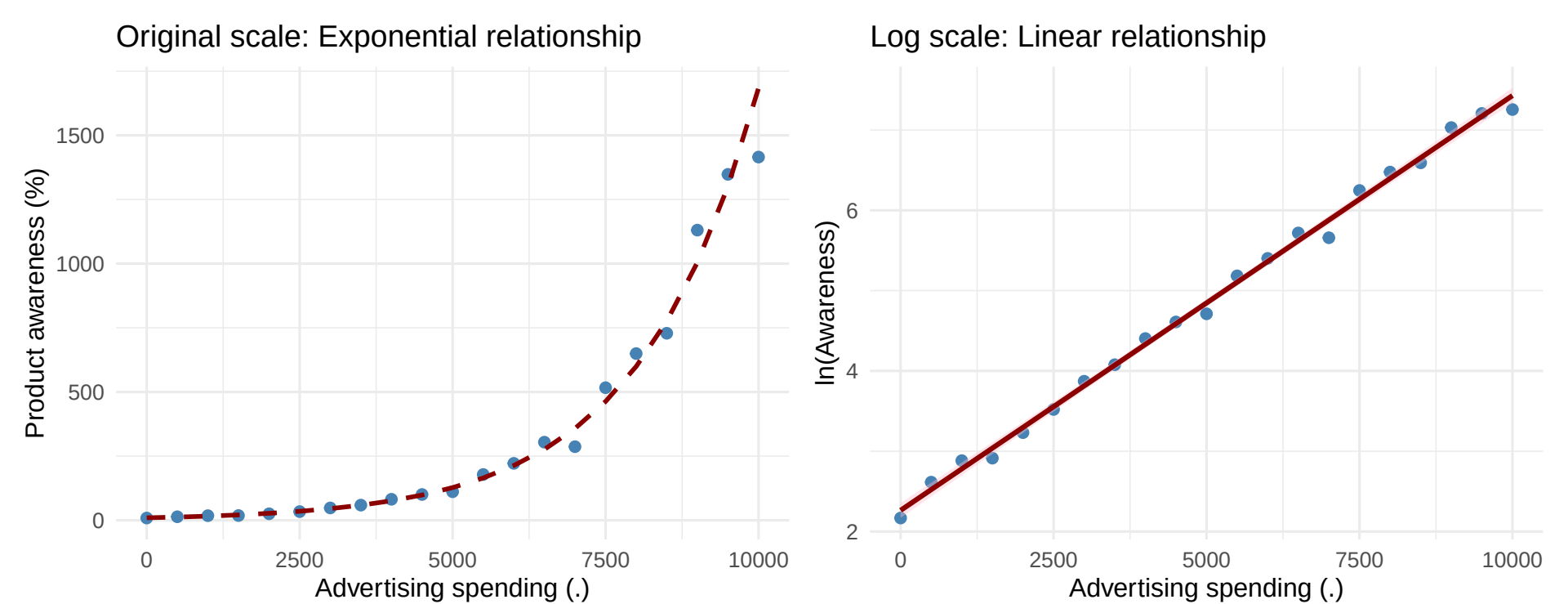
Original scale: Exponential relationship
Product awareness (%)
1500
1000
500
0
0
2500
5000
7500
10000
Advertising spending (.)
Log scale: Linear relationship
ln(Awareness)
6
4
2
0
2500
5000
7500
10000
Advertising spending (.)