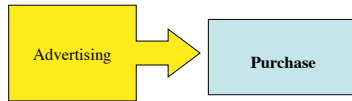


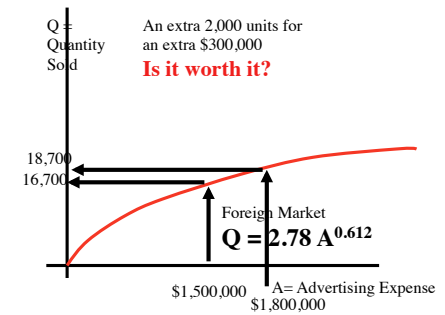
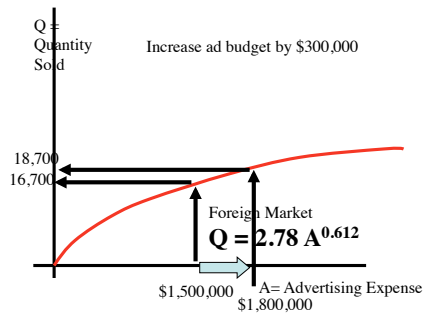
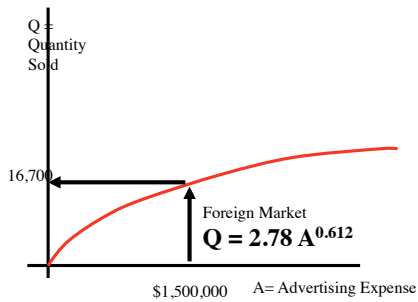
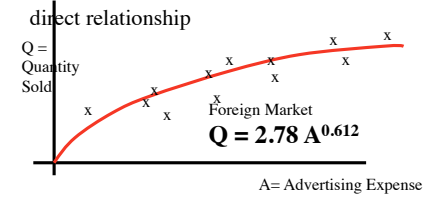
# Awareness to Purchase

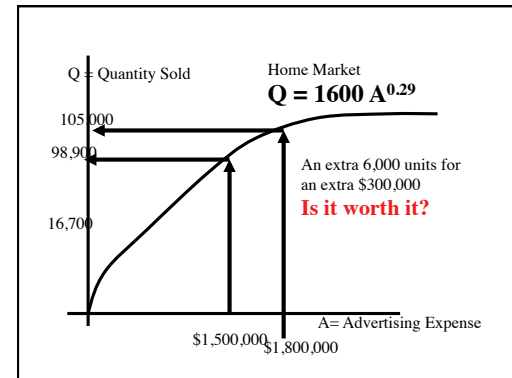
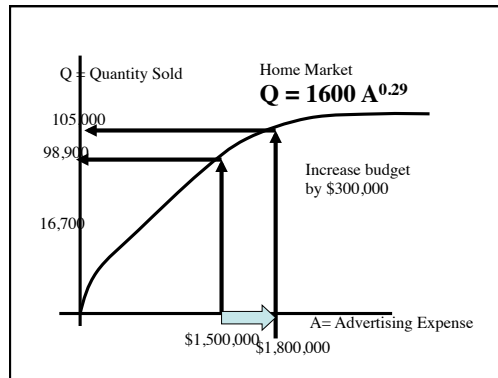
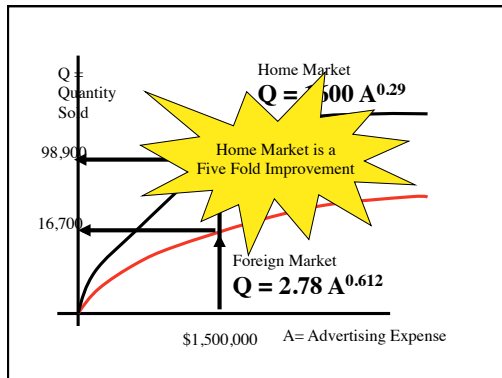
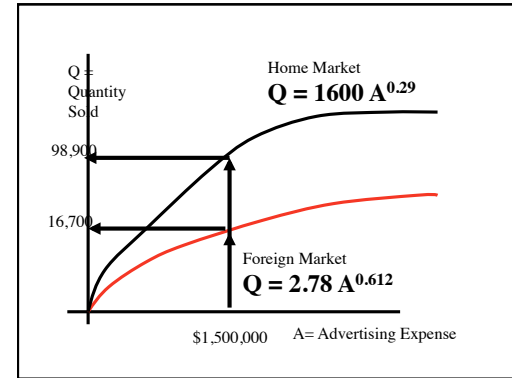
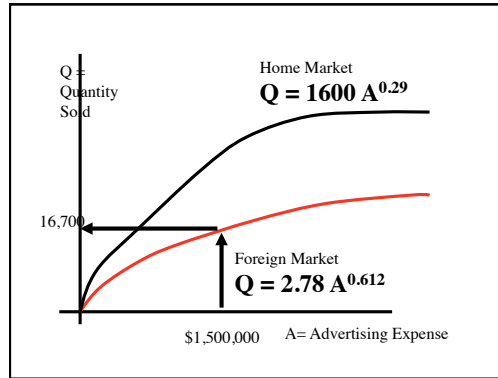
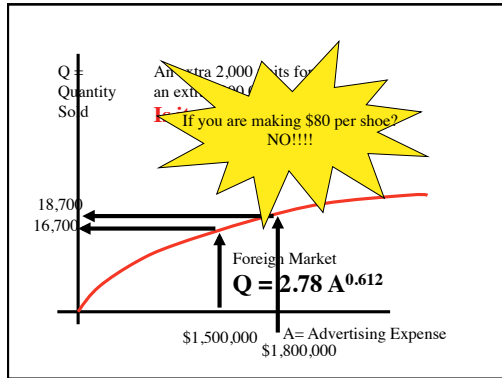
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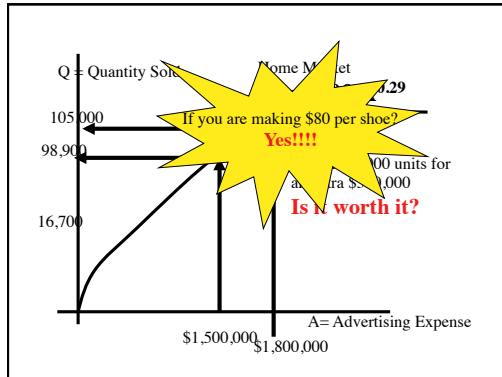
In the simulation game the relationship between the advertising budget and the volume of goods sold is considered to be a direct relationship



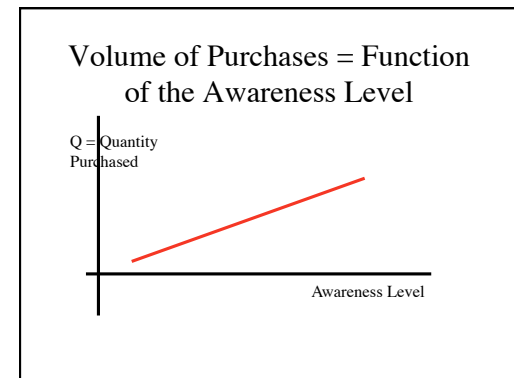
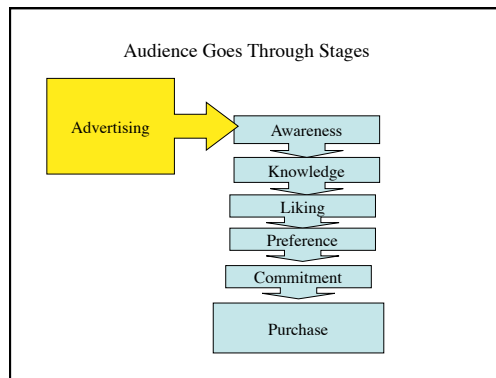
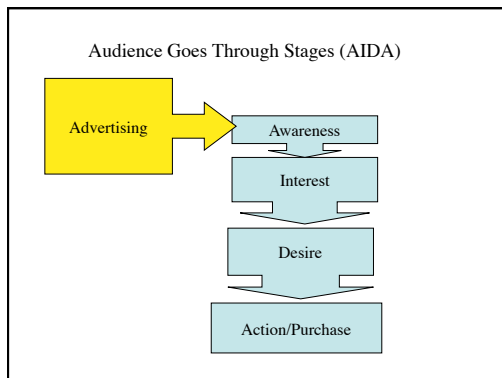
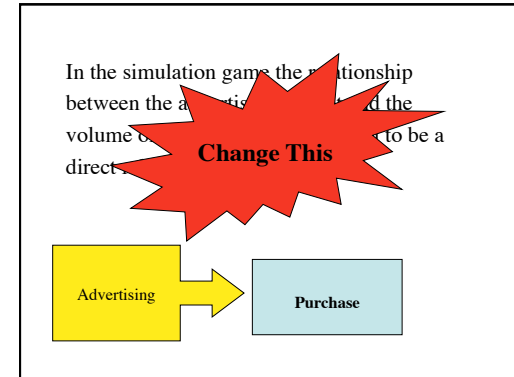
In the simulation game the relationship between the advertising budget and the volume of goods sold is considered to be a direct relationship



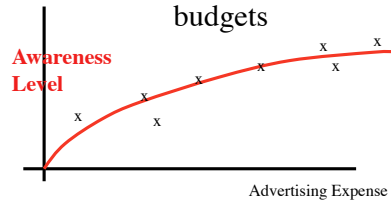




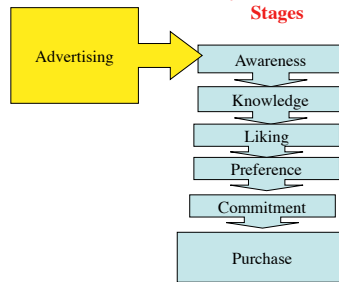
It is **easier** to measure the relationship between awareness and advertising budget than between sales volume and advertising budget



Firms are more likely to estimate the relationship between awareness levels and advertising budgets



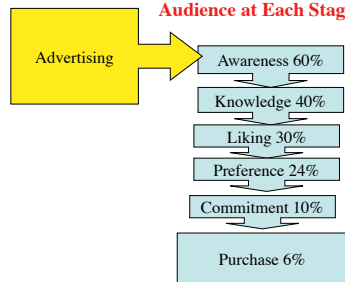
**Buyer Readiness Stages**



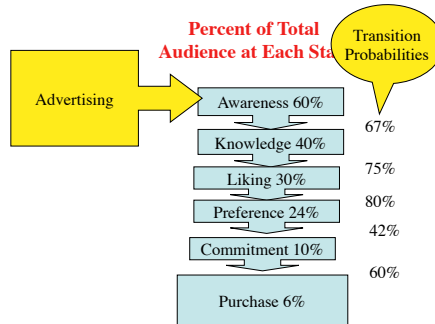
**Buyer Readiness Stages**



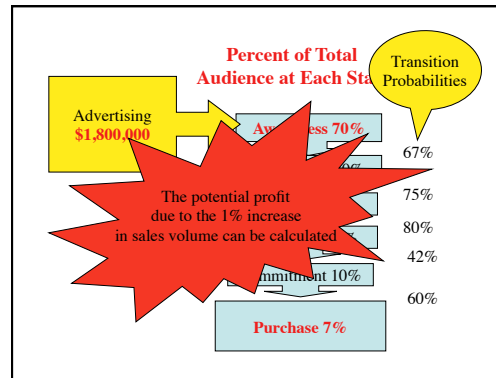
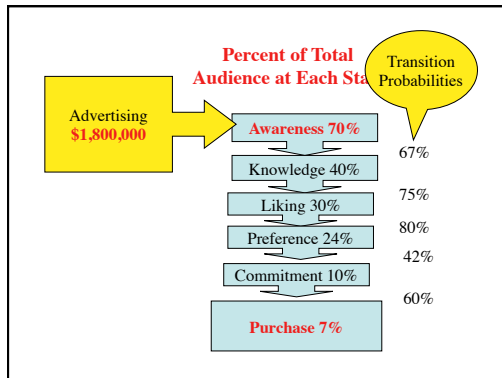
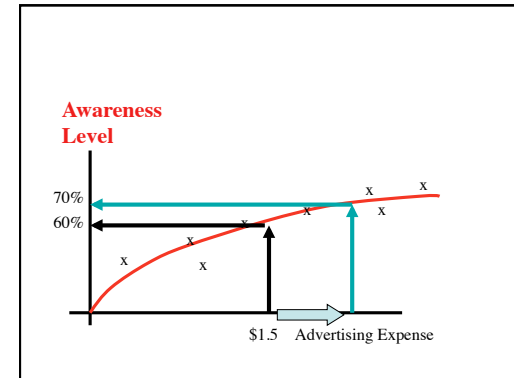
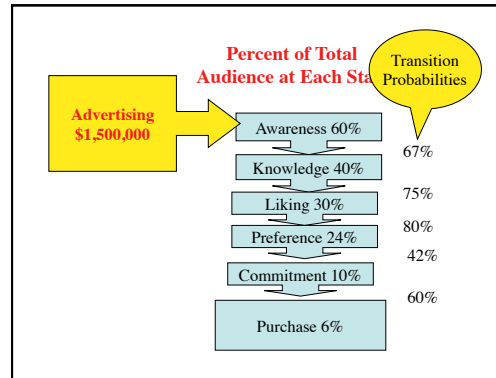
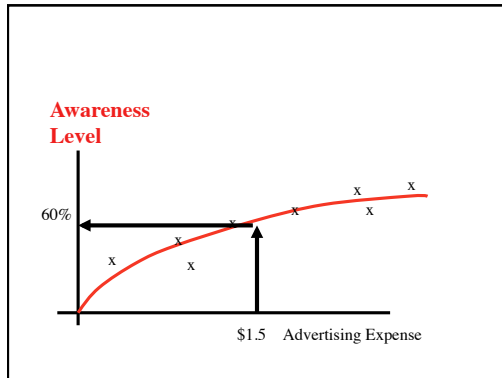
**Percent of Total Audience at Each Stage**



**Percent of Total Audience at Each Stage**



When market research has estimated the relationship between advertising budget and awareness levels.

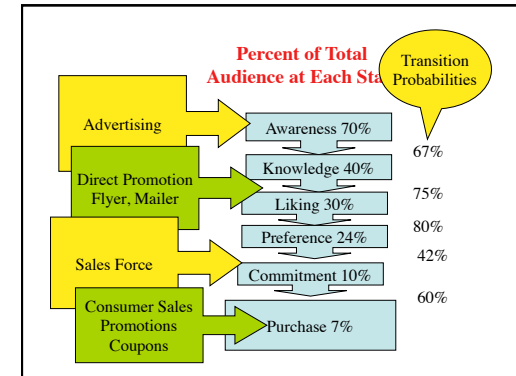
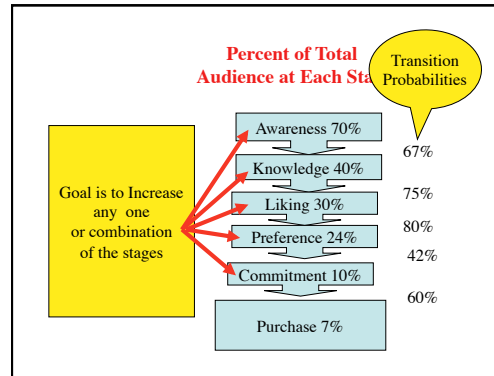


- ### Budgeting Methods
- Affordable
  - Percentage of Sales
  - Competitive Parity
  - Objective Task

## Budgeting Methods

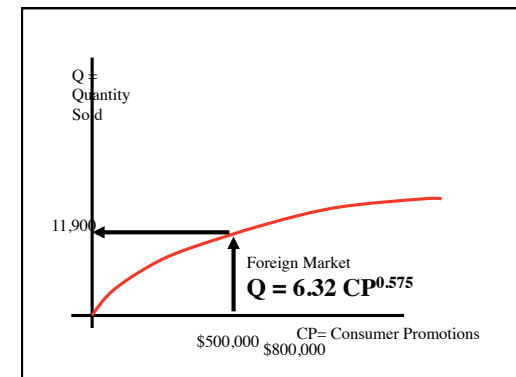
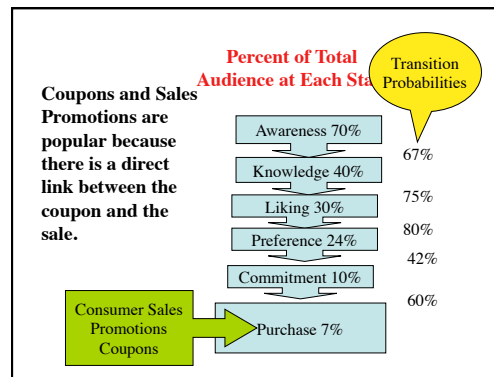
- Affordable
- Percentage of Sales
- Competitive Parity

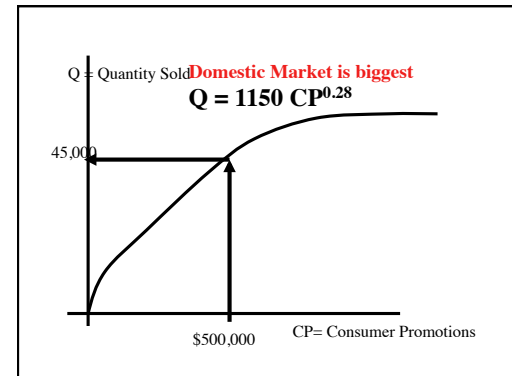
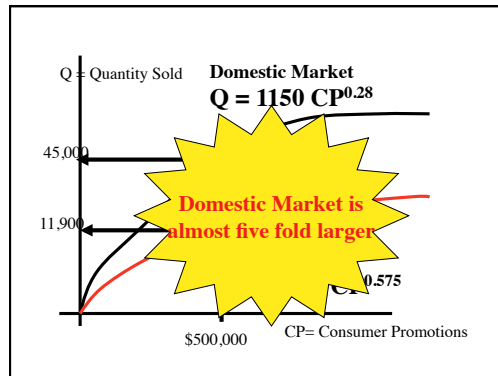
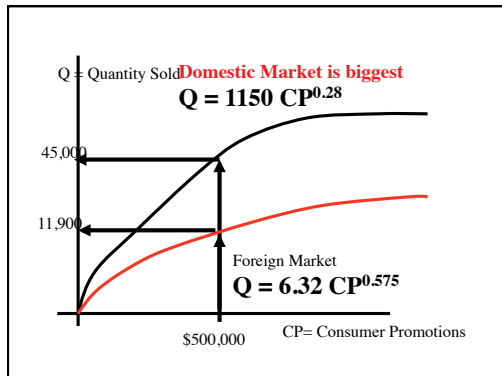
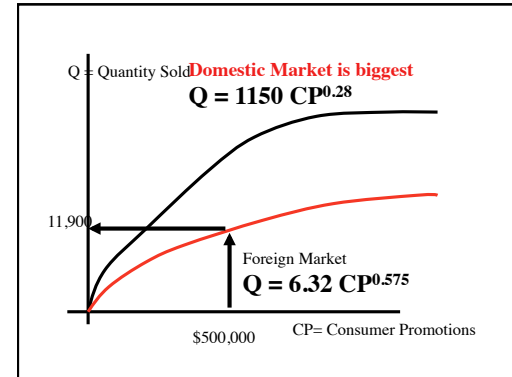
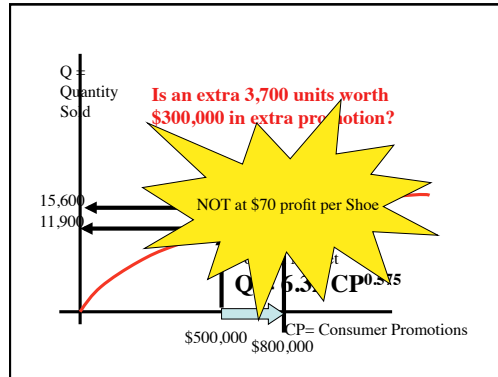
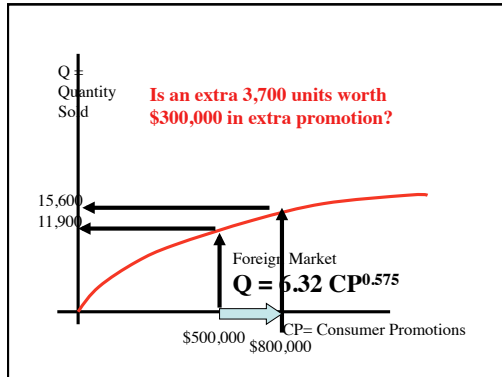
### • Objective Task

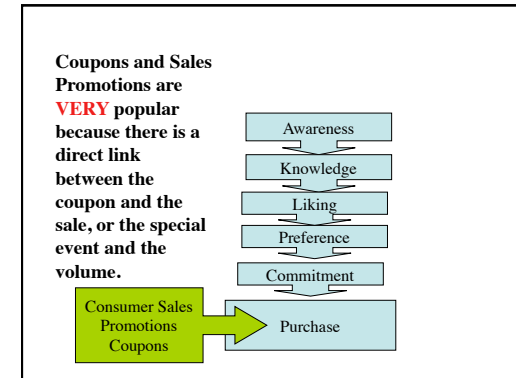
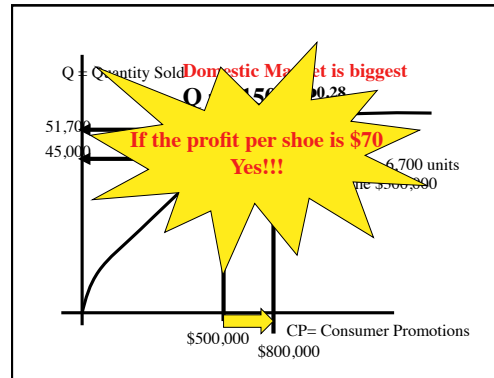
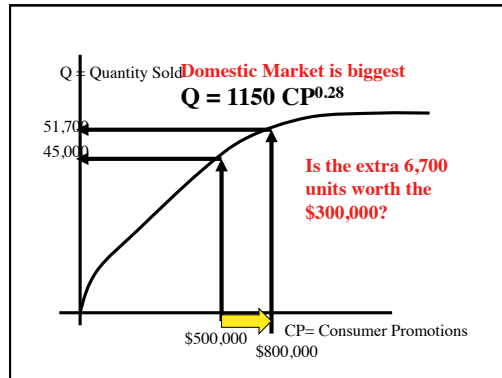


## Coupons and Consumer Sales Promotions

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Any Questions?