higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

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This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1
- The brand name should be short, forceful, but easy to pronounce
- It should be easily recognisable and easy to remember
- It should be a pleasant name to say
- It should never become outdated
- It should be reconcilable with any advertising media
- It should tell the customer something about the product

(2 ticks each bullet/point) (6 × 2) (12)

1.2
- The Advertiser: Dis-Chem pharmacy
- It is appropriate for this form of advertising because its products and services are offered in the retail market
- The message through this form of advertising is directed at the final consumer
- Its target audience can be found locally and sometimes nationwide
- Expected reaction from the consumer is to buy at Dis-Chem pharmacy

(2 ticks for any five of the above or any applicable answer) (5 × 2) (10)

1.3
- Organisational factors: Financial state of the company and its state of liquidity will always determine which media to choose, for example, funds availability and the value top management put on advertising.
- Controllable marketing factors: The choice of media lies in the nature of the product, distribution channels, marketing communication strategies, as well as advertising message.
- Non-controllable marketing factors: The nature of the market and competition surely will determine which media to use for a particular advertisement, for example, a car dealer will prefer a car magazine than any other medium.
- Media factors: The availability of the medium in terms of space and time will determine the choice, for example, a television advertisement requires a huge budget.

(4 ticks each bullet/point) (4 × 4) (16)

1.4
- As the meaning suggests that visualisation refers to the images in an advertisement, which forms an integral part of the copy for illustration purposes.
- The copywriter plays an important role in ensuring that the illustration coincides with the basic message of the advertisement.
- The main objective of the artist is to draw the attention of the audience.
- For the artist/copywriter to achieve all of these, action provoking, realism, sentiment, sex appeal, adventure, as well as exceptional humour, should be used as various approaches.
- Cost, reproduction, as well as time availability, will determine the type of visualisation to be used.
- To complement the copy visualisation kinds, such as photography, wash drawings and line drawing can be used, along with the appropriate choice of colours.

(2 tick for each point) (2 × 6) (12)

[50]

SECTION B

QUESTION 2

2.1
- A successful launching of the advertising campaign requires coordination of the various elements of the marketing communication mix
- In the first place, advertising should coordinate with personal sales. Sales represantatives should be fully informed about the nature and extent of the campaign. A sales team will provide valuable information about the success of the campaign, wheras the advertising department can provide the sales team with the necessary supporting materials, for example, brochures, illustrations, etc.
- Advertising should also coordinate with the distribution channels. The point-of-sales advertising materials can be used to repeat the advertising theme and the product manuals can be provided to retailers for the training of their staff.
- Coordination with product presentation is important. The brand name, packaging, as well as labeling of the product, should complement each other in order to maximize the impact of the advertisement.
- Coordination with other departments, such as public relations, production, as well as the financial department in order to share and have clear understanding of the objectives of the campaign. This will enable all the affected divisions to participate equally as expected towards achieving the advertising objectives as stated.

(ticks in line with the guideline in consederation that students responses will be structured differently. Therefore markers are advised to use their utmost best discretion here, for example, 3 ticks can be awarded to each point should a student provide a good and well-deserving account) (15)

2.2
- Control lists: These lists are based on the fundamental requirements of a good advertisement, as determined by experts in the field.
- Consumer panels: Selected groups from the target market are exposed to an advertisement and then their reaction to the advertisement is analysed.
- Test markets: This method of pretesting allows testing in the field where the respondents react under normal environmental conditions, frequently unaware of being tested.
- Enquiry test: The coupon system allows persons in the test market to make enquiries about a special offer mentioned in an advertisement.
- Spli-run tests: Appropriate for both print and broadcast media to alternate copies of the same issue or advertisement. (13)

2.3 Pre-evaluation:
- Ideas are developed while themes and slogans are analysed in pretesting, as well as methods of presentation.
- A sample of the potential market is asked to look at a collection of advertisements.
- Afterwards, they are asked specific questions to determine how much they can remember.
- Psychological testing techniques, such as projective techniques, the pupil meter and the psychogalvanometer may also be used.

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Post-evaluation:

- The aim is to determine how effective the message was received by the audience, measuring memory and recognition, and therefore known as memory and recognition tests.
- A series of advertisements can be shown to a test group. Afterwards, they can be interviewed to determine how much they can remember of the message, brand name, etc.
- The evaluation of advertising material depends on the assumption that it can be used in predicting brand name preference.
- Advertising can only be effective if it takes the attitudes, interests and feeling of a society into consideration. (Any 6 × 2) (12)

2.4

- Stimulate sales and demand
- Change the attitude of the consumers
- Draw the attention of new clients
- Create brand name awareness
- Increase sales to current clients
- Increase the effectiveness of advertising (Any 5 × 2) (10)

[50]

QUESTION 3

3.1

- The organisation can gain and retain the goodwill of the public
- Help the organisation to act in the best interests of the community
- The organisation is afforded the opportunity to promote an understanding and acceptance of the company, as well as the promotion of sales
- Keep their employees informed about the activities of the company
- Communicate the role of the company in the economy of the country
- Promote the system of free enterprise
- Educate the public regarding economic matters
- Promote the name of the company as a leading concern
- Develop and explore new markets
- Promote the credibility of the company and ensure it is worthy of the support of the community by engaging in social responsibility outreach projects
- Make the government and financial groups aware of the company's value
- Maintain good relations with the trade unions
- Public relations refers to the communication channel between the organisation and the public with a view to exchanging ideas and information

(2 ticks for description and a tick for each bullet) (Any 7 × 2) (14)

3.2 Prospecting:

- A creative selling process that involves finding and cultivating new customers
- The representative should always bear in mind that the prospect may not be interested in the technical aspects of the product as much as how the product can satisfy his/her needs. He/She should therefore persuade the customer by referring to the products concept and ideas.

Routine visits:

- Visiting current customers regularly, the representative ensures the continued support and loyalty of the customer. During these visits, regular orders are made. (1 tick for each task and 2 ticks for each explanation) (12)

3.3 Forms of marketing communication mix

Advertising: Mass communication tool that can be used to make contact with the target audience, especially when the marketer does not know who the induviduals are, for example, Game store does not know the individuals personally who supports them.	Sales promotion: The most tactical tool of the marketing communication mix. It can be well used to fill the gap between mass communication and personal selling.
Publicity: Free of charge evaluation of the product from the consumer's point of view. It is an opportunity that should never be underestimated.	Personal sales: This communication tool stays important for speciality and exclusive products. It is highly relevant for the industrial market.

(1 tick for each form and 2 ticks for descriptions) (12)

3.4

- Advertising agencies come with specialised knowledge and skills which are required to execute advertising decisions and activities that demand special abilities.
- Advertising agencies use an objective approach when executing a campaign
- Advertising agencies afford the organisation the benefits of accessing free services, as approved by media commission.
- Advertising agencies can contribute valuably to the client's marketing function as advertising is the most expensive form of communication, which requires specialisation from outside.
- Advertising agencies bring about a creativity element to grab and hold the consumer's attention.
- Advertising agencies represent the client and the consumer for mutual benefits. (2 ticks for each point) (6 × 2) (12)

[50]

QUESTION 4

4.1
- The National Press Union (NPU) is responsible for the quality control of the content and placing of advertisements. Only advertisements approved by the controlling board are eligible for media commission. Mostly print media, such as newspaper and magazines, belong to this body.
- The South African Broadcasting Corporation (SABC) is responsible for control over radio and TV advertisements. The SABC is an independent body that sets its own rules to protect itself from criticism.
- The Advertising Standards Authority of South Africa (ASASA) is responsible for ensuring that advertising is honest, legal, truthful and decent. This body enforces a sense of responsibility on advertising for the consumer.
- Other media involve outdoor media, direct mail, advertising theatres, etc. Control is by the NPU, SABC or the owners themselves. Cooperation is enforced on media owners to protect the interests of the industry.

(4 × 3) (12)

4.2 Efficient marketing management requires an optimal application of all the marketing policy instruments. This specifically refers to the elements of the marketing mix, which should be employed as an integrated unit in successful marketing. Marketing communication forms part of this integrated process and advertising is the most important way of communication with the consumer.

(2 ticks for any relevant three points) (3 × 2) (6)

4.3
- The unit – of sales method: This is a variant of the percentage sales method. A specific amount for advertising is added to the cost of the product and then allocated to the advertising budget.
- Competitor's expenditures method: This is a refinement of the percentage-of-sales method and is based on what the competitors are doing.
- Arbitrary appropriation method: Expenditure is the result of sales, not the cause of sales. This method can be used by smaller and inexperienced advertisers.
- Affordable funds method: The advertising budget is determined by what the company can afford to spend on advertising.
- Percentage of sales method: It is the easiest method, based on a percentage of either past sales figures, anticipated sales estimates or a combination of both.
- He/She might ask the customer to clarify the objection or simply turn the objection into a valid reason to buy or even ask the customer a question that will result in the customer providing the answer to his/her own question.

(2 ticks for each bullet/point) (Any 5 × 2) (10)

4.4
- Formulate standards for strategic points
- Compare the true performance with the standards mentioned
- Evaluate the differences between the true performance and the standards set
- Direct decisions at preventing deviations in future campaigns

(2 ticks each) (2 × 4) (8)

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4.5

Strong points	Weak points
Printed media: Magazines • Reproduction is good • Longer life span • Reaches a specific target market • Creates loyal readers • National coverage	Long booking period Much competition Little chance to dominate Not flexible
Audio-visual media: Television • Appealing to the senses • High attention viewer 'trapped' • Excellent for demonstrations • High reach • Prestigious • Involves whole family	Limited availability High cost General audience Long preparation required Repetition annoying

(1 ticks each) (14 × 1) (14)
[50]

QUESTION 5

5.1.1 Services rendered by advertising agencies:

- Analysing products or services to determine the product benefits
- Analysing present potential markets for the products
- Studying the available media
- Formulating a media plan and presenting it to the client
- Booking space and time with the chosen media
- Translating the copywriting
- Giving instructions of screening to the media
- Controlling the correctness of the advertisement
- Checking invoices from the media
- Cooperating with other marketing departments of the client to ensure positive results
- Accepting full responsibility for payment to the media

5.1.2 Services not rendered or paid by the media commission:

- Production costs
- Models and artists for radio and TV
- Public relations
- Sales promotion in stores
- Exhibitions
- Designing packaging materials
- Supervision during production of the advertisement
- Direct mail advertising (Any 12 × 1) (12)

5.2
- The accessibility of the practitioner for the advertiser, the range of services offered and his/her compatibility with the client's business philosophy
- The achievements of the agency in other campaigns and the effectiveness of its research
- The creative ability of the agency, mutual cooperation in the agency and the dedication of the staff
- The maintenance of satisfactory client relationships and the degree of punctuality in meeting deadlines
- The client's advertising budget
- The consistency of the agency, its sense of responsibility and cooperation with the client (Any 5 × 2) (10)

5.3
- The task of distribution is to ensure that the product will be available when the consumer needs it.
- Advertising is entirely useless if the product is not available at all points of sale.
- It is therefore the marketer's task to see to it that the product is available at the time of advertising.
- The longer the distribution channel, the more opportunities there are for advertising.
- With a long distribution channel, more parties can also be involved in the advertising process, sharing costs. (Any 5 × 2) (10)

5.4
- Marketing mix: The relationship among the elements of marketing, in other words, product, place, price, promotion, people, physical evidence and processes.
- Advertising: A form of mass communication that is used to inform, remind, educate, persuade and activate the audience to act.
- Publicity: A way of exposing the company's products and services to the market at no cost.
- Sales promotions: A gap filler between mass communication and personal selling.
- Personal sales: A communication tool that involves the sales force team going personally to potential customers to sell products at their homes.

(5 × 2) (10)

5.5
- Enables the business to evaluate the results up to that point.
- Looks at what has been planned for the future.
- Knows which advertising campaign was better than others.
- Enables the business to arrive at the most effective and economic combination of the marketing mix.
- Provides the business with a clear picture of why certain campaigns were not successful. (Any 4 × 2) (8)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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