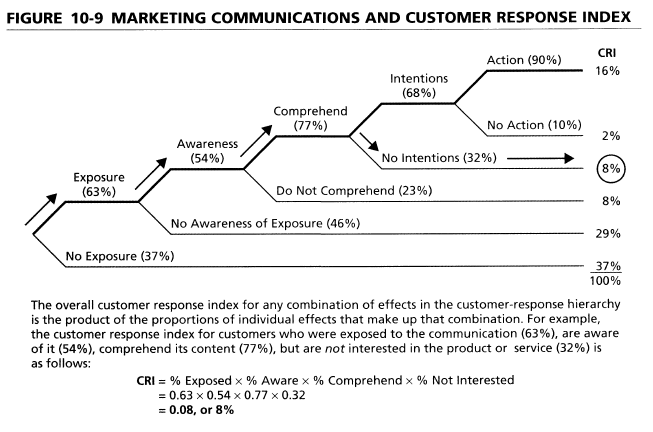
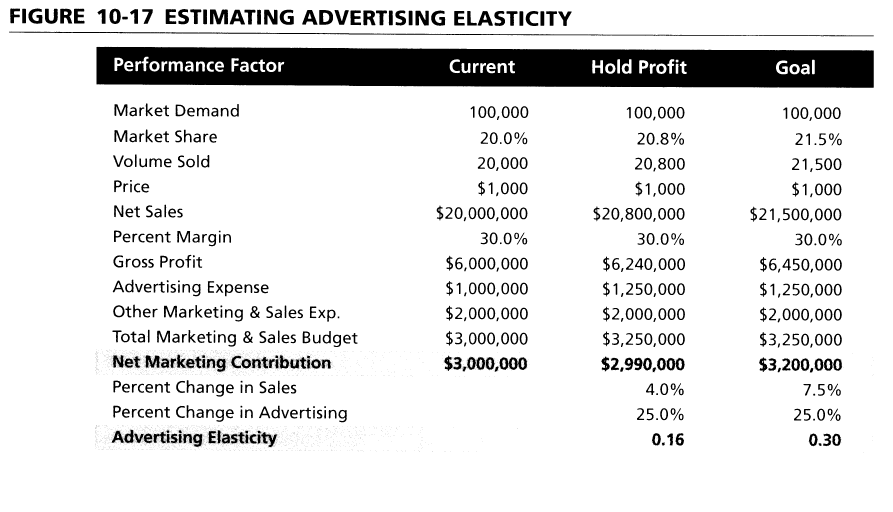
**Question 1: Marketing Communications and Customer Response** (Use Figure Below)



1. Using the data provided, how do the results of this marketing communication change when advertising exposure is only 50 percent?
2. Using the results provided, evaluate the impact of improving ad awareness from 54 to 68 percent. What are your findings?
3. For future advertisements, would it be more effective to work on increasing comprehension by 5 points (from 77% to 82%) or to work on improving intentions to purchase by 5 points (from 68% to 73%)?

**Question 2: Customer Value Analysis** (Use Figures Below)



1. Using the data provided, how does the advertising elasticity change when the increase in sales after advertising is 10 percent instead of 4 percent??
2. What would be the profit impact if the advertising budget were increased as proposed but sales do not change?