

higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

MARKETING COMMUNICATION N6

21 NOVEMBER 2013

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 Advertising can be defined as any paid form of non-personal, outward communication about a need-satisfying product, service or idea, directed by an identifiable source at a specific target market in order to inform, remind or persuade them to go over to action. (10)

1.2 Who advertises? Retailers such as department stores, supermarkets, liquor stores, chemists and dry cleaners, estate agents and transport services.

Product and services offered in the retail industry are advertised.

The message is directed at the final consumer.

The target market is usually found locally, but also sometimes nationally, eg. OK bazaar.

Desired reaction: Buy at my shop. (10)

1.3
- Cost per reader is low
- Suitable for high frequency
- Geographically selective
- Support for/reminder of, other ads
- Large surface area (5 × 2) (10)

1.4
- To gain and retain the goodwill of the public.
- To assist management to act in the interest of the community
- To promote understanding and acceptance of the company as well as to promote sales.
- To keep employees informed about the activities of the company.
- To communicate the roles of the company in the economy of the country.
- To promote the system of free enterprise.
- To educate the public regarding economical matters.
- To promote the name of the company as a leading concern/organization.
- To develop new markets.
- To promote the credibility of the company and that it is worthy of the support of the community.
- To make government and financial groups aware of the company's value.
- To maintain good relations with the trade unions. (Any 5 × 2) (10)

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

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SECTION B

QUESTION 2

2.1
- A good creative ability
- A good understanding of the client's product or service
- A sound knowledge of marketing
- A good service and concern for detail
- A personal interest in the client (5 × 2) (10)

2.2 MATURE PHASE

At this stage the product has established itself as a brand name and is generating profit. Market share is usually remaining constant. Promotion is now trying to achieve the following: defending the brand name market share, as well as product innovation and renovation to achieve the above.

This phase lasts the longest. Product adaptations are done frequently (usually annually) and product lines are expanded. After sales service and maintenance play an important role and should be brought into the advertising message. Style rather than functional improvement is getting attention. Promotion is aimed at loyalty. High promotional investment may be required to retain market share. Intensive marketing will lead to brand name loyalty.

ADVERTISING STRATEGY

Stress brand name loyalty.

ADVERTISING THEME:

'Reminder advertising', as most consumers are already aware of the brand characteristics at this state. Vast sums are spent on promotion which involves influencing consumers to change brands and secondly to convince existing consumers to stay loyal supporters. (15)

2.3 PRIMARY DEMAND TRENDS

There must be a favourable primary demand trend before you can advertise selective demand. A positive primary demand ideally leads the way for selective demand advertising.

DIFFERENTIATING CHARACTERISTICS OF THE BRAND NAME

The more unique and outstanding the product, the better the advertising opportunities are. These outstanding characteristics should be stressed in advertising. Differences need not only be physical, but could also be psychological.

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HIDDEN QUALITIES

Some products, eg. pain killers, have hidden qualities which only emerge after the product has been used. Advertising is the most important method to point out these qualities to the consumer.

THE CONSUMERS, BUYING PATTERNS AND HABITS OF USAGE

Products with higher unit values, eg speciality goods, are more suitable than convenience goods for selective demand advertising.

THE MARKETING CONCEPT

All elements of the marketing mix should contribute to make advertising successful.

PROFITABILITY

Advertising can only be undertaken if it contributes to profitability. It should also be considered whether advertising for primary demand is more beneficial than advertising for selective demand. (20)

2.4
- The National Press Union (NPU)
- The South African Broadcasting Corporation (SABC)
- Advertising Standards Authority (ASA)
- Legislation
- Voluntary control
- Government
- Media codes

(Any 5 × 1) (5)
[50]

QUESTION 3

3.1
- It is mainly a one-way communication
- It is communication with groups of consumers
- It is dependent on symbols, pictures, signs and words
- It is low-cost mass communication
- Readers are selective
- It is important for the transfer of information
- It is persuasive communication

(Any 5 × 2) (10)

3.2
- Doing the final layout involves arranging the various copy elements effectively in the available advertising space.
- First 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.

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- The advertisement should be clear and simple. The more elements there are, the better the chances of confusion.
- 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 mentioned earlier 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 into action. (10)

3.3
- It is a variant of the percentage of sales method.
- A specific amount for advertising is added to the cost of the product and then allocated to the advertising budget.
- The amount is therefore determined by the number of units sold or produced.
- This method may be incorporated with other methods.
- It has the same weakness as the percent of sales method. (10)

3.4
- Formulate standards.
- Compare actual performance with standards set.
- Evaluate the differences.
- Take corrective measures to bring work performance back to standards set.
- Re-evaluation (10)

3.5 Combination offers, differ from premium offers, in that the items offered in combination may also be bought separately from the dealer. A combination offer combines two or more products in one selling unit at a price below that of the two items if purchased separately. There should be a relationship between the two items eg. a toothbrush and toothpaste. (10)
[50]

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QUESTION 4

SENDER-ENCODER-CHANNEL-RECEPTION-DECODING-REACTION-FEEDBACK

SENDER:

The compiler of the message. It can be a company, independent organization or individual, trying to carry a message across to an audience. The enterprise communicates by way of a spokesman, a well know person, actor, representatives user, and/or salesman.

The following is important in respect of the sender:

- credibility
- conviction
- the image projected through the communication process
- the value attached by consumers to the message
- the attitude of the market towards the source

ENCODING

The advertising idea is translated into an understandable message. This refers to the creation of an advertisement, i.e. the process of copy-writing, visualisation, and lay-out. The AIDA principle is used. Advertising experts are used more frequently for this task.

CHANNEL

Refers to the medium used eg. tv, radio, newspapers, sales reps, etc. The method that is used to convey the message from sender to receiver.

NOISE

Barriers which affect the communication between the advertiser and the consumer e.g. advertising by competitors. The advertiser has to try to eliminate this problem by means of shock techniques (irrational advertising), by advertising at exactly the right time, etc.

RECEIVERS

The target market. Although the message is aimed at a specific target market, it does not necessarily exclude the general public.

DECODING

How the consumer interprets the message. It is essential that the message is interpreted correctly. This means that advertising should not be too complicated to be understood. However, simple advertising does not have to be boring.

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ACTION

The impact that the message has on the target market, determining whether the consumer will go over to action. This step will thus prove the success of the advertising campaign.

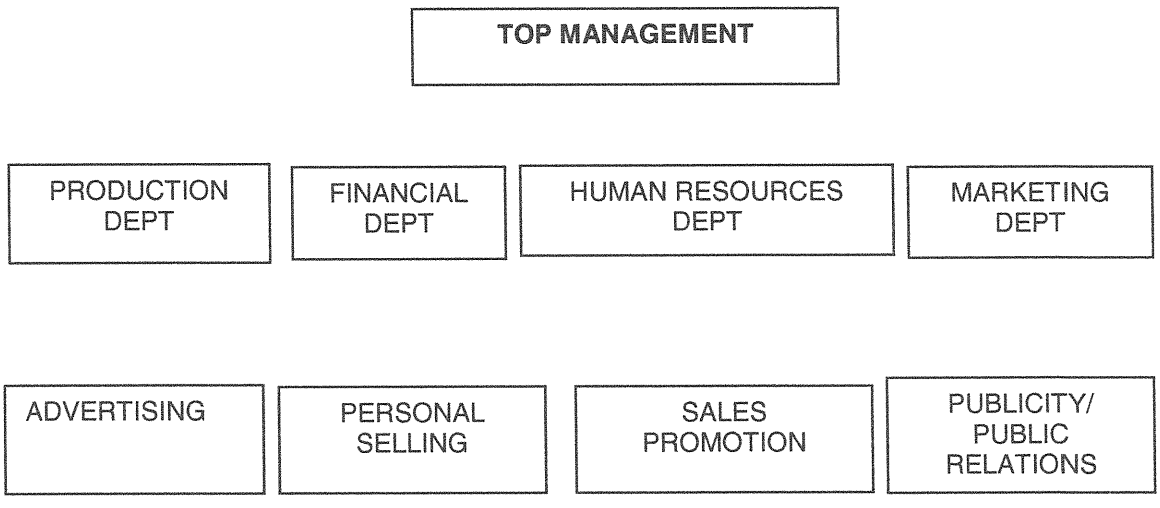
FEEDBACK

Feedback is the answer or reaction which is gained from the audience in a verbal or non verbal way. Verbal feedback can in its simplest form be conveyed as single words, for example, 'yes, I understand,' or non-verbal such as the shake of the head, a smile or a frown. When marketing communication is used as communication method, the feedback will be in the form of a certain behaviour, namely the purchase or non-purchase of a product or service. [50]

QUESTION 5

5.1 The representative should ensure that good rapport is established between the prospect and him. Important aspects here are the representative's appearance, manners, attitude, first remarks, etc. Rapport can be established more easily if his clothes coincide with what the prospect is wearing Irritating mannerisms, e.g. scratching his head, should be avoided. A positive opening statement should be made, followed by comments about relevant matters to show his genuine interest. This can be followed by asking key questions, showing samples or giving a demonstration. The main idea here is to obtain the interest of the prospect. (15)

5.2



(15)

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5.3 Before an advertising campaign can be launched, it should be tested, as costly mistakes can be eliminated in this way. Although only the advertising copy is normally tested, it can also be done for other strategic aspects of the campaign, such as media selection. In this section, pretesting of the advertisement itself will be analysed. Pretesting is done to determine the communication effectiveness of the advertisement in 'normal' conditions. (10)

5.4 The objective of sales promotion is to obtain higher sales as quickly as possible, or to change attitudes. More specific objectives are creating brand name awareness, drawing new clients, increasing sales to present clients, and to increase the effectiveness of advertising. (10)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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