

## **Drout Case**

### **Classification of Data:**

#### **Categorical:**

Gender

#### **Ordinal:**

Age, Highest level of education, Gender Stereo Types(Reinforcing), Transform, Ad frequency

#### **Ratio:**

Annual income, Empowerment

#### **Interval:**

Spending

### **Analysis:**

\_\_\_ When analyzing the provided data, the first thing which stands out is that the advertisements are mainly targeted towards female, as the total female were about 81% and male were only 19%. Out of the female population about 80% of the females were between the age of 19 to 40.

Out of those young females, about 66% of them are highly educated. And from that population there are about 73% of them earn between 10000 to 50000. About 74% of those females spend between \$200 to \$1000 on an average in a year for beauty products.

These females on an average come across about 20 ads through different mediums. And almost all of those ads are stereo type as they are targeted towards this particular group of females. These ads are 99% influential on these group of females. All of these females agree that these ads would help transform cultural gender stereotypes. On an average, only 7% of them feel that these ads are empowering.

### **Conclusion:**

As per the detailed analysis described above, these ads are targeted on a particular group of females to sell the beauty products, so we can definitively conclude that these are Stereotype Advertising.