

# Ad Mad

**You need** ★ a computer spreadsheet/graphing program (optional) ★ classmates

Julia and Hemi are talking about radio advertisements.

*I wish they wouldn't repeat that Cheap Shop ad so often!*

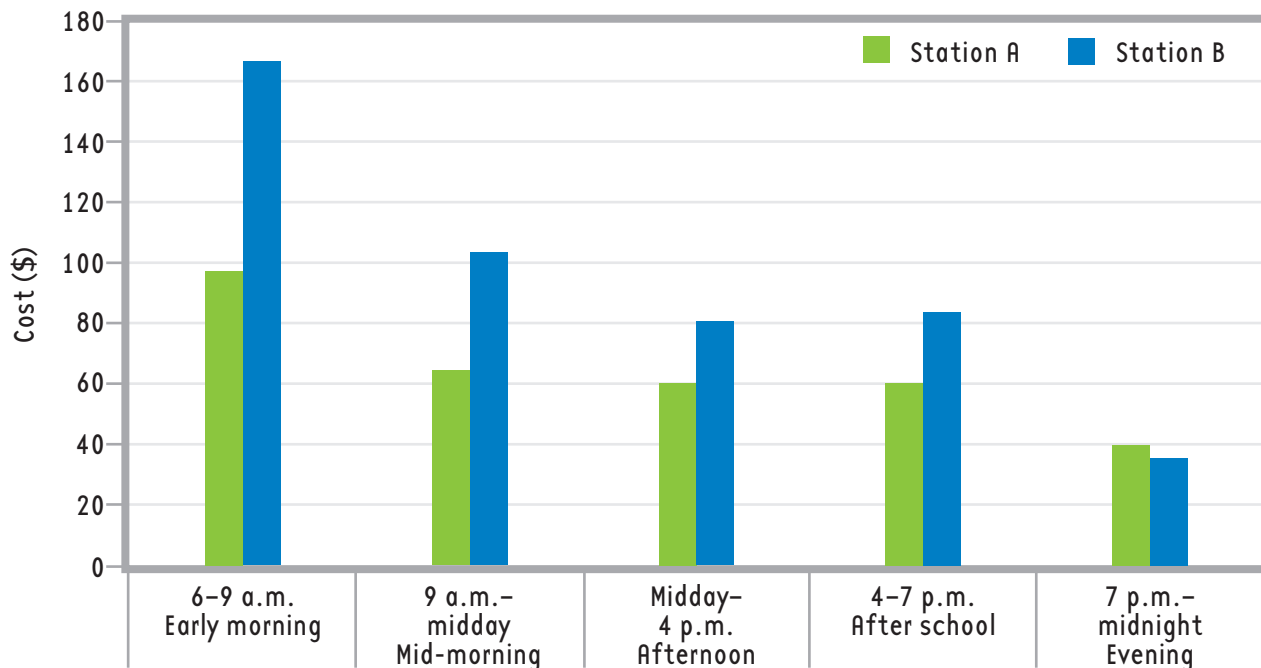
*Yeah, the jingle gets stuck in your head.*

*It must cost a lot to play an ad over and over again.*

## Activity One

The graph below shows the cost of a 30-second ad on two different radio stations:

**Cost of a 30-second Ad on Radio**



1. With a classmate, discuss the following questions and write down your conclusions.
  - a. What does the graph tell you?
  - b. Why do you think the cost of an ad is different for different times of the day?
  - c. Why do you think the pricing for the two radio stations is different?
  - d. Which station is likely to be more popular? What makes you think this?
2. With another pair of classmates, compare and critique your conclusions.

The 2 o'clock news is brought to you by Yum-0 Yoghurt.

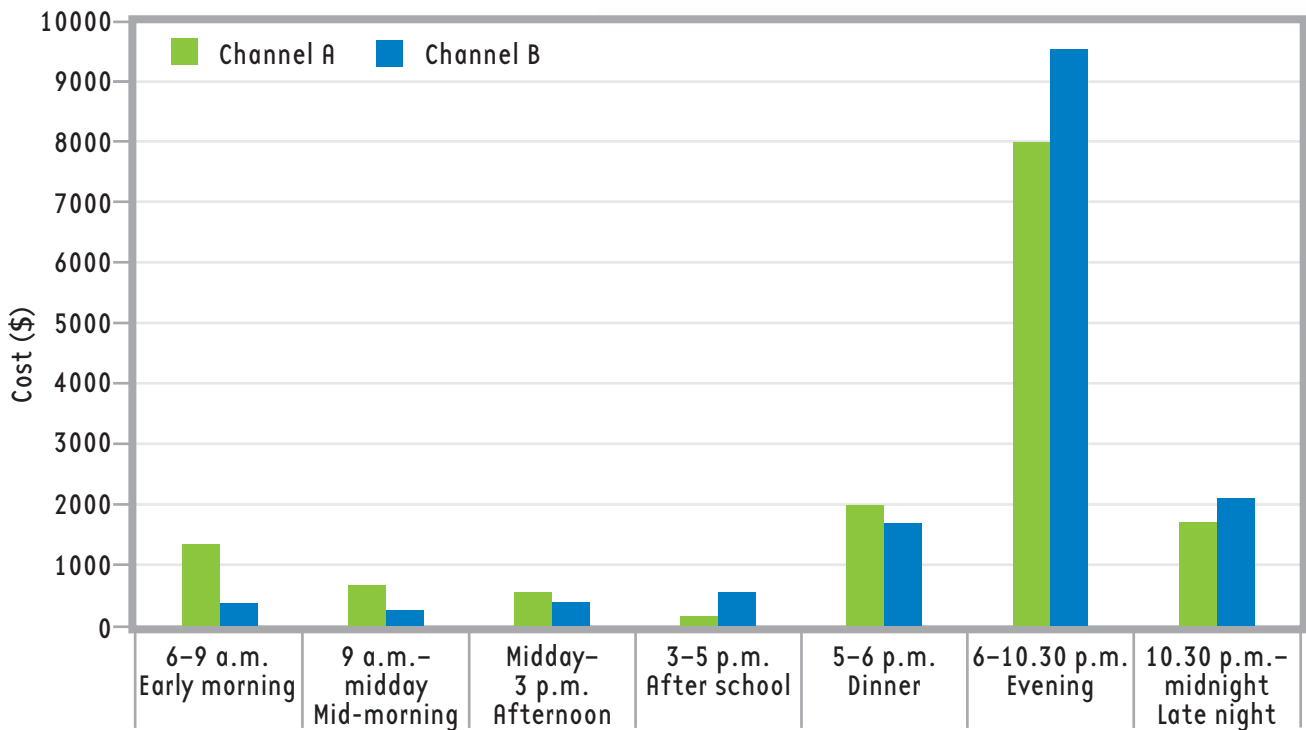
## Investigation

- i. With 3–4 classmates, decide on an investigative question about radio advertising. For example, you may want to investigate who is advertising, how often, and when. (Count sponsorship of programme segments as advertising.)
- ii. Gather your data and then organise it.
- iii. Graph the data in ways that make patterns and important findings clear. What answers can you find to your question?
- iv. Present your conclusions to the class for discussion and evaluation.



## Activity Two

Cost of a 30-second Ad on TV



1. Compare this graph with the graph in Activity One.
  - a. What differences do you notice?
  - b. What do you think are the reasons for these differences?
2. Discuss with a classmate why radio and TV ads are often repeated.

**Focus** Analysing and comparing grouped bar graphs