

91946R



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 1 Mathematics and Statistics 2025

91946 Interpret and apply mathematical and statistical
information in context

Credits: Five

SAMPLE ASSESSMENT

RESOURCE BOOKLET

ADVERTISING AND SOCIAL MEDIA

SECTION ONE

Figure 1(a) shows the amount of money (in millions of \$NZ) that businesses spent on advertising from 2012 to 2023.

It is separated into four of the various types of advertising available.

Figure 1(a): Money spent on advertising (in millions of \$NZ) 2012 to 2023

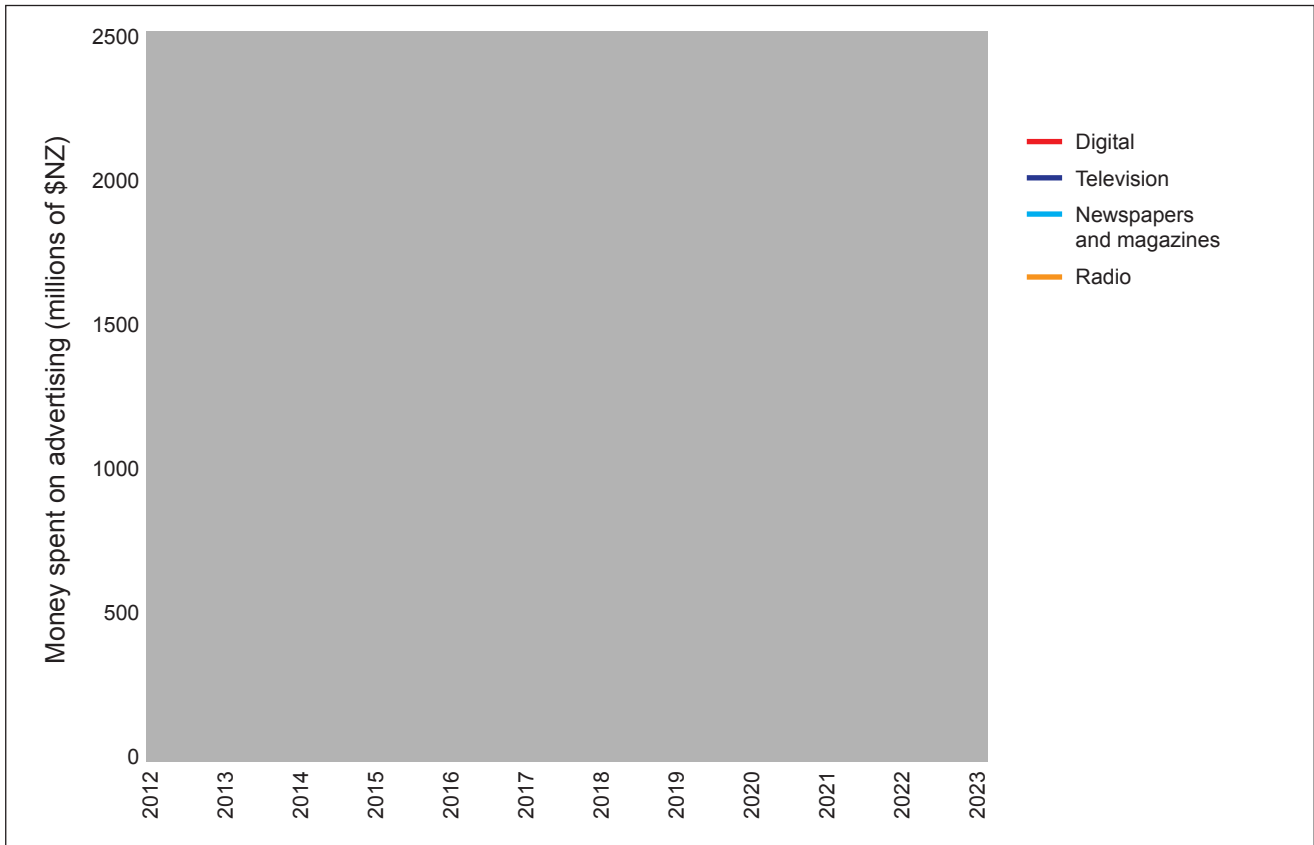
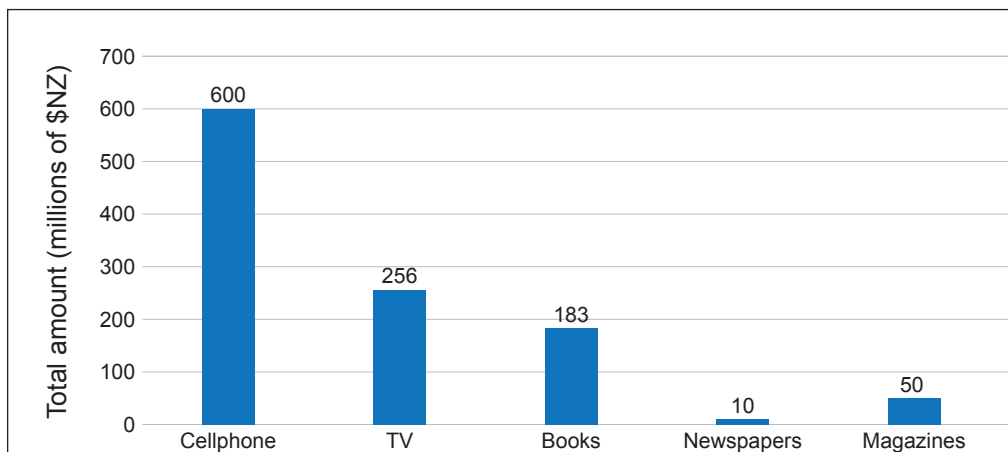


Figure 1(b) shows the amount of money (in millions of \$NZ dollars) that New Zealanders have spent on several different items in 2024.

Figure 1(b): Amount of money New Zealanders have spent on several different items during 2024



Sources: <https://socialmedia.org.nz/nz-marketing-insights-trends-2/>

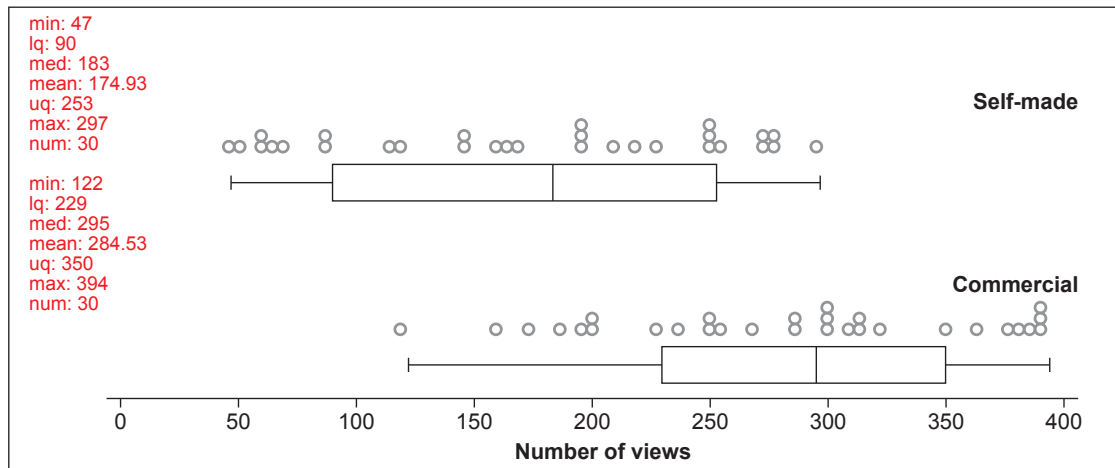
SECTION TWO

Businesses wanting to sell their products on social media can choose to advertise their product themselves ('self-made') or they can pay an advertising company to advertise their products for them ('commercial'). Potential customers will then have the opportunity to view these advertisements in their social media feed.

Figure 2 shows a random sample taken from customers viewing advertisements on Facebook for the last month.

It compares the number of customer views for a 'self-made' and a 'commercial' advertisement post.

Figure 2: Number of customer views for a 'self-made' and a 'commercial' advertisement



Any business which has decided to pay to advertise their items then has the choice between many advertising companies which will organise the advertising for them.

Table 2: Rates and deals offered by three companies

Company	Video (cost per minute)	Photos (cost per photo)	Cost to upload to social media*	Profit per customer viewing on social media for Kaia
<i>Panorama Media</i>	\$3.00	\$5.40	\$77.00	\$ 0.65 per view
<i>GoGo Media</i>	\$2.25	\$6.10	\$114.00	\$ 0.75 per view
<i>Pulse Point Media</i>	\$4.10	\$4.90	\$90.00	\$ 0.58 per view

* There is a once-only cost at the start, to upload the advertisement onto social media.

Deals

- *Panorama Media* will give a 15% discount off the total price if both the video and photos are selected.
- *GoGo Media* will upload the video to their social media page for free if both the video and photos are selected.
- *Pulse Point Media* will provide two free photos with every video.

