

## Sam Strong, Advertising Executive

You are Sam Strong, an advertising executive in the successful advertising company Wesell Pty Ltd. You have many clients who use your company to advertise their products on television, radio and in the print media such as newspapers and magazines.

One of your valued clients is Wedget Pty. Ltd. Its manager has just presented you with the following figures as he is concerned that advertising costs have soared while sales figures have not changed appreciably.

The figures are as follows:

MONTH	ADVERTISING COSTS (\$)	SALES INCOME (\$)
JANUARY	2500	100000
FEBRUARY	6000	102000
MARCH	6500	102500
APRIL	7000	108500
MAY	7100	104000
JUNE	7500	111500
JULY	6900	106000
AUGUST	7100	109500
SEPTEMBER	7600	110000

Your job is to **PREPARE A REPORT** for your client, Wedget Pty Ltd to show that advertising dollars do definitely improve sales.

Include **TWO DIFFERENT METHODS OF GRAPHICAL PRESENTATION** to convince your client that the extra money spent in advertising does show a real improvement in sales income.

Remember your client may be swayed by your presentation alone - but it will help if the figures are shown in a good light without cheating. Your report must also counter the client's figures and arguments.

Your report should be no longer than 300 words.