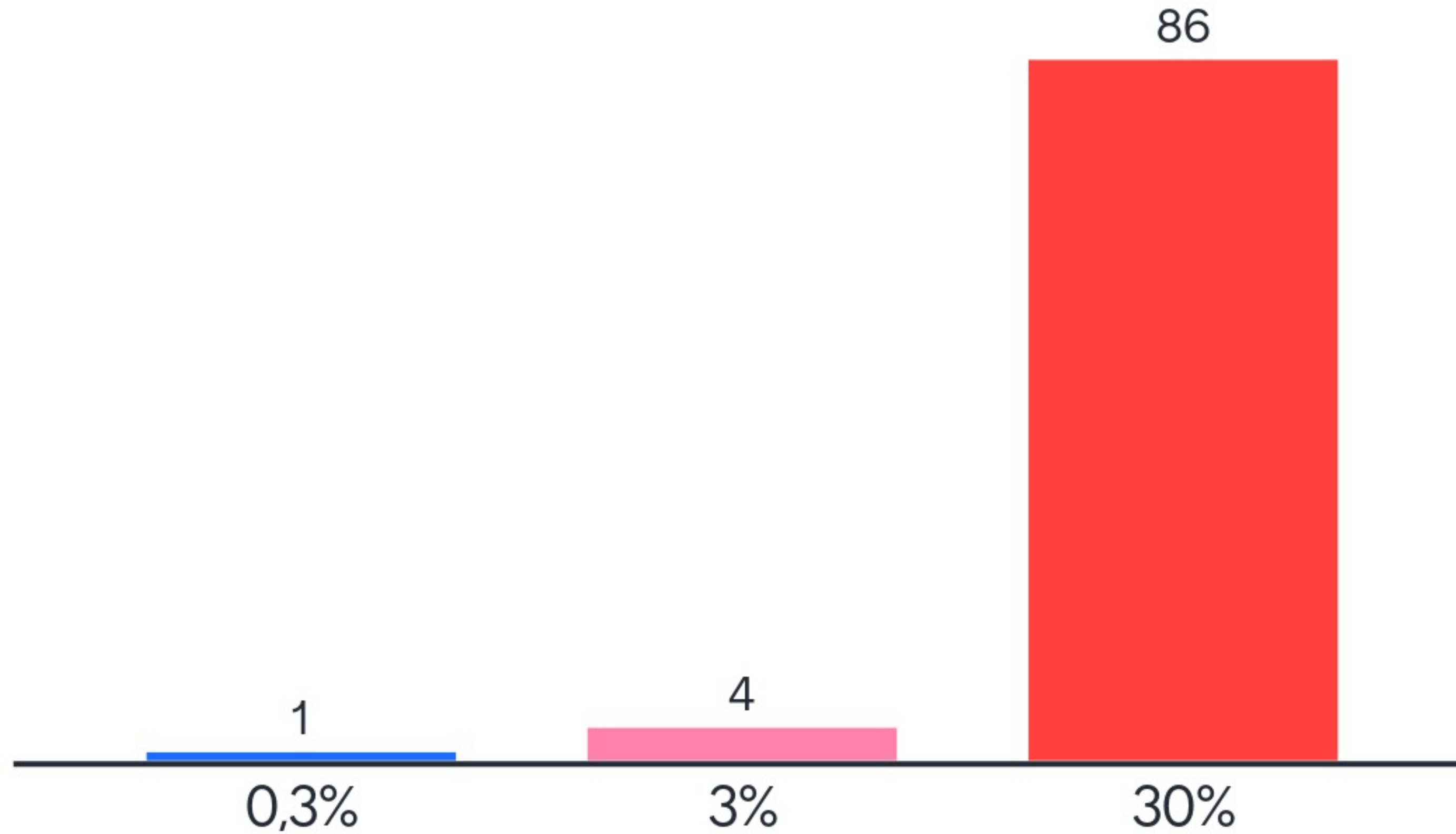
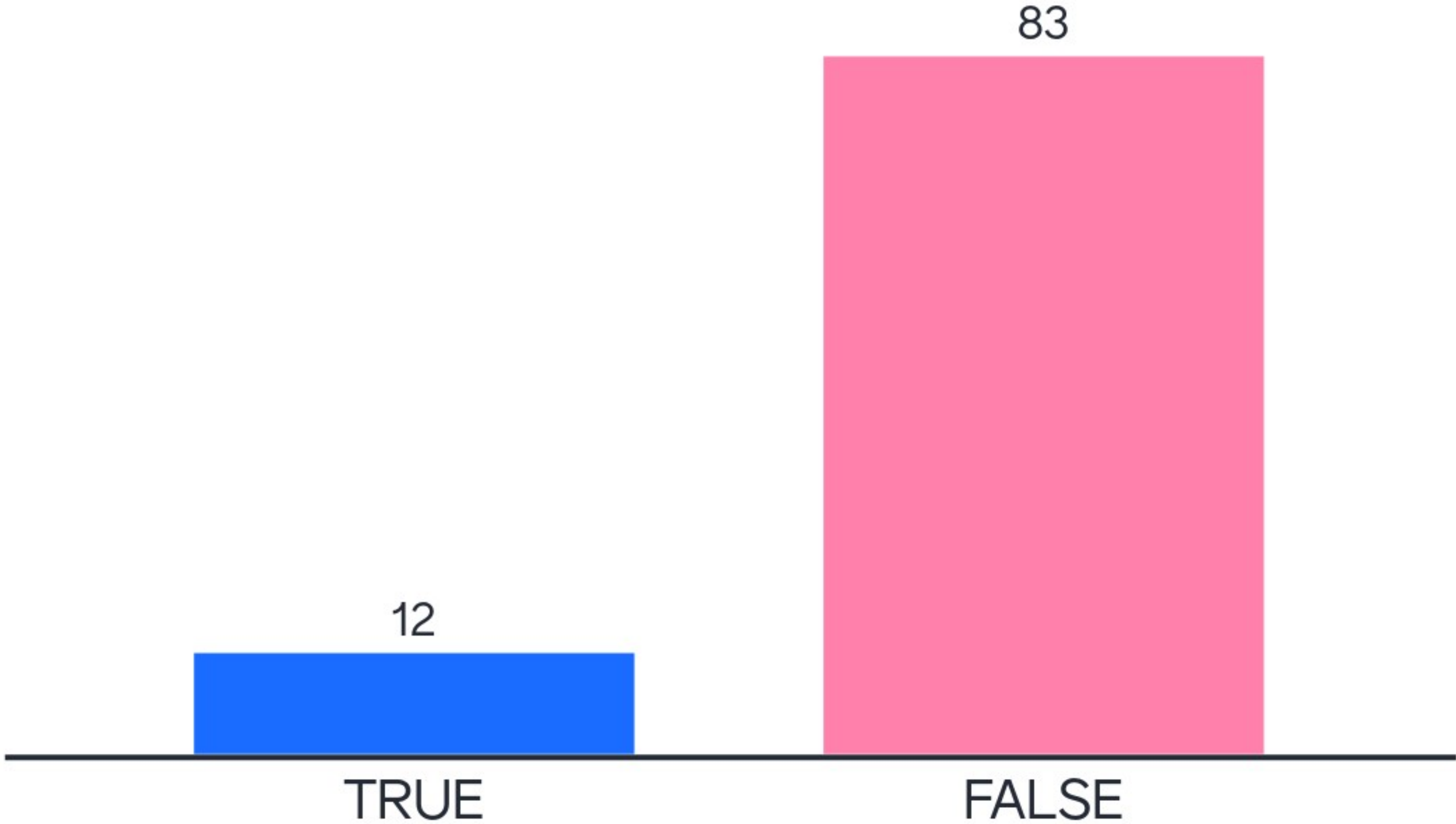


# Let's recap!

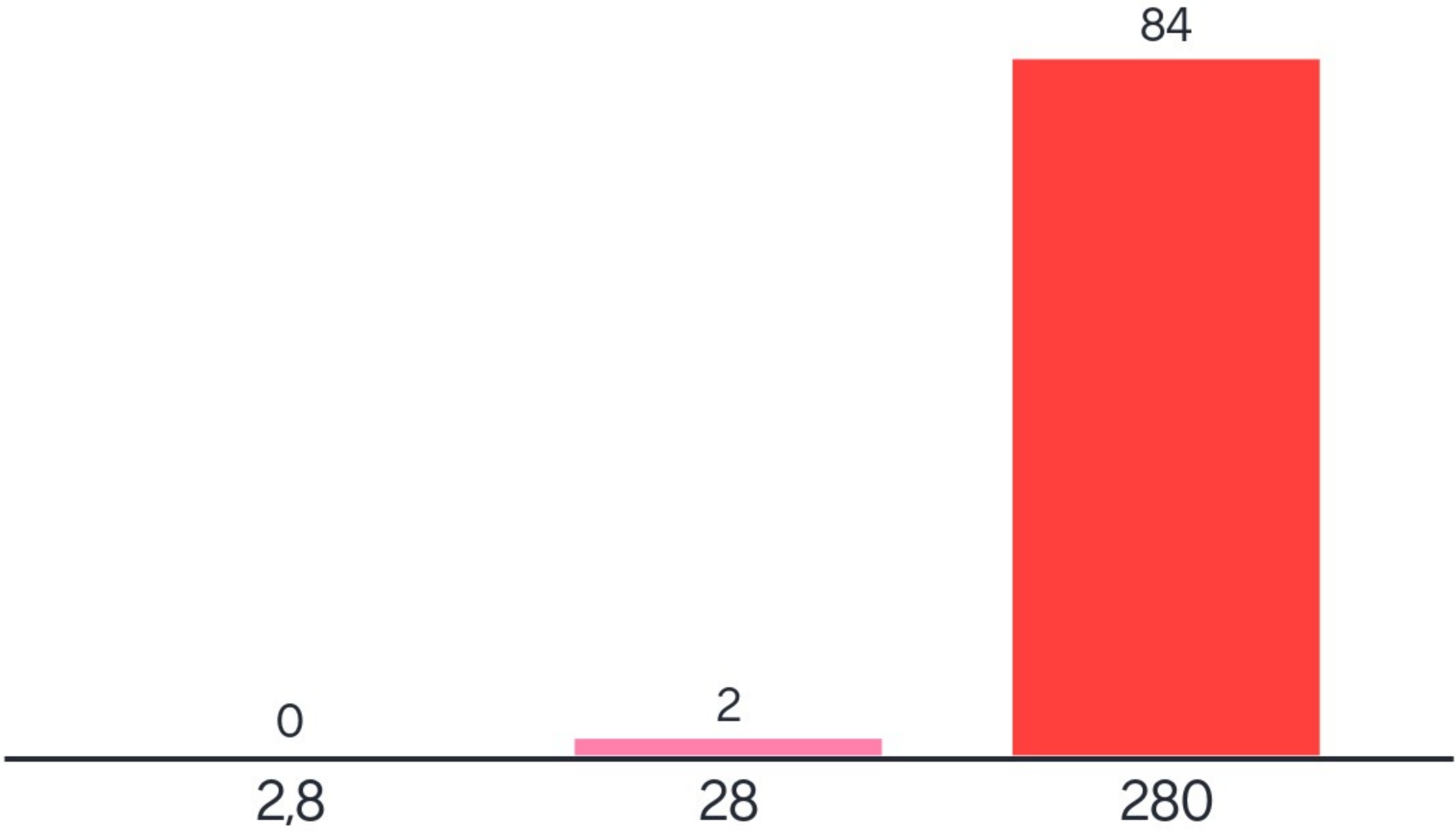
# With 30 net contacts and a target audience of 100, what is the reach?



With 200 GRP's means we **SURELY** have a reach% of 100% and a frequency of 2



If I want to reach 70% of my target audience with an average frequency of 4, how many GRP's do I need to buy?



# GRP's

reach% x 100 x average frequency =

$$70\% \times 100 \times 4 = 70 \times 4 = 280$$



If I want to reach 100% of my target audience with an average frequency of 4, how many GRP's do I need to buy?

4000

800

,400

25

quattrocento

If I want to reach 80% of my target audience with an average frequency of 10, how many GRP's do I need to buy?

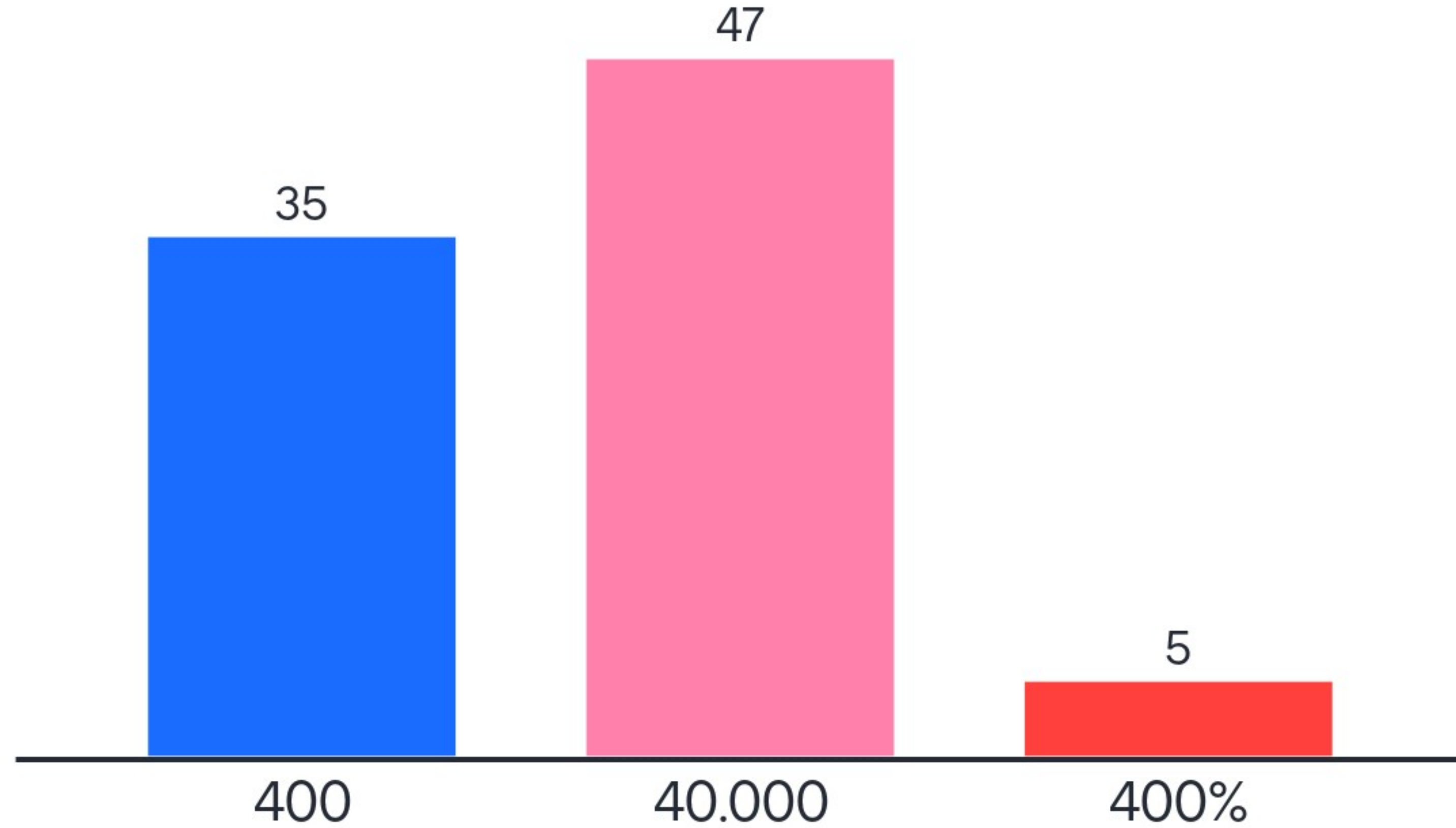
8000

80

ottocento  
400

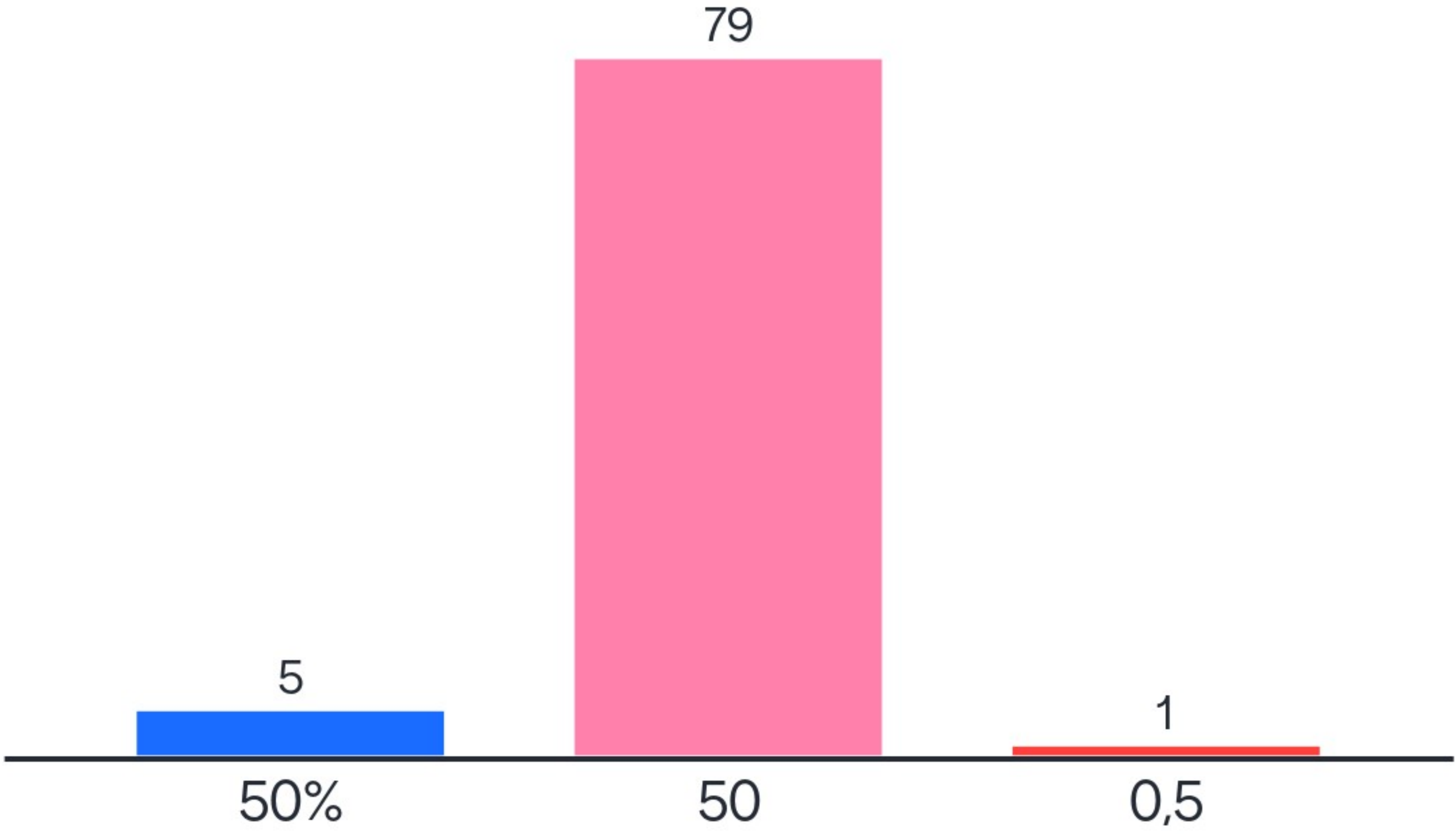
40000

# My media plan got 400 gross impressions on a target audience of 100. How many GRP's?





I plan 2 media, one has a reach of 30% of my target group, the other 20%. How many GRP's do I get?



La Repubblica has 10% target reach and Corriere della Sera 5%. If I plan 2 ads on Repubblica and 3 on Corriere della Sera, how many GRP's will I get?



# What did we do?

- La Repubblica GRP's =  $10 \times 2 = 20$
- Corriere della Sera GRP's =  $5 \times 3 = 15$
- Media plan GRP's =  $20 + 15 = 30$

With 300 gross impressions and 50 net contacts on a target of 100 people, what is the REACH%?

50 pwrcest  
50 p  
60  
6  
50 percentage  
50  
15  
50 percent  
50perc

With 300 gross impressions and 50 net contacts on a target of 100 people, what is the average FREQUENCY?

60  
300  
six  
50  
6  
15  
20

With 300 gross impressions and 50 net contacts on a target of 100 people, how many GRP's?

3000

600

50

