

# DATA VISUALIZATION

## Florida Prepaid Campaign Project

Raising Awareness and Increasing Knowledge that Leads to Purchase Behavior of Florida Prepaid to Grandparents

### DO YOU TRUST ADVERTISEMENTS FROM THESE PLATFORMS?

#### FACEBOOK



#### EMAIL



#### ONLINE SOURCES



#### NEWSPAPER



### HOW LIKELY ARE YOU TO DO FURTHER RESEARCH FROM THESE PLATFORMS?

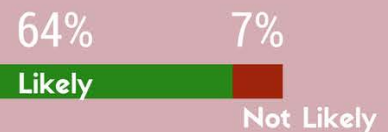
#### FACEBOOK



#### EMAIL



#### ONLINE SOURCES



#### NEWSPAPER



# WHAT DID PARTICIPANTS PREFER?

GAINES MEDIA VS. FLORIDA PREPAID



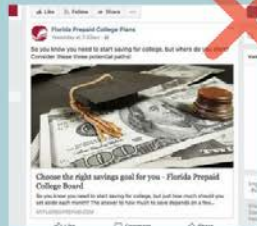
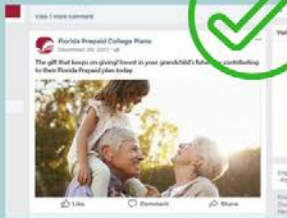
VS.



INFOGRAPHIC



FACEBOOK



ARTICLE



# DEMOGRAPHICS

THAT MATTER

## 1. INCOME LEVEL

Participants with an income level between \$75,000-\$99,999 are more likely to go to the website after viewing this infographic:



## 2. GENDER

Women are most likely to visit FPP's website after viewing this infographic:



or reading this article:

### Give The Gift Of A Future

adjacent, a grandchild's birthday or holiday gifts come with many expectations and pressures. From planning the perfect birthday gift, these times can be stressful!  
 some of the stress you may be experiencing and make the easy choice for your grandchild, the gift of Florida Prepaid Redneck grandchild's future, rather than simply gifting them something with short-term impact that can be thrown out and doesn't hold any value to lock in tuition rates years in advance, so it's never too early to buy a plan.  
 one starting at \$47 a month, Florida Prepaid is an affordable gift that keeps on giving. And best of all, the money you spend can be used to pay for your grandchild's college tuition, and you can transfer plans or cancel anytime.  
 Oh most gifts there is a risk that your grandchild may lose it, break it or not even use it, Florida Prepaid is completely risk-free! If future success has never been easier.  
 the way to show your love for your grandchild than investing in their future? Though your grandchildren may not specifically realize it is the gift they were most grateful for.  
 Prepaid offers many different plans to help meet all of your gift needs. With 2-year and 4-year college plans, 1-year and 4-year more options such as dormitory plans, there are many different ways that you can help set your grandchild up for success as they go to college!  
 long, criss lines at the mall because Florida Prepaid only requires that you fill out a quick application on their website to get a sense of the many college plans offered by Florida Prepaid while learning about all the advantages your grandchild now has, the gift of Florida Prepaid.

# Participant Demographics

## Gender

68.4%



31.6%



## Age

Average = 57



## Ethnicity

