

# Report

*Group 6*

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## Introduction

- how much fast-food companies spend on advertizing every year
- previous research that has been done in the field (most similar ones maybe)
- show number in terms of what media is the most used

Fast-food firms spend approximately X annually on media advertizing every year (source). The reason for this substantial spend is clear: Advertizing has a measurable effect on brand awareness and sales (Blattberg and Neslin 1989, find better source). Research on the top 25 most popular fast-food chains shows that companies direct an average of 90% of their advertizing spend to tv (Nielsen, 2012).

wasCompanies have a plethora of media types and formats to choose from which makes the decision on where on how to adverstize particularly complex for companies.

Sources Nielson (secondary source) [https://www.motherjones.com/files/fastfoodfacts\\_\\_marketingrankings.pdf](https://www.motherjones.com/files/fastfoodfacts__marketingrankings.pdf)

## Methodology

- models used
- advantages and limitations of models
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## Data

- provenance (mention the restrictions)
- cleaning part
- issues with the data
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## Results

- elasticities and so on

## Findings and Concluding Discussion