

# Advertising Effectiveness

Product or Service	Advertising Budget	Estimated Industry Advertising Expenditure	Share of Voice	Estimated Share of Market	Advertising Effectiveness
RomanQuest	\$500,000	\$1,000,000	50.00%	20.00%	40.0%
WAR 2112	600,000	2,000,000	30.00%	35.00%	116.7%
Galaxy Terminator	500,000	3,000,000	16.67%	12.00%	72.0%
Global Challenge	600,000	4,000,000	15.00%	27.00%	180.0%

