

Assignment brief – QCF BTEC BUSINESS

Assignment Front Sheet

Qualification		Unit number and title	
BTEC National Business		9 Creative Product Promotion	
Learner name		Assessor name	
Date issued	Hand in deadline	Submitted on	

Assignment title	Assignment 1 Unit 9
In this assessment you will have opportunities to provide evidence against the following criteria. Indicate the page numbers where the evidence can be found.	

Criteria reference	To achieve the criteria the evidence must show that the learner is able to:	Task no.	Evidence
P1	Describe the promotional mix used by two selected organisations for a selected product/service	1	Report
P2	Explain the role of promotion within the marketing mix for a selected product/service.	2	Report
M1	Explain how promotion is integrated and used with the rest of the marketing mix in a selected organisation to achieve its marketing aims and objectives		

P3	Explain the role of advertising agencies and the media in the development of a successful promotional campaign	4	Booklet
M2	Explain the advantages and disadvantages of using professional agencies in ensuring promotional success		

Learner declaration

I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

Learner signature:

Date:

Assignment Brief

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Assignment title	Assignment 1 Unit 9
Purpose of this assignment 1 Know the constituents of the promotional mix 2 Understand the role of promotion within its marketing mix 3 Understand the role of advertising agencies and the media	
Scenario You have recently been employed as a junior assistant by an advertising agency. As part of your introduction into the world of marketing, your manager has asked you to investigate promotional mixes. You have been asked to review promotional mixes in relation to the marketing mixes and messages/media choices used for two different products: Flamingo Land and Cadbury's Dairy Milk. This will require you to investigate Cadbury's and Flamingo Land and to consider the promotional mixes used by both organisations to promote, respectively, Dairy Milk Chocolate and Flamingo Land and any noise/feedback that can occur. You will create a well-structured report about the promotion of these products to show your new manager how well you understand the world of marketing.	
TASK 1: PROVIDES EVIDENCE FOR P1 Organisations use AIDA principles and the different elements of the marketing mix to market their products or services. To illustrate this, carry out an investigation into the promotional mixes used by Cadbury's to market Dairy Milk and by Flamingo Land to market their Theme Park and Zoo. Use your research to write a report to your manager that includes: 1.1 The purposes and objectives of the marketing campaigns 1.2 A description of the promotional mix used by Cadbury's to market Dairy Milk (you need use the examples of promotion below). 1.3 A description of the promotional mix used by Flamingo Land to market their attraction 1.4 How AIDA principles have been applied in each part of the promotional mixes and pictures/photographs to support your points and cover each element of the promotional mix: ☐ advertising ☐ publicity ☐ public relations ☐ sponsorships ☐ sales promotions ☐ personal selling ☐ exhibitions ☐ direct marketing ☐ corporate image.	

You should put these elements into context by describing how each has been applied in the relevant promotional campaign. If an element has not been used, you should state why it is not relevant to that specific campaign.

This provides evidence for P1

Task 2

Promotion is an important component of the marketing mix. Select either the Cadbury's campaign for Dairy Milk **OR** the campaign for Flamingo Land, (this only needs to be for one of your organisations) and for the second part of your report:

Start by including a paragraph explaining what the Marketing Mix is (i.e. it is the combination of other elements of marketing such as Price, Place, Product and Promotion – you will then be going on to say how PROMOTION fits in with the other 3 Ps)

(a) **Describe** how the promotional mix used to market your selected product or service affects the other elements of the marketing mix (P2). Use the guidance notes below, use each heading and explain how promotion can link to them.

(b) **Explain** how the promotion of your selected product is integrated into its overall marketing mix. (M1) Use the guidance notes below, use each heading and explain how promotion can link to them.

You may benefit from looking at sales information to see if there are patterns that may be attributed to organisational aims and objectives in relation to specific campaign(s). They should consider how the mix can change over time. For example, if you base your answers around Cadbury's Dairy Milk and how it promotes the glass and half of milk in every bar. To ensure that M1 is covered in full, you should pay particular attention to promotional aims and objectives by explaining how broader business aims translate into specific goals to, say, increase market share or target particular audiences. You should consider the impact of demographics, such as age or gender and the impact (and value) of brand loyalty.

This provides evidence for P2 M1

Task 4

Business organisations often use agencies to help them achieve their promotional campaign objectives and to design and plan campaigns. Examples of some successful agency-led campaigns are:

- ☐ Compare the Market/Meerkat campaign – using puppet meerkats to promote their products NOT comparing insurance i.e. the market products
- ☐ Sky Broadband – using Bruce Willis complaining about his broadband connection
- ☐ Cadbury's promoting Dairy Milk using a gorilla playing the drums to Phil Collins song 'Something in the air tonight'
- ☐ Aldi –using a variety of actors to show how Aldi products are cheaper and are as good quality than leading brand names.

In order to promote the advertising agency where you work, prepare a **booklet** to explain its services. To do this, you will need to research the activities of existing agencies. Your leaflet should be organised into several sections.

The role of agencies

Describe the services agencies can offer (such as media planning, advertisement design and copywriting) and outline the cost considerations (of working in-house versus outsourcing).

Types of media

Describe the different media in which agencies can place advertising material.

Criteria for selecting media

Describe how agencies can advise businesses on which media to select to run advertising campaigns. Consider criteria such as cost versus coverage and ability to meet promotional objectives.

The impact of new media

Outline how advertising agencies can use new media to promote their clients' products. Consider here the role of the internet, the impact of disintermediation, direction marketing and one-to-one communication campaigns.

Where appropriate include examples from successful campaigns (such as the ones listed above or ones of your own choice) to illustrate the points you are making.

This task provides evidence for grading criterion P3.

Guidance Notes -

You should include an introductory section in your booklet providing general background on the use of professional agencies. The work should be divided into two distinct areas — services and costs. You may find it helpful to use subheadings to organise your work and diagrams to illustrate some points. You should provide a full description of each area of content given within the unit guidance.

Learners should describe the different media that could be used within a promotional campaign. They should use examples to explain their answers.

In this section of the booklet, you should cover:

- ☐ local print media
- ☐ regional print media
- ☐ national print media
- ☐ international print media
- ☐ terrestrial television
- ☐ satellite and digital television
- ☐ the internet
- ☐ specialist media such as trade magazines.

Criteria for selecting media

In this section, you need to illustrate your answers with examples from successful campaigns. In discussing the criteria that can be used by agencies to select appropriate media in which to place advertising material, learners should consider:

- ☐ cost versus coverage
- ☐ promotional objectives
- ☐ the target audience
- ☐ the focus of the appeal — for example, is it emotional, empathetic, intellectual

- ☐ timing
- ☐ circulation, viewing figures or average audience
- ☐ readership or audience profile.

The impact of new media

Your answers need to describe the use of the internet and other relatively new technological communications in campaigns. While this work is descriptive, you may wish to consider why the internet may have been used in some campaigns — and to consider the impact of internet as a promotional media — and why it is not used by some other campaigns.

Add a final section to your booklet, explaining the advantages and disadvantages of using professional agencies when planning and implementing a promotional campaign. Where appropriate, include examples to explain the merits of using professional agencies.

This task provides evidence for grading criterion M2.

This provides evidence for P3 M2