higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

MARKETING COMMUNICATION N6

23 MAY 2013

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1
- To announce a new product or service
- To expand the market to new buyers
- To announce a product improvement or extension
- To announce a price change
- To announce a packaging change
- To make a special offer
- To market directly
- To alter attitudes
- To announce the location of dealers
- To broaden distribution
- To reinforce a buying decision
- To educate
- To remind
- To fight competition (Any 5 × 2) (10)

1.2 Advertiser: Manufacturers of consumable goods and services and some department stores (eg. selling women's fashions)

Brands or services linked to the name of the company are advertised (eg. Lion matches, Volkswagen cars, Sanlam insurance)

The message is directed at the final consumer.

The target market is found country-wide.

The desired reaction is: Buy my product. (10)

1.3
- Personal
- Geographically selective
- National coverage
- High demographic/geographic selectivity
- No competition at specific time
- Literacy not required
- Listening habits may become addictive (Any 5 × 2) (10)

1.4
- Newspapers, magazines, direct contact, press conferences and press releases
- Advertisements in the press and in the form of posters
- Publications, including brochures and pamphlets
- Annual reports, as advertisements in newspapers and brochures
- Staff magazines for employees, share holders or public at large
- Direct mail
- Film slides and photos
- Exhibitions and demonstrations
- The appearance of the company's buildings, offices, vehicles and uniformed personnel
- The appearance and conduct of staff
- Packaging of products (Any 5 × 2) (10)

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1.5 Publicity in the context of marketing communication can be explained as the personal and impersonal stimulation of demand for a product, service, personality, place, institution or idea by making available their commercial news value to the mass media such as the press, radio, television and where the sponsor normally does not pay for the placement/broadcasting of the message. (10)
[50]

TOTAL SECTION A: 50

SECTION B (Candidates must answer any THREE questions in this section.)

QUESTION 2

2.1
- The accessibility of the practitioner for the advertiser; the range of services offered, and his compatibility with the client's business philosophy.
- The creative ability of the agency, the mutual co-operation within the agency and the dedication of the staff.
- The achievements of the agency in other campaigns, and the effectiveness of its research and planning in other campaigns.
- The maintenance of satisfactory client relationships and the degree of punctuality following up deadlines.
- The client's advertising budget.
- The consistency of the agency, their sense of responsibility and their co-operation with clients (Any 5 × 2) (10)

2.2
- The product is introduced to the market.
- There is a slow increase in sales.
- The product is still quite unfamiliar to the consumers and a great deal of information has to be disseminated.
- A characteristic of this phase is that large sums of money have to be invested in sales promotion and for that reason the product is not very profitable.
- The product is usually very vulnerable because of competition and distribution problems may still exist.
- Most product failures occur in this phase.
- The advertising campaign is built around the development of product awareness and information communication.
- The product advantage envisaged should also be stressed in the marketing mix.
- Sales promotion is especially important in the case of luxury goods-samples and coupons are frequently used.
- In the case of speciality goods the consumer has to be taught what the product can do for him.
- For this reason advertising and personal sales are used to inform the consumer.

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- This phase offers the best opportunity for publicity.
- Advertising theme: To generate awareness and interest with early acceptors and to convince retailers to keep the product in stock.
- Advertising by means of coupons and samples is also aimed at the chosen target markets. (15)

2.3 Product advantage

The advantages of your product over and above those of other generic products should be stressed, seen from the consumer's point of view.

Buying motives

Once the advertiser knows why the consumer is buying a particular product he can stress those qualities in order to reinforce the buying motive.

Social, economical and technical trends

The advertiser has to determine what effect these trends have on the demand for the generic product. However, he has very little control over these trends.

Price and product design

Prices that are too high can lead to a consumer's resistance. However, technological development and redesigning a product can lead to either a lower price or an increase in demand.

Profitability

Advertising should contribute to profitability. The cost of an advertising campaign should therefore be estimated against the effect of the campaign on sales in order to determine the benefits of advertising. (20)

2.4
- A full-service agency
- Agencies for consumable goods
- Agencies for industrial goods
- Agencies for financial services
- International agencies (5)

[50]

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QUESTION 3

3.1 Visualisation refers to the images in the advertisement. It builds on the copy-writing, complementing it and rendering impact to it. The artist plays an important role here. The first objective is to draw attention. This can be achieved by action, realism, sentiment, sex, adventure and exceptional humour. The type of visualising that will be used will be determined by cost, reproduction and time available. Any of the following can be used: photography, wash drawings, line drawings. (15)

3.2 It is the easiest method. Appropriations are based on a percentage of either past sales figures or of anticipated sales estimates or a combination of both.

This method allows for declining sales, an expected increase in sales in accordance with advertising, and for a declining market situation. Provision is thus made for reinvestment of profits in advertising. This approach can be used by companies with the same situation year after year.

Advantage: The advertiser is assured of the sum of money available; the method is also easy to control.

Deficiencies: The method does not allow for changes; advertising does not take place according to market conditions; ideal opportunities cannot be utilised; marketing opportunities cannot be utilised if they have not been budgeting for.

Advertising cannot be determined by sales – sales should be determined by advertising rather. Therefore, the better the sales, the more advertising can take place. It means that the market leader will always retain his position. Advertising is, in particular, one of the strategies used to attack competitors. (15)

3.3
- An increase in the awareness of the message
- The degree to which the target market can remember something about the message or the medium
- The degree to which the commercial has changed attitudes and opinions of the target market
- The credibility of the characters in the advertisement
- The number of enquiries received after the release of the advertisement

(5 × 2) (10)

3.4
- A premium offer is an article of merchandise offered free of charge with a product as an incentive to buy, or which can be had at a relatively low price.
- It is particularly used to obtain more brand-name loyalty.
- Some of the forms it can take include T-shirts, pens, track suits, etc.
- There are also coupon premiums, whereby the consumer should collect coupons packed with the product in order to qualify for a gift. (10)

[50]

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QUESTION 4

COPY WRITING

Copy writing is made up of copy research, copy structure, copy style.

Copy research is directed at finding a unique product quality, the unique selling proposition, that can be used in the advertisement. This quality serves as a motivating factor and can be found in either the product itself or in the needs of the consumer. The copy-writer endeavours to find a factor differentiating his product from those of the competitors, saying 'Buy my product and get these advantages'.

Types of copy:

Direct copy: Selling points are used to persuade consumer.
Normative copy: Includes a story or situation which leads tup to the selling points.
Institutional advertisement: The copy sells the idea rather than stressing the selling points.
Dialogue and monologue: The characters in the advertisement sell the idea in their own words.
Picture and caption copy: A series of illustrations tells a story.
Gimmicks: Humour and rhyming are some of the tricks used.

Comparison with competitors:

The copy structure is the total of the written or spoken information and usually consists of a main heading, an extension of the heading, the text and the conclusion that invites action.

a) The main heading is of the utmost importance because it is the most important means of attracting attention. According to Cohen 90% of all people reading an advertisement only read the heading. The advertiser selects a specific target market and addresses them by means of the main heading. The main heading can be coupled with illustrations to draw attention and create interest.

Types of headings:
News: The heading tells more about the product.
Product advantage: The consumer is told what he will gain by using the product.
Curiosity: The heading should stimulate him to read on.
The selective headline: The headline singles out a particular audience through the nature of the subject or by addressing the particular audience.
The directive headline: The headline directs the reader to try or buy the product.

b) The extension of the main heading boils down to an explanation or qualification of the main heading, or it may offer a suggestion for a problem mentioned in the main heading.
c) The text provides details about the product or service and indicates how the product can satisfy the consumer's needs.
d) The conclusion suggests action, eg Buy now, pay later

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e) Mottos and slogans, brand characters. Guarantees (SABS) and brand marks may also be used in the advertisement.

The copy style refers to the style of writing or speaking in the advertisement. Two styles are usually found, namely a rational and irrational style.

a) Rational style: This style provides factual information about the product – what it is, how it is made, what advantages it contains.
b) Irrational style: This style is more abstract and more emotional by nature and appeals to the imagination of the target audience without providing facts about the product.

VISUALISATION

Visualisation refers to the images in the advertisement. It builds on the copy-writing, complementing it and rendering impact to it. The artist plays an important role here. The first objective is to draw attention. This can be achieved by action, realism, sentiment, sex, adventure and exceptional humour. The type of visualising that will be used will be determined by cost, reproduction and time available, Any of the following can be used: photography, wash drawings, and line drawings.

LAYOUT

Doing the final layout involves arranging the various copy elements effectively in the available advertising space.

First and foremost there should be an even balance between various copy elements.

Secondly there should be movement, leading the reader's eye over the whole advertisement.

Thirdly the various elements should form a unit and should not stand out as single items.

The advertisement should be clear and simple. The more elements there are, the better the chances of confusion are.

In a good layout most important element(s) of the advertisement will be accentuated. This can be done by repetition or by means of contrast.

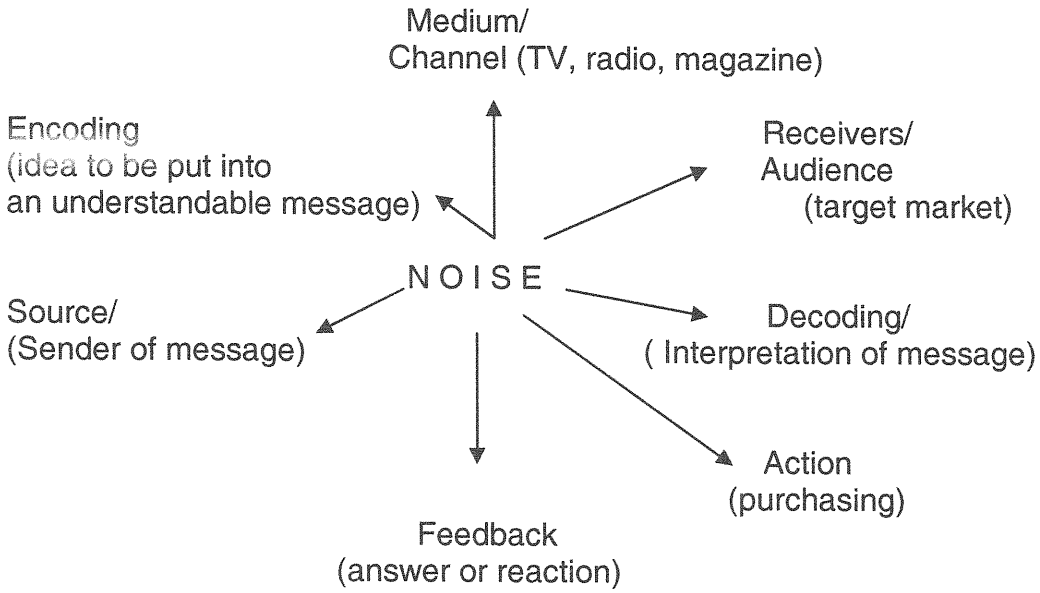
The AIDA principle should form the basis of the advertisement. The main heading and visuals should draw the attention. Interest is obtained through the various elements and their layout. Desire is stimulated by linking the needs of the consumer with the product advantages. The factual aspects of the content and the realism of the claims made in the content should render credibility. Lastly the conclusion should move the reader to action. **[50]**

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QUESTION 5

5.1 Also known as creative selling, this process involves finding and cultivating new customers. The representative should bear in mind that the prospect may at first not be interested in the technical detail around the product as much as in how the product can satisfy his needs. He should therefore persuade the customer by referring to the product concept and ideas. (10)

5.2 The communication model



(15)

5.3
- Formulate standards.
- Compare actual performance with standards set.
- Evaluate the differences.
- Take corrective measures to bring work performance back to standards set.
- Re-evaluation (5 × 2) (10)

5.4
- Marketing communication increases the demand for a product.
- More workers needed to meet demand – creates employment.
- Producers/manufacturers have increased profits.
- Increase profits of firm and increase in wages and salaries leads to increase in tax to government.
- Increased revenue of government used for welfare of community (schools, social pensions, health services, roads, etc.) (15)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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