higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 4

15 November 2024

This marking guideline consists of 11 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 True
1.2 True
1.3 False
1.4 False
1.5 True
1.6 False
1.7 True
1.8 True
1.9 False
1.10 False

(10 × 1) **[10]**

QUESTION 2

2.1 C
2.2 D
2.3 A
2.4 H
2.5 E
2.6 F
2.7 L
2.8 I
2.9 G
2.10 B

(10 × 1) **[10]**

QUESTION 3

3.1 Advertising plan
3.2 Below-the-line advertising
3.3 Continuity
3.4 Collaboration
3.5 Cooling-off period
3.6 Emotional intelligence
3.7 Execution
3.8 Industrial revolution
3.9 Media kit
3.10 Media strategy

(10 × 2) **[20]**

TOTAL SECTION A: 40

SECTION B

QUESTION 4

4.1
- It informs.
- It persuades.
- It builds brand image.
- It reminds.
- It expands its reach.
- It combats competition.
- It amplifies awareness.
- It adds credibility.
- It retains relevance.
- It protects the future of the business.
- It allows MTN to introduce and promote new products and services to its target audience and keep them informed about the latest offerings and innovations.
- Through advertising, MTN can influence consumer perceptions, attitude, and behaviour towards its products and services and encourage them to purchase and remain loyal to the brand. (Any 3 × 1) (3)

4.2
- Interactive media
- Internet
- E-mail
- MMS
- Online media (Any 1 × 1) (1)

4.3
- There is a caption that says 'Click on any deal in the catalogue'.✓
- This indicates the media used is interactive/Internet/E-mail/MMS.✓ (2)

4.4
- Consumer promotions
- Trade promotions
- Sales force promotions
- Advertising promotion
- Personal selling promotion
- Direct marketing
- Digital marketing
- General advertising
- Public relations
- Sponsorship (Any 3 × 1) (3)

4.5 Consumer promotions (1)

4.6
- This is an example of a price deal.✓
- The consumer will receive a free backpack and mouse + R600 Takealot voucher + Huawei VIP Service if he/she buys a MateBook.✓ (2)

Copyright reserved

4.7
- MTN can appeal to the target market's: senses, emotions, desires and create a sense of fun
- Utilise social media platforms:
  MTN can leverage popular social media platforms such as Facebook, Instagram, Twitter and LinkedIn to engage with its target audience, share relevant content, run promotions and address customer inquiries.
- Create engaging content:
  MTN can develop creative and engaging content, including videos, infographics and interactive posts, to capture the attention of its audience and encourage them to interact with the brand.
- Offer exclusive deals and discounts:
  MTN can offer exclusive deals, discounts or promotions to its customers, providing added value and incentives to choose MTN's products and services over competitors.
- Enhance customer experience:
  MTN can focus on delivering exceptional customer service and personalised experiences to its customers, fostering loyalty and positive word-of-mouth recommendations. (Any 4 × 2) (8)

4.8 Trade Marks Act (2)

4.9
- All prizes must be available.
- Judging must be presided over by an independent auditor.
- The rules of the competition must be clear.
- Winners must be made public.
- The rules and regulations must adhere to the applicable laws.
- No one must receive a prize of a product they are not legally allowed to own.
- No one connected to the competition may receive a price.
- All entries are treated the same.
- Transparency: The competition rules and criteria must be clearly communicated to participants, ensuring transparency and fairness in the selection process.
- Compliance with Laws and Regulations: The competition must comply with relevant laws, regulations, and industry standards governing promotions and competitions, including consumer protection and privacy laws.
- No purchase necessary: The competition should offer a no-purchase-necessary entry option to ensure that all participants have an equal chance of winning, regardless of whether they make a purchase or not.

(Any 4 × 1) (4)

Copyright reserved

4.10
- Avoid✓– If the issue they are arguing about is not important, they could be advised to withdraw and let it go.✓
- Accommodation✓ – If the issue is not important, one of them could be advised to give in to keep the peace.✓
- Compete✓ – If the matter is urgent or important, the one who appears to be right, could be advised to stand his/her ground and the other one to let it be.✓
- Compromise✓ − If the issue is important, one could let them discuss their opinions until they find common ground.✓
- Collaboration ✓− If the issue is really important, one could meet with them, listen to both opinions, identify the main issue and try to suggest a creative solution.✓
- Conflict resolution training: MTN can provide conflict resolution training or workshops to the employees, equipping them with the skills and strategies to effectively manage and resolve conflict in the workplace.
- Escalation to management: If the conflict persists and cannot be resolved internally, MTN may need to escalate the matter to higher management or HR for intervention and formal resolution, ensuring that appropriate policies and procedures are followed.

(Any 4 × 2) (8)

4.11
- RAM size
- Storage space or hard drive
- Slim in size
- Big screen
- Wireless connectivity
- Big memory
- Large display
- 11th Gen Processor: Better performance

(Any 3 × 2) (6)

[40]

QUESTION 5

5.1

SEPTEMBER 2027✓				
DATE✓	2 Sept	9 Sept	16 Sept	23 Sept
TELEVISION				
SABC 1✓				
RADIO				
ECR✓				
MAGAZINE				
SA RUGBY MAGAZINE✓				

Shading on media schedule✓

(Any applicable answer) (6 × 1) (6)

5.2

- A survey is able to give richer feedback.
- A survey is able to tell the organisation how the target market feels about the product.
- A survey is able to give suggestions to the organisation as to what might work better next time.
- A survey is able to pinpoint the exact reason as to the success or failure of a campaign.
- The best value of a survey is when it is used in collaboration with other methods to obtain feedback (i.e. analysing responses and monitoring sales data).
- Collecting feedback: MTN can design a survey questionnaire to gather feedback from consumers regarding their awareness, perception and response to the campaign. Questions can be asked about the impact of the TV commercial, radio ads and magazine features on their attitudes towards MTN and the Springboks.
- Measuring effectiveness: Through the survey responses, MTN can measure the effectiveness of its advertising efforts in terms of reach, engagement and conversion. Analysing survey data can provide insights into the campaign's success in resonating with the target audience and achieving its objectives.
- Identifying areas for improvement: Surveys can help MTN identify areas for improvement or adjustment in future marketing initiatives. By understanding consumer preferences, opinions and suggestions, MTN can refine its strategies and tactics to enhance the overall effectiveness of its promotional campaigns.

(Any 3 × 2) (6)

5.3

- Brands cannot beat the competition by following the rules of the competition.
- Brands that outperform the market are able to do so by breaking the conventional way of doing things (termed disruption).
- TBWA helps a brand to grow by coming up with disruptive strategies and campaigns.
- Disruption/unexpected ideas are TBWA's recipe for growth. (4 × 2) (8)

Copyright reserved

5.4
- Details of agreement should be clear and specific.
- A sponsored party should not damage the sponsor's trademarks.
- If the sponsored party wants more than one sponsor, it must be stated in the contract.
- The sponsored party must keep the sponsor involved in all activities that affect the sponsored activity.
- The sponsored party should fully apply the sponsor's wishes for use of the product and all related material.
- The audience should be made aware of the sponsorship of an event.
- The event sponsor should have first right of refusal of the broadcast rights.
- The sponsor's message should not offend the audience.
- Sponsors should avoid harming or taking advantage of children.
- Sponsors should take the environmental impact into account, respect the public interest and avoid endangering historic objects.
- The sponsor should respect the sponsored party's rights.
- Other product logos not linked to a sponsor should not be displayed in the event.
- Sponsorship agents should be open and fair in their dealings.
- No sponsor may ambush another where there is a joint sponsorship.
- Only an official sponsor may use endorsements of athletes, performers or artists in its advertising that suggest it is a sponsor. (Any 6 × 1) (6)

5.5
5.5.1 Strategist – produce marketing strategies
5.5.2 Account executive – client service
5.5.3 Traffic coordinator – manage work flow schedule, budgets
5.5.4 Art buyer – outsource photography, illustrations or cast actors and voices

(4 × 2) (8)

5.6
- Study the product✓ − The job should provide you with brochures and other information about the product. ✓
- Speak to the supplier or sales staff✓ − Speak to the people who sell/supply the product.✓
- Visit the factory✓ − By visiting the factory you can find out a lot of interesting details about a product that you may never have thought of.✓
- Market research: Conducting market research, surveys and focus groups to gather insight from current and potential customers about their preferences, needs and perceptions regarding MTN products. This can involve quantitative analysis of demographic data and qualitative exploration of consumer attitudes and behaviour.
- Product testing: Testing MTN products internally or through beta testing programs with selected groups of users to evaluate performance, usability and satisfaction. This can involve hands-on experimentation with product features, functionality and user experience to identify strengths, weaknesses and areas for improvement.
- Competitor analysis: Analysing competitors' products and marketing strategies to understand their features, positioning and market differentiation. This can involve benchmarking MTN products against competitors' offerings, identifying unique selling points and uncovering opportunities for innovation or differentiation in the market. (Any 3 × 2) (6)

[40]

Copyright reserved

QUESTION 6

6.1
- Appoint a spokesperson - Appoint an experienced person to speak to the media on behalf of the organisation.
- Be prepared - Plan what your organisation will say about the issue.
- Tell the truth - Never tell lies to the media. (3 × 2) (6)

6.2 6.2.1 Free samples and trials – Aquafresh can provide a sample of a small size Aquafresh toothpaste in supermarkets.

6.2.2 Price deals − Include a discount coupon when customers buy Aquafresh.

6.2.3 Competitions – Aquafresh can offer a customer entry into a competition to win a prize if he/she buys the product.
(3 × 2) (6)

6.3 6.3.1
- Draws the eye to the headline
- Helps create the right mood
- Easy to read (Any 2 × 1)

6.3.2
- The image is the photograph of the rugby star and the product.
- It is in colour as it appears in YOU magazine.
- Images can be better than words in South Africa with many languages and cultures. (Any 2 × 1)

6.3.3
- All elements of the advert are working together as one.
- One element is dominating (the image is dominating).
- The layout leads the reader's eye through the elements in the correct order to get the message across. First the reader will look at the copy, then move to the images and the product itself.
- The visual carries most of the message so it is dominant and the headline is interesting and simple
- It uses a range of sizes, shapes and tones for variety.(Any 2 × 1)

(3 × 2) (6)

6.4 Celebrity endorsement (2)

6.5
- Job title and description
- Salary and compensation
- Working hours
- Overtime
- Benefits
- Probationary period
- Termination
- Confidentiality
- Intellectual property
- Dispute resolution
- Governing law
- Entire agreement
- Amendments
- Notice
- Benefits and pensions
- Code of Conduct and Ethics (Any 6 × 1) (6)

6.6
- Self-awareness − being aware of what they are feeling✓✓
- Self-management − being able to control or manage their emotions and urges✓✓
- Self-motivation − being able to keep going when things get tough✓✓
- Empathy - being able to sense how others are feeling✓✓
- Social skills - being able to handle the emotions of others (Any 4 × 2) (8)

6.7 Today will be a great day! (2)

6.8 The picture is showing Siya Kolisi wearing a big smile indicating that he is having a good day and is happy about it. (2)

6.9
- Families
- Individuals of all ages
- Consumers concerned about oral health
- Consumers with dental sensitivity
- Budget-conscious shoppers
- Consumers with specific oral care needs
- Health-conscious individuals
- Retailers and pharmacies
- Online shoppers (Any ONE) (2)

[40]

QUESTION 7

7.1
- Invite reporters to attend the publicity stunt or promotion that he is planning.
- Invite reporters to attend a media conference.
- He can send the media a prepared video that they can air on TV.✓
- He can hand out media kits at large functions, such as trade fairs, conventions or media conferences.
- Nowadays media kits are often sent out by e-mail or in a digital format.
- He can send out a written statement, known as a media release.
- Some large organisations keep permanent media kits available on their web site known as media centres.
- Social media outreach: He can utilise social media platforms to connect with journalists and media personalities, engaging with them through comments or messages to spark interest in covering the new tech gadget. (Any 4 × 1) (4)

7.2
- Keep checking at every stage that the plan remains on track.
- Correct the standard to achieve all its objectives.
- Make quick adjustments to correct anything that is not on track before it is too late.
- Make sure that each stage has achieved its objectives so that the next stage can follow smoothly without problems.
- Check the budget.
- Check the time.
- Correct the size to break the record. (Any 6 × 1) (6)

7.3
- Maintain a high standard of copywriting and exercise quality control on all content.
- Work keywords and key phrases into the content copy.
- Apply copy-writing, personal experience and product research.
- Develop short-term and long-term strategies.
- Develop stories, features and benefits.
- Interact with internal business units to understand business objectives and consumer goals.
- Enhance the messaging of new product offers. (Any 6 × 1) (6)

7.4
- Purchases and guarantees
- Repairs
- Credit agreements
- Sponsorship agreements
- Media partnership contracts
- Affiliate marketing contracts (Any 4 × 2) (8)

Copyright reserved

7.5
- It allows more time to think about how to reply.
- Attachments can be sent.
- Copies can be sent to many people.
- It provides a record of conversation and time.
- One can respond when there is time.
- It is quick.
- It is efficient.
- All stakeholders are kept informed with minimal effort.
- Email is simple.
- Email allows easy referencing.
- Email is accessible from anywhere.
- It is paperless and therefore beneficial for the planet.
- Email allows mass sending of messages.
- Email allows instant access to information and files. (Any 4 × 2) (8)

7.6
- Body copy ✓– The information may have to be used in the copy.✓
- Legal proof✓ – If law requires it, the research can be presented.✓
- Further advertising✓ – Useful for future campaigns that the client may request.✓
- Marketing material✓ − This information is crucial for marketing materials, the press release and for communication with the media.✓
- Sales training: Recording product features and benefits enables sales teams to familiarise themselves with the product's key selling points and effectively communicate them to prospective customers during sales presentations or demonstrations.
- Customer support: Recorded product features and benefits provide a reference resource for customer support teams to address enquiries, troubleshoot issues and assist customers in understanding how to use the product effectively.
- Competitive analysis: Recording product features and benefits facilitates comparison with competitors' offerings, allowing companies to identify strengths, weaknesses and opportunities for differentiation in the market.

(Any 4 × 2) (8)
[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200

Copyright reserved