higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 4

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
ADVERTISING AND PROMOTIONS
NQF LEVEL 4
TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Use only a black or blue pen.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 Ambush marketing is when sponsorship privileges are used at an event without paying for them.

1.2 It is important to speak the language of the target group when advertising your product.

1.3 Gifts of useful items often with the brand logo, that remind buyers of the product, are known as incentives.

1.4 *Stopping power* is the term used when an advertisement has the power to hold people's attention till the end.

1.5 The gross rating point is a measure of the combined reach and frequency of the whole advertising campaign.

1.6 One of the building blocks of copywriting is to use abstract nouns.

1.7 When creating an advertisement strategy you have to know who you want to reach by gathering information about demographics.

1.8 The most important step in monitoring a promotional programme is to work with a budget.

1.9 Continuity is one of the creative elements used in radio.

1.10 A sales promotion usually has a long-term sales objective.

(10 × 1) **[10]**

QUESTION 2

Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (2.1–2.10) in the ASWER BOOK.

COLUMN A		COLUMN B	
2.1	A creative master who believes that the strongest brands are the simplest	A	feedback
2.2	A suggested strategy for a promotion	B	metaphor
2.3	Any kind of reply to a communication	C	Saatchi
2.4	An organisation that encourages those involved in public relations to be cooperative, responsible and honest	D	proposal
2.5	The value that a product offers the consumer	E	benefit
2.6	When people purposefully change a message to make it closer to what they feel the receiver will want to hear	F	communication barrier
2.7	This master of copywriting believed that the role of the copywriter is to ensure a good advertisement by finding out what moves people's emotions and analysing why	G	credit bureau
2.8	An announcement that tells the journalists about a brand or a product	H	PRISA
2.9	An organisation that records people's debt history	I	media release
2.10	A good method of finding creative ideas	J	product features
		K	M&C Saatchi
		L	Young and Rubicam

(10 × 1) **[10]**

QUESTION 3

Complete the following sentences by filling in the missing words. Write only the answer next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 … is a detailed plan of what an advertising campaign intends to achieve, and how before creating the actual advertisements.

3.2 Advertising through other media, or promotional tools that are not traditional, is known as ...

3.3 … is a creative element in TV that ensures a flow from one scene to another.

3.4 To listen actively, identify the main issues, analyse people's inputs and find a creative solution is called ...

3.5 … is an agreed period in which a business owners may change their minds about an agreement.

3.6 The ability to recognise and deal with your own emotions and those of other people is called ...

3.7 … is the process of turning a creative idea into an actual advertisement.

3.8 … took place when mass factories began in England during the 1700's and spread to the rest of the world.

3.9 … is a packet of background information on a company and its brand that is made available to the media.

3.10 … is a structured plan of how you will use and combine the media to get your advertising message across.

(10 × 2) **[20]**

TOTAL SECTION A: 40

SECTION B

QUESTION 4

Study the advert below and answer the questions.



Enlarged copy: **Takealot Voucher: Promotion valid from 01/01/2023 – 31/01/2023. R600 Takealot voucher limited to the first 400 successful claims. Offer valid on purchase of the Huawei MateBook D15i3 11th Gen only. To claim the R600 Takealot voucher, go to the Huawei promotion website: https://consumer.huawei.com/za/campaign/claim. MTN Summer 2022 Promotion: Unlock the benefits of MTN's Summer Promotion by being an active MTN subscriber.

[Source: *www.mtn.co.za*]

4.1 MTN is a well-known brand.

Give THREE main reasons why MTN should keep on advertising its products. (3)

4.2 State the advertising media used in the advert above. (1)

4.3 Substantiate your answer in QUESTION 4.2. (2 × 1) (2)

4.4 What are the THREE types of promotion which MTN can use? (3)

4.5 Give the type of promotion used in the advert above. (1)

4.6 Substantiate your answer in QUESTION 4.5. (2 × 1) (2)

4.7 Modern ways of advertising can make it challenging for MTN to advertise its products.

What strategies should MTN apply to continuously get the attention of its target market? (4 × 2) (8)

4.8 State the Act that prevents MTN from naming another known brand when they are advertising their own brand. (2)

4.9 MTN is running a competition in the advert above.

What are the FOUR rules which MTN must adhere to when running this competition? (4)

4.10 While developing adverts at MTN, conflict usually arises among the employees.

Explain how conflict should be handled at the workplace. (4 × 2) (8)

4.11 MTN is advertising the Huawei Matebook D15 i13 which is similar to a laptop or notebook.

Give THREE examples of possible features of this product. (3 × 2) (6)

[40]

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QUESTION 5

Read the article below and answer the questions.

#BEHINDTHECAMPAIGN: MTN BACKS THE BOKKE IN MUSICAL CAMPAIGN

MTN South Africa has launched an inspiring TV commercial that captures the essence of South African unity and unwavering support for the Springboks, as they gear up to defend their title in Australia in October to November 2027.

The ad titled *One team. 60 million voices,* sends a resounding message of inclusivity, highlighting the power of bringing all South Africans together as one formidable force.

POTENTIAL

At the core of the campaign is the potential for the Springboks to become the first country ever to win five world championship titles and to retain the prestigious trophy for three consecutive tournaments.

The campaign is premised on MTN's creative platform of progress which the Springboks, through their collective discipline, grit, determination and focus, truly epitomise. Equally, South Africans are known for their sense of determination, ambition and passion to drive progress, so MTN sought to tap into this energy to help power the Springboks.

Nomsa Chabeli, MTN's general manager for brand and communications said her team looked to SA's youth for inspiration. 'In our new TV ad, we tap into the passion of GWIJO (a practice of collective singing and response) and allow the power of *Mtakamama* to be the golden thread that rallies the nation. The song connects all South Africans to the Springboks and declares that our 60 million voices, in all 12 official languages, are behind the Boks as they ready themselves to defend the ultimate prize in Australia', Chabeli says.

Visually, the ad is an emotional masterpiece, featuring a diverse cross-section of South Africans from all walks of life, chanting the full song of 'Mtakamama' says Carl Willoughby, chief creative officer at TBWA/Hunt Lascaris.

VIBRANT COUNTRY

'Our GWIJO campaign is not just another ad, it is a testament to the unifying power of sport. MTN stands as a pillar of support for the Springboks and for the players who carry our nation's pride on their shoulders. The time is now for all South Africans to come together as an unstoppable force of unity,' says Charles Molapisi, MTN SA CEO.

[Source: Adapted from *https://www.bizcommunity.com/Article/196/12/240671.html#*]

5.1 You are the media planner at MTN.

Create a media schedule for one month for the above campaign using the following media:

- TV
- Radio
- Magazine

(3 × 2) (6)

5.2 Explain why MTN should use a survey as a way of analysing promotional results on the above campaign. (3 × 2) (6)

5.3 According to the article above, Carl Willoughby is the chief creative officer at TBWA.

Discuss the creative philosophy of TBWA, one of the leading advertising agencies. (4 × 2) (8)

5.4 MTN is the proud sponsor of the Springboks as they gear up to defend their title in Australia in October 2027.

Give SIX aspects that should be included in the sponsorship code as outlined by ASA. (6)

5.5 The marketing team has various roles.

What are the roles of the following in the marketing team?

5.5.1 Strategist

5.5.2 Account executive

5.5.3 Traffic coordinator

5.5.4 Art buyer

(4 × 2) (8)

5.6 Explain THREE ways in which MTN can find information about their product features. (3 × 2) (6)

[40]

QUESTION 6

Study the advert below that appeared in YOU magazine and answer the questions.



South African national rugby team captain, Siya Kolisi, has teamed up with oral hygiene brand, Aquafresh, as its All-in-One ambassador to lead a nationwide campaign to inspire South Africans to reach their full potential.

[Source: *YOU magazine,* January 2023]

6.1 Explain how Aquafresh can respond to media enquiries. (3 × 2) (6)

6.2 Give ONE example of how Aquafresh can make use of each of the following promotional tools:

6.2.1 Free samples and trials

6.2.2 Price deals

6.2.3 Competitions

(3 × 2) (6)

6.3 Examine the effectiveness of the following creative elements in the advertisement above:

6.3.1 Typography

6.3.2 Images

6.3.3 Layout

(3 × 2) (6)

6.4 State the creative approach used in the advert above. (2)

6.5 Give SIX examples of clauses which should be included in a contract of employment for a marketing officer at Aquafresh. (6)

6.6 Explain FOUR aspects of emotional intelligence that the team members of Aquafresh should possess. (4 × 2) (8)

6.7 Identify the consumer promise from the above advert. (2)

6.8 Explain how the style of the advert is suitable to the product and consumer promise. (2)

6.9 Who is the target market of the above advert? (2)
[40]

QUESTION 7

Study the scenario below and answer the questions.

INDALO TECH INNOVATION - LAUNCHING A NEW TECH GADGET

Mtetwa, the Marketing Manager of Indalo Tech Innovations, has just received an email from Nthani, the Product Manager, announcing the imminent launch of their company's latest tech gadget. Excited about the new product, Mtetwa decides to kick-start the promotional program. She calls Bodoza, the Copywriter, into her office.

Mtetwa: 'Bodoza, great news! We're launching our new tech gadget next month. We need an engaging and informative press release to get the word out. Can you start working on that?'
Bodoza: 'Of course, Mtetwa. I'll get started on the press release right away.'

Meanwhile, Makolana, the Media Relations Specialist, is already in her office, working on a media list. She knows that reaching out to the right media outlets is crucial for a successful launch.

As Makolana connects with the media, Mtetwa and Bodoza discuss the types of contracts they need for the promotional campaign. They weigh the advantages of each, whether to engage influencers on short-term contracts or collaborate with established tech bloggers on long-term partnerships.

Mtetwa knows that effective communication is key to the success of the promotional program. She decides to utilise email as a technique to reach stakeholders.

Finally, Mtetwa and Nthani discuss the importance of recording the product's features and benefits.

As the team works together to create a successful promotional program for the new tech gadget, they are mindful of effective communication, contract considerations and the power of recording product features and benefits, ultimately ensuring a smooth and impactful product launch.

[Source: Adapted from *www.marketingmix.com*]

7.1 Makolana, the Media Relations Specialist, has started to connect with the media.

How can Makolana make contact with the media? (4 × 1) (4)

7.2 Mtetwa has decided to kick-start the promotional program for the company's latest tech gadget.

Explain how a promotional programme can be monitored. (6 × 1) (6)

7.3 What are the SIX roles which the copywriter must perform to contribute to the success of Indalo Tech Innovations? (6)

7.4 Give FOUR types of contracts that Indalo Tech Innovations can use. (4 × 2) (8)

7.5 Indalo Tech Innovations uses e-mails to communicate with stakeholders.

What are the advantages of using e-mail as a communication technique? (4 × 2) (8)

7.6 Mtetwa is aware of the importance of recording product features and benefits.

Explain the reasons for recording product features and benefits. (4 × 2) (8)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200

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