

PMTP Media Math Day 3



THE BRIEF

- **Client:** Greater Chicago Food Depository
- **Campaign Objective:** Awareness
- **2023 Goals:** Increase both the frequency and amount of donations received from the public
- **Target:** Gen Z OR Millennials
 - The budget can only support one target. The client needs your recommendation for which demo promises the most room for growth in donations.
- **Next Steps:** Your manager sent you a crosstab from MRI Simmons. They are looking for both your **target recommendation** and the **top three channels** for reaching that target.

Data	Variable	Gen Z	Millennials
[Social Services] Types of Organizations Contributed to in the Last 12 Months	Unwgt	454	2692
	(000s)	1222	5659
	Vert%	4.22	6.48
	Horz%	5.47	25.32
	Index	48	73
[Any] Types of Organizations Contributed to in the Last 12 Months	Unwgt	3624	17264
	(000s)	9714	37308
	Vert%	33.58	42.71
	Horz%	7.47	28.69
	Index	65	83
[\$50 - \$99] Contributions Total \$ Amount Contributed Last 12 Months	Unwgt	656	2972
	(000s)	1716	6409
	Vert%	5.93	7.34
	Horz%	8.99	33.58
	Index	79	97
[\$100 - \$249] Contributions Total \$ Amount Contributed Last 12 Months	Unwgt	668	3474
	(000s)	1852	7442
	Vert%	6.4	8.52
	Horz%	7.27	29.2
	Index	64	85
[\$250 - \$499] Contributions Total \$ Amount Contributed Last 12 Months	Unwgt	317	1939
	(000s)	737	4224
	Vert%	2.55	4.84
	Horz%	5.02	28.75
	Index	44	83
[\$500 or more] Contributions Total \$ Amount Contributed Last 12 Months	Unwgt	761	4980
	(000s)	1964	10947
	Vert%	6.79	12.53
	Horz%	4.27	23.8
	Index	37	69

Data	Variable	Gen Z	Millennials
Heavy Newspaper Consumers	Unwgt	1841	5982
	(000s)	4926	12721
	Vert%	17.03	14.56
	Horz%	9.57	24.71
	Index	84	72
Heavy Radio/Audio Consumers	Unwgt	2587	7710
	(000s)	6869	18248
	Vert%	23.75	20.89
	Horz%	13.57	36.05
	Index	119	105
Heavy Digital Consumers	Unwgt	4163	10136
	(000s)	11523	21720
	Vert%	39.83	24.87
	Horz%	22.72	42.82
	Index	199	124
Heavy Social Consumers	Unwgt	4342	9605
	(000s)	12092	22085
	Vert%	41.8	25.28
	Horz%	23.86	43.57
	Index	209	126
Heavy Out of Home Consumers	Unwgt	1880	7940
	(000s)	4849	18277
	Vert%	16.76	20.92
	Horz%	9.6	36.18
	Index	84	105

DISCUSS WITH
YOUR GROUP

Which demo would you recommend your client focus on to increase donations?
Why?

What are the top three channels you recommend supporting for your chosen demo?

BUDGET CUT

Data	Variable	Gen Z	Millennials
Heavy Newspaper Consumers	Unwgt	1841	5982
	(000s)	4926	12721
	Vert%	17.03	14.56
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	Index	84	72
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DISCUSS WITH THE CLASS

Your client informs you that the budget will be cut before campaign launch. They want to know which two channels you recommend focusing on.

What are the top two channels you recommend supporting now that you are facing a budget cut? Why?