

BSc (Hons) Communication Studies Level III

Advertising Test – 19 April 2010

Assume that you work as media planner for an agency which has just won a major account from a company selling electric shavers for men. The company wishes to target management professionals and office and shop workers (aged between 30 and 49), primarily men.

Table 1 provides data about readership for the main local newspapers.

Table 2 provides data about the age and sex distribution of the population of Mauritius.

Table 3 provides data of occupation of the population by sex groups.

Table 1: Readership amongst people aged 15+

	Dailies			Weeklies		
	L'express	Le Mauricien	Le Matinal	Défi Plus	Week-End	5-Plus Dimanche
Readership	21100	11900	10700	228800	225400	285200
By gender (%)						
Men	62	55	63	55	57	61
Women	38	45	37	45	43	41
By age groups (%)						
15-19	12	16	25	25	23	28
20-29	15	17	26	23	22	22
30-39	18	18	21	20	21	19
40-49	24	23	18	16	18	18
>50	31	26	10	16	16	13
By occupation (%)						
Professionals and managerial levels	56	48	47	12	11	8
Office and shop workers	24	27	28	14	15	16
Agricultural workers, handymen, etc	9	12	13	26	25	29
No occupation	11	13	12	48	49	47
Price of insertion	Rs 43,000	Rs 31,000	Rs 26,000	Rs 28,000	Rs 29,000	Rs 31,000

Note: Consider the frequency for all dailies to be 5 per week

Table 2

Estimated resident population* by broad age group and sex -

Age group (Years)	1 st July 2009		
	Male	Female	B. Sexes
0	7,873	7,824	15,697
1-4	35,637	34,337	69,974
5-9	49,593	47,849	97,442
10-14	50,381	49,304	99,685
15-19	55,121	53,606	108,727
20-29	101,514	99,717	201,231
30-39	97,774	99,791	197,565
40-49	97,348	97,886	195,234
50-59	75,457	77,924	153,381
60-64	21,743	25,098	46,841
65+	36,716	52,539	89,255
All ages	629,157	645,875	1,275,032

Table 3: Occupation of people aged 15+

Occupation Sector	Male (%)	Female (%)
Unemployed / inactive	25	56
Primary sector	7	5
Secondary sector	27	12
Tertiary sector	41	27

Notes:

- The primary sector includes agriculture, fishery, craft, plant and machine operators and elementary functions.
- The secondary sector includes clerks, service workers and shop and market sales workers
- The tertiary sector includes legislators, senior officials, and managers; professionals; technicians and associate professionals

1. What is the size of the national target audience for the advertising campaign? (2 marks)
2. Work out the Cover (targeted readership) for each newspaper. (3 marks)
3. Work out the Cover for each newspaper as a percentage of the national target audience. (3 marks)
4. Work out the Affinity of the targeted audience with respect to the newspapers' overall readership (as a percentage). (3 marks)
5. Work out the CPT for each newspaper. (3 marks)
6. Work out the overall Cover/Affinity/CPT ranking for each newspaper. (2 marks)
7. Work out the weekly GRP and GRP ranking for each newspaper. (4 marks)
8. Devise a media buying plan with a Rs. 300,000 budget for the following two cases:
 - i. A one month drip advertising campaign (5 marks)
 - ii. A one-week intensive advertising campaign (5 marks)

Use the answer sheet to show methods and calculations used.