

Scenario 1 → ZS case study →

Ques 1.1 → Total sales → 2000 000 000
 = Total promotion Budget → 10 000 000

Promotion impacted sales → 35%
 Sales from promotion → $0.35 \times \frac{2000\ 000\ 000}{100}$
 = 700 000 000

Channel	% Revenue share	Revenue	Activity	Relative @ cost	Cost/unit
TV ads	0.35	24 500 000	1100	300X	3000
Print Ads	0.25	17 500 000	1200	200X	2000
Website	0.17	11 900 000	1000 000	1.5X	15
Social media	0.15	10 500 000	160,000	1X	10
Events	0.08	5 600 000	100	1500X	15000
		Total = <u>700 000 000</u>			

④ → Revenue = % Revenue Share × Sales from promotion

Social media = 1X = 10

we will calculate → $\frac{\text{Revenue}}{\text{Activity}}$

Revenue → gives us the Revenue generated using single promotion.
 Activity

Income to cost Ratio = $\frac{\text{Revenue}}{\text{Cost}} = \frac{\text{Revenue}}{\text{Historical Activity} \times \text{unit}}$

According to Income to Cost Ratio →
 Display → TV ads → Print Ads

* TV Ads \rightarrow \$40,000,000

\Rightarrow 320 threshold
TV ads
Maximum

\leftarrow Part \rightarrow 2

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	Total	Sales \rightarrow	\$200,000,000	
	Yearly Sales%	Yearly Sales	Market Share	Relevant pop ⁿ
Region 1	40%	80,000,000	63%	54,230
Region 2	28%	56,000,000	84%	92,800
Region 3	32%	64,000,000	60%	86,400

200. 2,00, 200,00,000

2 Billion \rightarrow 200 crore

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 35% \rightarrow 75 crore

* Z.S case study \rightarrow

* Pulse Business case study \rightarrow

- Total sales \rightarrow \$2 Billion
- Promotion impacted sales - 35%
- Total promotion - \$100 Million

2 Billion \rightarrow 200 crores
35% \rightarrow 70 crores
\$100 million \rightarrow 10 crores

* 70 crores divided in 5 channels \rightarrow

~~Events~~ \rightarrow ~~100 costly~~

SCENARIO

CD

1 Social media \rightarrow 100 Rs

Ques \rightarrow WEBITE \rightarrow TV \rightarrow Print (a) Part

Se Ques (b) \rightarrow (?)

(b) part

* Assumptions \rightarrow Made score Based on Income to cost variation and given their weights

(c) \rightarrow

* Part-3 →

① Allocating the promotional Budget optimally

2

50 million → 230 million revenues generated

② Comparison Based

105
56
161

③ → 230 million →

④ →

⑤ Directive →

10,50,00,000 → Social media
5,60,00,000 → Events

⑥ → Based on part 3.1

4.6 → (ans) 2,30,00,000 × 10

units × 10
cost → D4 → D6

RDI = Paise a mile / Paise a lagaya cost

⑦ Assumption → 100 million