115,200	
▪ Age distribution (%)	
15-19 yrs: 10	40-49 yrs: 19.5
20-29 yrs: 19	50-59 yrs: 14
30-39 yrs: 27.5	+60: 10
▪ Price: Rs 16,500	
<b>YourVoice</b> (Monday to Saturday daily)	
▪ Readership: 84,500	
▪ Age distribution (%)	
15-19 yrs: 11	40-49 yrs: 25
20-29 yrs: 23	50-59 yrs: 12
30-39 yrs: 24	+60: 5
▪ Price: Rs. 12,000	

**The Daily** (Monday to Saturday daily)

- Readership: 53,600
- Age distribution (%)

15-19 yrs: 5	40-49 yrs: 23
20-29 yrs: 12	50-59 yrs: 26
30-39 yrs: 19	+60: 15

- Price: Rs. 10,500

**HebdoNews** (weekly)

- Readership: 175,000
- Age distribution (%)

15-19 yrs: 22	40-49 yrs: 11
20-29 yrs: 24	50-59 yrs: 10
30-39 yrs: 25.5	+60: 7.5

- Price: Rs. 23,500

**InNews** (weekly)

- Readership: 123,000
- Age distribution (%)

15-19 yrs: 13	40-49 yrs: 21.5
20-29 yrs: 15	50-59 yrs: 23
30-39 yrs: 12.5	+60: 15

- Price: Rs. 19,500

**GetOut** (weekly)

- Readership: 100,000
- Age distribution (%)

15-19 yrs: 21	40-49 yrs: 13.5
20-29 yrs: 22	50-59 yrs: 12
30-39 yrs: 20.5	+60: 11

- Price: Rs. 15,000

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