



Red Bull

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Executive Summary

Red Bull is a global company which sells energy drinks to young, active individuals who are always seeking for new adventures on a laid back daily basis. Consumers of Red Bull are interested in social gaming and leisure sports with friends, they believe that energy drinks are more enjoyable to drink to increase their energy than traditional coffee options. While acknowledging current trends, a partnership with Pokemon Go, a current online social game that is targeted to the nostalgic fans that grew up with the popular television show, would increase their profits and encourage the medium Red Bull consumers to purchase more products per week and increase a general preference in the market. Pokemon Go is divided into three teams, there will be a team a week that will be selected to hand out samples at concentrated PokeStops.

Company Overview

Red Bull is a global company with headquarters located in Fuschl am See, Australia; their product is currently available in 169 countries. Red Bull launched its new product, and new product category, in 1987. The firm produces carbonated beverages, energy drinks and RTD tea; they created and currently lead the energy drink industry (*Red Bull, 2016*). Energy drinks are their primary revenue source; in 2014 the company recorded 5.11 billion euros of net sales along with an approximate 2% growth in net sales (*Euromonitor International, 2016*). Red Bull markets using event sponsorships, content marketing, and sampling; previously, the firm used lifestyle branding to reach the working, or professional, market.

Branding

Red Bull makes use of mixed branding; they sell KTM factory racing gear, racing equipment, merchandise, and various types of accessories (*Collections, 2016*). For instance, Red Bull partnered with Velocity Sports and sponsored a skydiver's 120,000 foot jump (*Velocity Rigs, 2016*). The firm associates themselves with competitions, extreme sports, athletes, and various sporting goods brands. This alters perceived brand image; Red Bull is associated with *strength, endurance and victory*. The brand's performance and imagery implies trustworthy functional products and optimal quality; ultimately, customer value is created. The campaign aims to increase the sale of energy drinks.

Product

The primary product sold is the Red Bull Energy Drink; the firm offers sugar-free redbull and other various editions such as the *Summer Kiwi, Orange Tangerine, Yellow Tropical, Red Cranberry, Blue Blueberry, and Lime* editions. The paramount ingredients include caffeine, taurine, B-group vitamins, sugars, and alpine spring water. Cans are fully recyclable and designed to facilitate storage. (*Red Bull Ingredients, 2016*).

Target Market

Red Bull intends to target the student population residing in Montreal, Quebec City, and Sherbrooke. Red Bull will segment various segments, yet focus on advertising solely their energy drinks; this will be performed through demographic segmentation. In the segmentation process, several demographic variables are used to clearly distinguish one segment from others. Dividing up the market into meaningful, and smaller, identifiable segments permits Red Bull to better identify customer needs and wants while developing accurate marketing objectives and improving resource allocation.

- Demographics

- Men & Women
- Aged 18 - 34
- Urban dwellers
- Middle Class Income \$35,000 - \$40,000

- Or Continuing Education Students: Low Income ~\$20,000

- Psychographics

- Active, Online Social Individuals
- Interest in Leisure Sports
- Opinion: Energy Drinks Trump Coffee
- Interest in online social gaming

- Pokémon Go

Geographic

Ontario takes in the highest amount of energy and sports drinks, Quebec follows closely; Quebec consumes approximately 7,245,000 energy drinks per week, according to *Kantar Media*, with a market share of 23.19% of the total Canadian market. Montreal and Quebec City ingest 3,539,000 and 708,000 energy drinks, respectively, per week. Thus, the targeted market constitutes for 58.99% of the Quebec Market, or 13.68% of the total Canadian Market (2015) (*see Appendix A*). Red Bull will specifically target students within those geographic segments.

Generation Y - Millennials

The younger generation of Canada is acquiring large amounts of purchasing power; they are responsible for the take-off of the soft drink industry and, shortly, are assumed to overtake the consumer product industry (*EI, 2016*). Thus, Red Bull must segment by age and target the younger generation of Canada or the main energy drinks purchasers.

Students, composed of the younger generation of Canada, within the selected geographic

area will be targeted; According to *Statistics Canada*, in 2007, the median age of male and female students were 22.9 and 22.7 years. However, those in undergraduate programs are aged 21 to 33 years whereas those enrolled in graduate-level programs are between 23 and 36 years of age (*Statistics Canada, 2007*). *Kantar Media* justifies that those aged 18 to 34 years account for 26.85% of total energy drinks drunk on a weekly basis; otherwise equivalent to a total of 8,386,000 drinks.

Industry Analysis

Market Conditions

The energy drink industry is currently experiencing low growth rates; however, a demand for unique and exotic flavours is emerging. Grocery retailers account for a large proportion of sales in the industry; yet sales attributed to mixed retailers, such as Costco and the Dollarama, is increasing as consumers are becoming more value-conscious (*EI, 2016*). *Euromonitor International* forecasts that as the industry continues to evolve there will be modest growth in overall sales, new product development, and further innovation (2016).

Market Analysis

A total of 516.5 millions of litres of sports and energy drinks were sold in 2015; this market size, in retail litres sold, is valued at 1,048.9 million Canadian dollars. Of these sales, 394.4 million litres of sports and energy drinks were off-trade and 122.1 million litres were on-trade. However, 97.8% of the volume of soft drink sales were off-trade yet this constituted for 92.7% of the total value (*EI, 2016*). Thus, in 2015, sports and energy drinks accounted for 7.57% of the total Canadian soft drink industry (*see Appendix C*). In 2010, 7,158.4 million litres of soft drinks sold; in 2015 this figure declined to 7,076.4

millions of litres. Despite the 1.1% decrease in demand for soft drinks, from 2010 to 2015, sports and energy drinks experienced a modest relative growth every year; volume sales rose by a total of 14.35%, since 2010, whereas the dollar value of the sales augmented by 26.57% (EI, 2016) (see Appendix D).

Future Expectations of Industry

Given the past trends in the industry, by 2020 the sports and energy drinks industry is expected to be valued at 1,143.6 million Canadian dollars; the constant value growth is expected to reach 17.7%. On the other hand, the percentage volume growth will hit 8.2% with an expected 234.5 million liters of energy and sports drinks sold (EI, 2016).

Sales

Sports and energy drinks are sold through traditional store-based retailing; in 2015, a total of 99.4% of the volume was sold through such channels. Grocery retailers accounted for 94.7% of the store-based sales. Modern grocery retailers and traditional grocery stores constitute for a total of 94.13% of volume, off-trade, sales in 2015; therefore, in the energy and sports drink industry it is crucial to maintain relationships with traditional retailers (EI, 2016) (see Appendix E).

COMPETITORS:

	Direct	Indirect
Company	Monster	Gatorade
Positioning	Maximize Lifestyle - Stability, Endurance The "Rock" Market	The Fuel you need to keep moving. Hydration - Ions Bodybuilders-Trainees
Company	Rockstar	Powerade
Positioning	Twice the Size for Hardcore Fans Energy & Strength Metal - Warped Tour Market	The right hydration so you can keep sweating! Powerful & Nutritious Young, Competitive Market

The primary competitors of Red Bull are Monster and Rockstar; together, in 2015, the three companies constituted for approximately 80% of the value share of the market. Red Bull, the industry's leader, accounted for 34.2% of the percentage volume of off-trade energy drinks sold in 2015. Monster and Rockstar follow suite, respectively occupying 28.7% and 20.5%. Further, Red Bull accounted for 39.7% of the industry's dollar value; Monster maintained 25.7% and Rockstar solely occupied 14% (EI, 2016).

Campaign Goals

Red Bull struggles alongside their competitors in the market of energy and sports beverages; the main campaign goal is to increase overall sales of Red Bull products in major cities such as Montreal, Quebec City and Sherbrooke. Our secondary goal is to create a strong preference for Red Bull by promoting alternative versions and flavors of the product in local markets. Red Bull needs to target 28,653 medium users of Red Bull products to achieve their sales goal of 1,000,000 cans in three months.

Campaign Message

Red Bull is a versatile product that enhances energy to aid students and young professionals use their time more efficiently. Students are dependent on caffeine, a primary ingredient found in Red Bull energy drinks, for various reasons. For instance, they are often lacking sleep or studying late hours for exams. Further, students demand caffeinated beverages when driving long distances or if partying throughout the night. One quarter of college students mix energy drinks with alcohol; they are aware of the repercussions, yet remain uninfluenced by this information. Moderate caffeine consumption reduces migraines frequently experienced by students while increasing

alertness, speed and cognition. Additionally, caffeine improves general performance (Olsen, Nicole L, 2013). Hence, due to the high demand, targeting the student segment is optimal for Red Bull.

The Big Idea

Red Bull Overcharge. Red Bull plans to create a stronger bond with gamers, and make their energy drink brand one they can rely on. Gamers located in Montreal, Sherbrooke and Quebec City are the main target market between the ages of 18 to 34 for Red Bull's newest product: Red Bull Overcharge. Through various media tactics and loyalty programs, Red Bull will appeal to their target market by supporting online gaming through by offering free samples to loyal Pokémon Go players from specific teams (red, blue and yellow). Red Bull samples will be given to players who can prove their belong to the team they are supporting that day as well as offering coupons of discount for Pokémon Go players and supporters; the coupons will be available to redeem at local participating stores. Pokémon Go players are constantly on the run; Red Bull will be aiding the selected teams by replenishing their energy, so they can complete their mission and fulfill their gaming needs.

Media Strategy

The media's used in Red Bull Overcharge campaign will be

- Out of home: digital columns, bathroom banners
- Traditional: Commercial, Metro News Business section, Sports Illustrated
- Internet Marketing: Google Adwords - Ads on apps for people who downloaded pokemon, PC Gamer, Facebook, Twitter
- Sales Promotion:
 - Samples handed out to alternating Pokémon Go teams

- Coupons or discount codes sent to other teams

Media Strategy Justifications

Red Bull's Overcharge campaign requires several strategies to reach the appropriate target market to achieve their goal of a million dollars in sales. Pokémon Go players are always walking around on the streets, checking into Pokéstops and meeting new people; it would be beneficial for Red Bull to advertise with digital columns around the cities of Montréal, Sherbrooke and Québec City. At an appropriate eye-level, using a humorous approach, Pokémon Go players would feel a sense of *preference* for Red Bull as a result of using an emotional (humorous) appeal. The second out of home media, bathroom banners, would serve as another reinforcement of preference to Red Bull because of the emotional appeal. The audience would sense nostalgia and humor associated with Red Bull. Traditional media will be used because of the target market; those who grew up with Pokémon in the 90s are now the working men and women of Montréal, Sherbrooke and Québec City. Advertising in local movie theatres trailers would target a great portion of Red Bull's target market. The majority of adults who attend the movie theatres are between the ages of 25 to 34, well educated, urbanized with or without children with an above average income of \$100,000. (*Market Opportunities, 2014*). Metro News has reported 1.202 million readers in July, 2016 for print and web versions. Their average audience is between the ages of 18 to 54 - a very wide range but one that aligns itself with Red Bull consumers. (*Media Sales, 2014*). Sports Illustrated would be another viable option for Red Bull, especially to target the market that may not be as interested in online gaming, but moreover sports and leisure sports. Their total number of readers are 18, 237,000 worldwide, and the majority are between the ages of 18 to 34 (*Sports Illustrated, 2016*). Red Bull's main target market grew up with the age of the internet, therefore, internet marketing is a strong way to support the campaign. With Google Adwords, Red Bull's advertisements can be targeted to the appropriate audience through

smartphone apps and help position Red Bull as the number one, reliable and versatile energy drink. Keywords like *Red Bull Overcharge*, *Pokémon Go News*, *Best energy drink*, *which energy drink is better* would gear our target market to Red Bull's website and social media pages to pass the purchase stage in the buyer readiness stages. Red Bull has a history of using an emotional approach; many of their previous television advertisements were controversial and humorous which created a strong preference for Red Bull. Facebook and twitter are ideal platforms for Red Bull's target market because of the age group, their occupations and general interests. There is a strong market of online gamers that are active on Twitter, they can share their Twitch streams there and on facebook to share their experiences. The use of the social media platforms will be mainly to increase social interaction, retweet or share post from various users about the campaign and help them to reach the purchase stage in the buyer readiness stages.

Advertising Speculations

- Sports Illustrated will be a full page, four color ad which will be printed and on their digital magazine for the months of August, September and October 2016. (*Sports Illustrated, 2016*).
- The Digital Columns in Montréal are strategically placed in 40 different locations and will be showing a 96 second ad everyday for three months.
- The banners that will be found in various places around Montréal, Québec City and Sherbrooke will range in sizes from 30" x 48", 30" x 72" and 30" x 144". Each format will be displayed at 150 different locations (*Newad Banners, 2016; VistaPrint, 2016*).

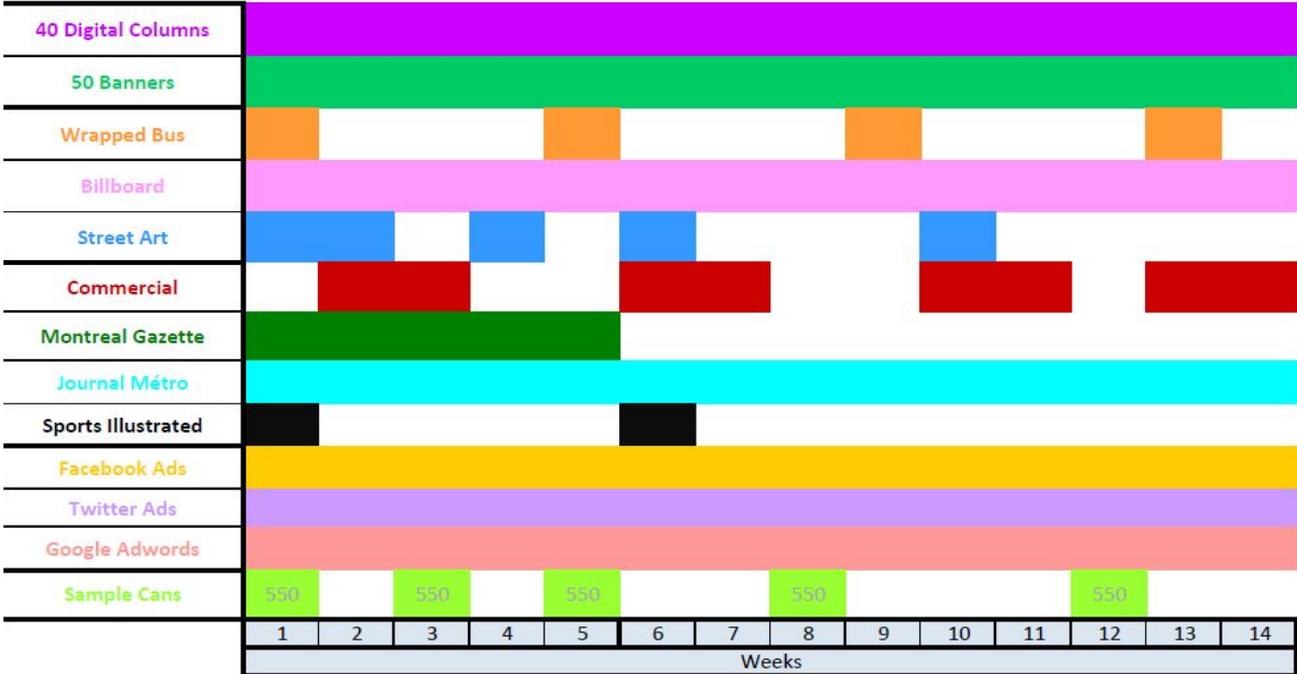
- The Metro News advertisement which will be one third of a page format in full color will be featured the all week days of August, September and October 2016. *(Metro News, 2016).*
- Facebook and Twitter sponsored ads will be at a \$250/day rate and Google Adwords will be \$300/day for the months of August, September and October 2016.
- The samples of Red Bull Overcharge that will be given out to Pokémon Go players will account for 6,000 cans.
- As for a less traditional approach, there will be three wrapped buses in Montréal, one in Sherbrooke and another two in Quebec City promoting Red Bull Overcharge. *(Bus Wrapping, 2016)*
- Three billboards, one in each major city will be placed for in the month of September. *(Out of Home, 2016)*
- Full page advertisement in the Montreal Gazette from monday to friday for the months of September and October.
- Local street art at 6 different locations will be engaging pedestrians in Montreal and Sherbrooke. *(Street Art, 2016).*
- A professionally produced short commercial will be aired at various Cinema Guzzo's due to the high number of consumers who attend the theatre on a regular basis *(Castle Studios, 2016)*

Media Distribution

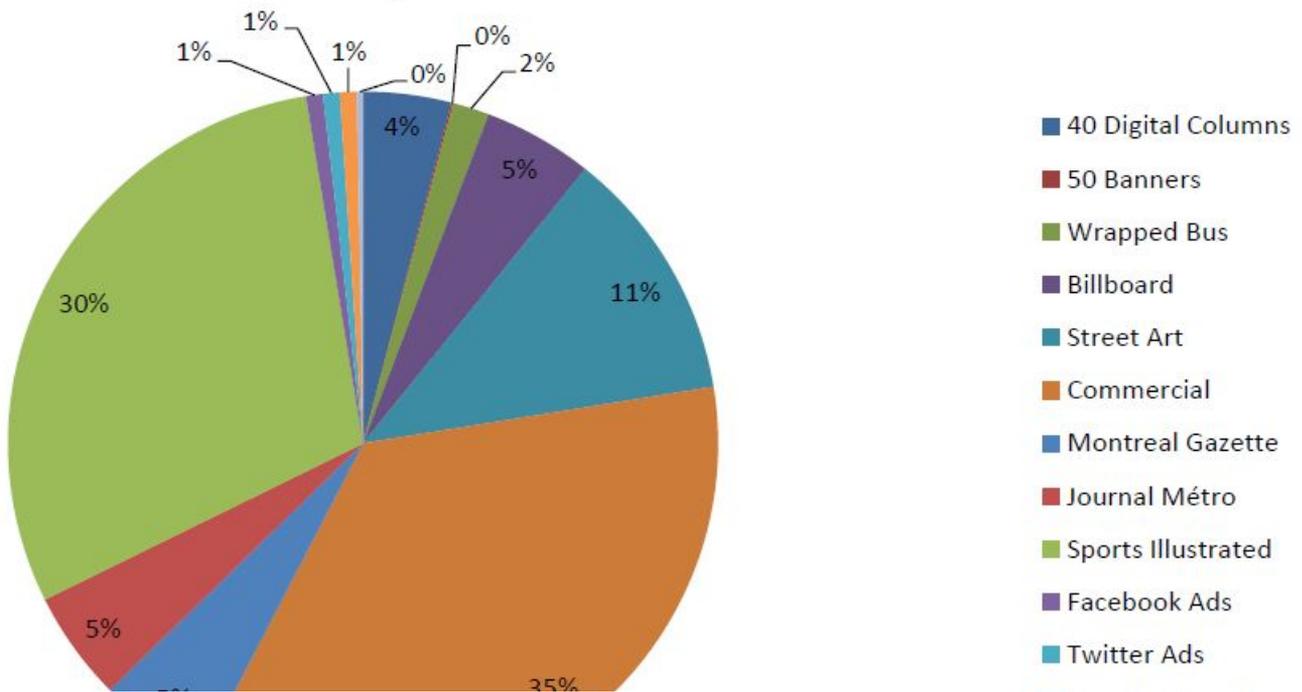
Category of Media	Media	Formats	Individual Cost
Out of Home	40 Digital Columns	62" H x 35" W	\$40,000.00
	50 Banners	30" x 48"; 30" x 72"; 30" x 144"	\$949.00
	Wrapped Bus	x	\$12,500.00
	Billboard	16' x 60'	\$150,000.00
	Street Art	x	\$70,000.00
Traditional	Commercial	x	\$1,053,785.00
	Montreal Gazette	Full-Page	\$5,452.00
	Journal Métro	1/3rd Page	\$2,289.00
	Sports Illustrated	Full-page	\$446,200.00
Internet Markeing	Facebook Ads	x	\$250.00
	Twitter Ads	x	\$250.00
	Google Adwords	x	\$250.00
Sales Promotion	Sample Cans	x	\$3.00

Frequency	Total Cost	Total By Media	Grand Total
3	\$120,000.00	\$672,847.00	\$3,000,012.00
3	\$2,847.00		
4	\$50,000.00		
1	\$150,000.00		
5	\$350,000.00		
1	\$1,053,785.00	\$2,249,915.00	
28	\$152,656.00		
66	\$151,074.00		
2	\$892,400.00		
92	\$23,000.00	\$69,000.00	
92	\$23,000.00		
92	\$23,000.00		
2750	\$8,250.00	\$8,250.00	

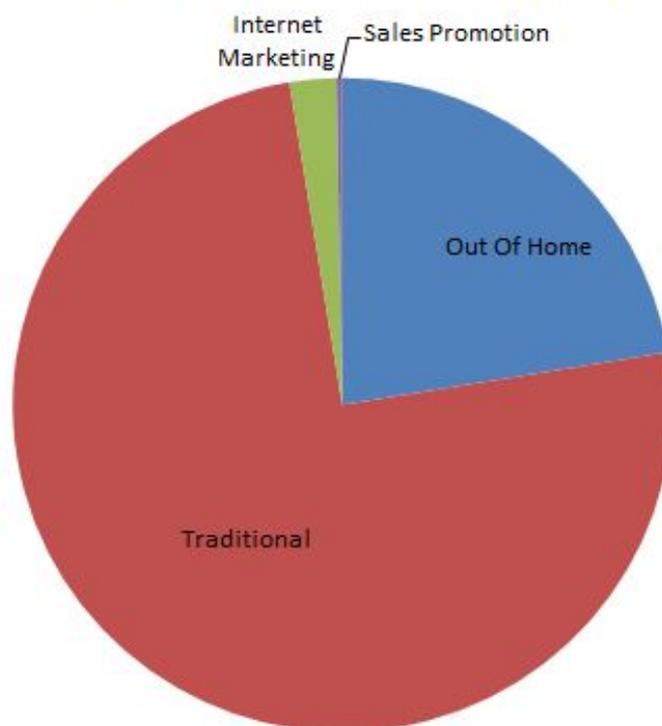
Gantt Chart



Budget Allocations



Budget By Media Category



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Trailer production & airing cost : \$105,378.5

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Appendices

Appendix A:

❑ APPENDIX A - PICTURE 1

	Total (000)	Energy/Sport Drinks (000)	# Drinks/Glasses Drank In Past 7 Days	TOTAL	index
			% vert	% horz	
Total					
Canada M&F age 12+	31,236	5,763	100.0	18.4	100

❑ APPENDIX A - PICTURE 2

Region:					
Atlantic	2,095	393	6.8	18.8	102
Quebec	7,245	1,074	18.6	14.8	80
Ontario	12,082	2,403	41.7	19.9	108
Prairies	5,656	1,125	19.5	19.9	108
British Columbia	4,157	768	13.3	18.5	100

❑ APPENDIX A - PICTURE 3

Markets:					
Calgary CMA	1,244	274	4.7	22.0	119
Edmonton CMA	1,180	254	4.4	21.6	117
Guelph	130	25.8	0.4	19.8	107
Halifax CMA	368	73	1.3	19.9	108
Hamilton CMA	675	152	2.6	22.6	122
Kitchener CMA	441	85	1.5	19.4	105
London CMA	442	90	1.6	20.5	111
Montreal CMA	3,539	531	9.2	15.0	81
Oshawa CMA	335	84	1.5	25.0	135
Ottawa/Gatineau CMA	1,163	235	4.1	20.2	110
Quebec City CMA	708	101	1.7	14.2	77
Regina CMA	210	43	0.7	20.6	112
Saskatoon CMA	267	56	1.0	21.1	114
St. Catharines / Niagara CMA	361	64	1.1	17.6	95
St. John's CMA	187	37.8	0.7	20.2	109
Toronto CMA	5,337	1,091	18.9	20.5	111
Vancouver CMA	2,206	424	7.4	19.2	104
Victoria CMA	326	59	1.0	18.0	98
Windsor CMA	293	62	1.1	21.3	115
Winnipeg CMA	687	121	2.1	17.6	95

- Quebec Market Share: $7,245,000 / 31,236,000 = 0.23194 = 23.19\%$
- Montreal and Quebec City Market Share (of the Quebec Market): $4,274,000 / 7,245,000 = .589924 = 58.99\%$
- Montreal and Quebec City Market Share (of the Canadian Market): $4,274,000 / 31,236,000 = .136829 = 13.68\%$

Information on Sherbrooke's consumption was not provided by the (INSERT SEARCH ENGINE NAME) 1 Year, 2015, database. Therefore, their energy drink consumption amounts were omitted from the calculations. Thus, the total market share is underestimated.

Appendix B:

❑ APPENDIX B - PICTURE 1

Age :					
12-17	2,349	663	11.5	28.2	153
18-24	3,404	879	15.3	25.8	140
25-34	4,982	1,121	19.5	22.5	122

- Total consumption of energy drinks of those aged 18 - 34: 3,404,000 + 4,982,000 = 8,386,000
- Total consumption of energy drinks of those aged 18 - 34 expressed as a percentage of the total Canadian population: 8,386,000 / 31,236,000 = .268472 = 26.85%

Appendix C:

❑ APPENDIX C - PICTURE 1

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2015

CAD million	Off-trade	On-trade	TOTAL
Bottled Water	2,389.5	660.5	3,050.0
Carbonates	2,522.5	1,958.8	4,481.3
Concentrates	216.0	-	216.0
Juice	3,331.5	562.5	3,894.0
RTD Coffee	52.7	9.7	62.5
RTD Tea	525.4	569.9	1,095.3
Sports and Energy Drinks	971.9	76.9	1,048.9
Asian Speciality Drinks	-	-	-
Soft Drinks	10,009.5	3,838.5	13,848.0

- Energy drinks expressed as a percentage of the total soft drinks market (in Canadian dollar value): 1,048.9 / 13,848 = .0757 = 7.57%

Appendix D:

❑ APPENDIX D - PICTURE 1

Concentrates	2.6	2.1	2.0	2.5	3.0	3.3
Juice	1,948.5	1,938.2	1,874.4	1,825.7	1,780.5	1,746.0
RTD Coffee	0.8	0.7	0.7	2.0	4.0	5.4
RTD Tea	308.8	322.0	339.9	361.8	379.2	394.4
Sports and Energy Drinks	189.5	199.1	203.6	208.4	212.9	216.7
Asian Speciality Drinks	-	-	-	-	-	-
Soft Drinks	7,158.4	7,183.3	7,178.0	7,137.3	7,106.1	7,076.4

❑ APPENDIX D - PICTURE 2

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2010-2015

CAD million	2010	2011	2012	2013	2014	2015
Bottled Water	2,136.1	2,210.5	2,254.6	2,290.8	2,338.5	2,389.5
Carbonates	2,816.8	2,813.1	2,817.3	2,729.4	2,626.1	2,522.5
Concentrates	132.6	135.5	154.1	182.2	210.9	216.0
Juice	3,570.5	3,644.7	3,562.5	3,500.7	3,388.0	3,331.5
RTD Coffee	6.9	6.8	7.2	19.6	38.5	52.7
RTD Tea	404.3	423.2	444.8	474.6	498.4	525.4
Sports and Energy Drinks	767.9	826.6	867.1	909.5	943.0	971.9
Asian Speciality Drinks	-	-	-	-	-	-
Soft Drinks	9,835.0	10,060.4	10,107.5	10,106.8	10,043.5	10,009.5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

- Growth in sports and energy drinks from 2010 to 2015 (expressed as millions of litres): $(216.7 - 189.5) / 189.5 = .1425 = + 14.35\%$
- Growth in sports and energy drinks from 2010 to 2015 (expressed as millions of Canadian dollars): $(971.9 - 767.9) / 767.9 = 0.2657 = + 26.57\%$

Appendix E:

□ APPENDIX E - PICTURE 1

	SED
Store-Based Retailing	99.4
- Grocery Retailers	94.7
-- Modern Grocery Retailers	74.5
Convenience Stores	7.0
Discounters	6.7
Forecourt Retailers	1.9
Hypermarkets	14.4
Supermarkets	44.6
-- Traditional Grocery Retailers	20.1
Food/drink/tobacco specialists	0.0
Independent Small Grocers	20.1
Other Grocery Retailers	0.0
- Mixed Retailers	2.7
- Non-Grocery Specialists	2.0
Non-Store Retailing	0.6
- Vending	0.1
- Homeshopping	0.0
- Internet Retailing	0.5
- Direct Selling	0.0

- Percentage that grocery retailers (consisting of modern grocery retailers and traditional grocery stores) account for: $.994 * .947 = .9413 = 94.13\%$