higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 4

10 November 2022

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 E
1.2 K
1.3 G
1.4 A
1.5 C
1.6 F
1.7 L
1.8 D
1.9 I
1.10 J

(10 × 1) **[10]**

QUESTION 2

2.1 True
2.2 False
2.3 False
2.4 True
2.5 True
2.6 False
2.7 False
2.8 True
2.9 True
2.10 False

(10 × 1) **[10]**

QUESTION 3

3.1 Media release
3.2 Cold calling
3.3 Point-of-purchase
3.4 Creative team
3.5 Metaphor
3.6 Selectivity
3.7 Trademark
3.8 Spam/Junk mail
3.9 Brief
3.10 Unique selling point

(10 × 2) **[20]**

TOTAL SECTION A: 40

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SECTION B

QUESTION 4

4.1
- Above-the-line advertising media
- Print (Any 1 × 1) (1)

4.2
- Below-the-line
- Interactive media (2 × 1) (2)

4.3 Below-the-line
- Promotions
- Public relations
- Personal selling
- Direct selling
- Publicity (Any 2 × 1) (2)

Interactive media
- Internet
- Email
- Cell phones (SMS and MMS) (Any 2 × 1) (2)

4.4 4.4.1 Is a suggested strategy for a promotion (2)

4.4.2
- Innovative and appealing
- Cost-effective and within the allocated budget
- Has clear outputs and measurable goals and objectives
- Appropriate to the brand image
- Able to best place the product against its competitors
- Talks directly to the target market (6)

4.5.1
- Overline
- Headline
- Underline
- The slogan and tag line
- The call to action
- Body copy
- Captions
- Blurb
- Subhead (Any 3 × 1) (3)

4.5.2
- Overline – IT'S
- Headline – ESKORT
- Underline – SA'S BEST LOVED RUSSIANS (3 × 1) (3)

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4.6.
- Structural elements
- Style and tone (2)

4.7.1. Foodstuffs, Cosmetics and Disinfectants Act of 1972 (1 × 2) (2)

4.7.2
- This Act prevents any medicinal claim for a food or cosmetic even using the word 'healthy. (1 × 2) (2)

4.8
- The sender may fail to send the message
- The sender may send the wrong message
- The message may be incorrect in some way
- The message may get distorted during sending
- The receiver may not receive the message
- The receiver may distort the message (Any 4 × 2) (8)

4.9 4.9.1
- Size – 500 g
- Colour – Golden brown
- Price – R40
- Flavour – smoked or cheese

(Any 3 × 1) (3)

4.9.2
- Will give you energy
- Will keep you looking healthy
- High in protein (Any 2 × 1) (2)

[40]

QUESTION 5

5.1.1
- Interactive media is a form of media that facilitate interaction between the device and the user.
- Involves use of things like the Internet, e-mail, SMS and MMS.

(Any 1 × 2) (2)

5.1.1 Yes (1)

5.1.2
- Eskort used a digi-series over the Internet and YouTube.
- Eskort used a series of now viral, unbranded spoof videos.

(Any 1 × 2) (2)

5.2
- Is a small sample of people from your target market that are brought together by a marketing company.
- They are brought together by a marketing company to give their opinion about a new product, advert or promotion.
- It is a popular method of testing ideas
- Focus groups are the most reliable but costly method of pre-testing promotional tools.
- A marketing company gets five to twelve people together in a group and their discussions will be typed or watched by other members of a research team.
- People are usually paid to give up their time to take part.
- The characteristics of the group are usually that of the target market.

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- The group is then observed as they are asked questions about the proposed promotion. The questions are seldom direct and rely on implied questions.
- The limitations of this method are that respondents are paid for the session and may not give true answers. (4 × 1) (4)

5.3.1
- It is a combination of sounds and pictures.
- Ideal for showing emotion.
- Can be an entire short movie that the viewer feels part of.
- Reaches a vast audience.
- Boosts sales.
- Advertisement results can be tracked to check progress.
- Television advertisements build trust.

5.3.2
- Very expensive
- Very complex for copywriters as they have to not only write the text, but also the sound effects, the visual effects, voice-overs and specify the actors.
- Commercial breaks are shown during a program. It can irritate viewers and viewers can get up to do something else while advertisements are on the air. (Any 4 x 2)

(8)

5.4
- Protects the public from misleading adverts
- Keeps advertising to a professional standard
- Ensures fair play and settle disputes between advertisers
- Creates a platform for consumers' and advertisers' complaints
- Ensures a competitive advertising environment
- Sorts out complaints faster than the law courts
- Can adapt its regulations to changing conditions quickly than laws can change.
- It operates within the law and members always adhere to its code as they join by choice.
- Builds trust and goodwill between advertisers and consumers
- Regulates the aspects of advertising that laws cannot easily control.

(Any 4 × 2) (8)

5.5 5.5.1 Strategist – He/she makes sure that the overall strategy is in place and that the campaign is moving in the direction of reaching the objectives.

5.5.2 Account executive – He/she is assigned to a client and represents the client in the team. He/she must give feedback to the client and is the link between the client and the rest of the team.

5.5.3 Production staff – They manage the operations such as physical printing of the advertisement and distribution of the material.

5.5.4 Art buyer – He/she purchases services from other creative companies in the event that the agency or client does not have the in-house capacity such as photographers, models, actors, etc.

(4 × 2) (8)

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5.6

	August✓				September✓			
Dates✓	11	18	25	31	11	18	25	31
eTV✓ 19:00–19:30✓								
SABC1✓ 20:00–20:30✓								

(Any 7 × 1) (7)
[40]

QUESTION 6

6.1
- Run focus groups
- Interview people at point of purchase
- Consult experts in the target market
- Use small segments of direct mail lists
- Test in one region (Any 4 × 1) (4)

6.2 6.2.1 Headline – FIGURE 1 contains a headline in an old font style✓ while FIGURE 2 has no headline but just the logo and the name of the bank.✓

6.2.2 Sentence form and length – FIGURE 1 uses long sentences✓ while FIGURE 2 uses simple short sentences.✓

6.2.3 Copy – FIGURE 1 uses a lot of copy✓ while FIGURE 2 uses less copy.✓

6.2.4 Use of images – FIGURE 1 uses a vintage building✓ while FIGURE 2 uses more intense visuals.

(4 × 2) (8)

6.3
- Both parties must be of legal age.
- The parties must both be accountable.
- The agreement must have measurable terms built in.
- The contract must be clear and not misleading.
- The contract must not be illegal.l (Any 4 × 2) (8)

6.4
- Face-to-face
- Body language
- Phone calls
- Writing
- Email
- Drawing
- Messaging(SMS/MMS) (Any 6 × 1) (6)

6.5
- Body Copy✓ – If the advert contains body copy, you may need to use some of this information in the copy.✓
- Saves time✓ – It is important to keep this information to speed up future processes.✓
- Advertising✓ – It is important to keep this information for future advertising in the event the client decides to come back six months later, then the information will be readily available.✓
- Legal use/Legal proof✓ – most advertising makes some sort of claims, so one needs to substantiate such claims.✓ (4 × 2) (8)

6.6
- Product advantages of a product are any features or benefits it offers that its competitors don't.✓✓ A competitive advantage could be price, quality, a wider range of choices, availability in more stores, or better-after sales service.
- They must study competitors – they must concentrate on closest competitors and compare their products with theirs so that they can improve on them✓✓. They can also study their advertisement and the kind of service offered.
- By speaking to the consumers – speak to consumers at the point of purchase and ask them about the product, if they are happy about the product/or service they received.✓✓ Employees can also speak to friends and relatives in order to improve on the product/service. (3× 2) (6)

[40]

QUESTION 7

7.1
- Convenient✓ - It allows the customers to shop in the convenience of their own home, or even the office which is helpful for busy working people.✓
- Targeting✓ – It is not a mass approach but more focused/targeted on prospects (those more likely to actually make use of the offer/information) which increases the likelihood of a sale.✓
- Feedback✓ – Because feedback can be obtained from the prospect immediately, the marketer can measure immediately whether the campaign was successful or not.✓ (Any 3 × 2) (6)

7.2
- Cost✓ – consider the budget/funds available if they will cover the costs/expenditure for the promotional proposal as well as the cost for the expertise it will require.✓
- Resources✓ – determine what resources and the cost that will be required to cover the resources needed for the promotion.✓
- Skills and expertise✓ - what special skills or expertise will the promotion require to be successful.✓
- Benefit to client – compare the amount of benefit each strategy is likely to provide – will there be long- or short-term benefit.
- Decide within agreed time frames – promotions have a specific goal that is time-related.

. (Any relevant 3 × 2)

7.3.1
- The image of the magazine can be good for a brand to be associated with. (6)

- People can read and read again.
- Copy/text can be more because readers will most probably not mind to read more text.
- Advertisements can be torn out and kept for later reference or distribution to friends.
- Longer shelf life (people do not throw away a magazine the minute the new one arrives).

7.3.2
- Only the eye is used to experience the advert.
- Visual impact has to be very strong.
- Competes with various other articles and advertisers with an equally strong visual impact.
- No guarantee that a reader will read the advertisement, because they can turn the page whenever they want to.
- Placement in the magazine or newspaper is not always guaranteed.

(Any relevant 4 × 2) (8)

7.4
- All prizes must be available.
- Judging must be presided over by an independent auditor.
- The rules of the competitions must be clearly stated.
- Winners must be made public.
- The rules and regulations must adhere to the applicable laws and constitutions. (Any 3 × 2) (6)

7.5.1
- The art director works on the creative idea.
- He/she leads a team of directors.
- He/she guides a cross-functional creative team. (Any 1 × 2) (2)

7.5.2
- Technical skills✓ – The member needs to be able to do the job.✓
- Problem-solving and decision-making skills✓ – The member needs to be able to identify, prioritise, evaluate and solve problems.✓
- People skills✓ – The member needs to get along on a professional level with other colleagues. He/she needs to have interpersonal skills.✓

(Any 3 × 2) (6)

7.6.
- Body copy is used to support the headline, present facts and create an argument that finally wins over the customer.
- A lot of technical information can be included such as advertorial.
- Carefully select the information you want to include when writing a body copy.
- The good advertisement should always be simple and be built around a a single idea – consumer promise.
- Every detail selected for the body copy must help to support and strengthen consumer promise in some way.
- It must follow from the headline and meet the standard of good copy.

(Any relevant 3 × 2) (6)

[40]

TOTAL SECTION B: 160

GRAND TOTAL: 200

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