

Marvelous Meaningful Monthly Math

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Central Area Tech Prep, Mitchell Technical Institute, and Bridges

Marketing, Sales and Service December

Career – Advertising Account Planner

Math Activity

Knowing how to understand and interpret statistics can be important in an advertising account planner's job. Statistics show trends, and these trends give the planner insight into what the consumer is thinking.

"What we need to be able to do is to take that data and then take it to the next level," says Glenn Geller. Geller works for an advertising agency in Dallas, Texas.

Using data, account planners can figure out what people are buying, what they're looking for and what they want in a product and an ad campaign. Then they can plan a strong and meaningful ad.

You are an advertising account executive working with a client who wants to market a new energy drink. You hire a research company in order to figure out what kind of people are buying energy drinks. This is the information the research company gathers:

Of 150 males surveyed:

19 teens enjoy energy drinks

38 young adults enjoy energy drinks

12 adults enjoy energy drinks

The rest didn't like energy drinks.

Of 150 females surveyed:

13 teens enjoy energy drinks

21 young adults enjoy energy drinks

9 adults enjoy energy drinks

The rest didn't like energy drinks.

What percentage of each male and female age group enjoys energy drinks?

What group is the biggest energy drink consumer?

Name _____ School _____ Teacher _____

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Solution

To find the percentage for each male and female age group, you must multiply each number by the total number of people surveyed for that gender. Then divide that number by 100.

$$19 \times 150 = 2850 / 100 = 28.5 \text{ percent male teens enjoy energy drinks}$$

$$38 \times 150 = 5700 / 100 = 57 \text{ percent male young adults enjoy energy drinks}$$

$$12 \times 150 = 1800 / 100 = 18 \text{ percent male adults enjoy energy drinks}$$

$$13 \times 150 = 1950 / 100 = 19.5 \text{ percent female teens enjoy energy drinks}$$

$$21 \times 150 = 3150 / 100 = 31.5 \text{ percent female young adults enjoy energy drinks}$$

$$9 \times 150 = 1350 / 100 = 13.5 \text{ percent female adults enjoy energy drinks}$$

At 57 percent, you find that young male adults drive the energy drink market. You will develop an advertising campaign geared toward them.