higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE

## NOVEMBER EXAMINATION

## MARKETING COMMUNICATION N6

## 27 NOVEMBER 2014

**This marking guideline consists of 9 pages.**

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## SECTION A (COMPULSORY)

## 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 Coupons

This is a form of controlled price reduction.
Coupons can be found in the print media as well as on the packaging.
A cents-off coupon indicates a reduction in the price of the next purchase of the product.
It can also take the form of multiple-unit price reduction eg. Buy three and get the fourth one free. (10)

1.3 Publicity

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)

1.4 Objective of Public relations

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 it 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 x 2) (10)

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1.5 Prospecting

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)
**[50]**

**TOTAL SECTION A: 50**

**SECTION B**

**QUESTION 2**

2.1 Decline/descending phase of product life cycle

There is a decrease in sales.
Consumers are looking for other products that are more modern and need satisfying.
Retailers are beginning to remove the product from their shelves.
Promotion is decreased and the only objective of marketing is to generate profit.
The degree of profit taking will determine when the product will disappear from the market entirely.
The decrease in sales seems to be permanent.
Distribution may be restricted to speciality points only and limited and selective promotion will found.
Advertising strategy: Stress discounts in price in order to get rid of stock.
Advertising theme: The objective in getting rid of stock at the lowest possible promotional cost. (10)

2.2 Strengths and weaknesses of television (20)

Strengths

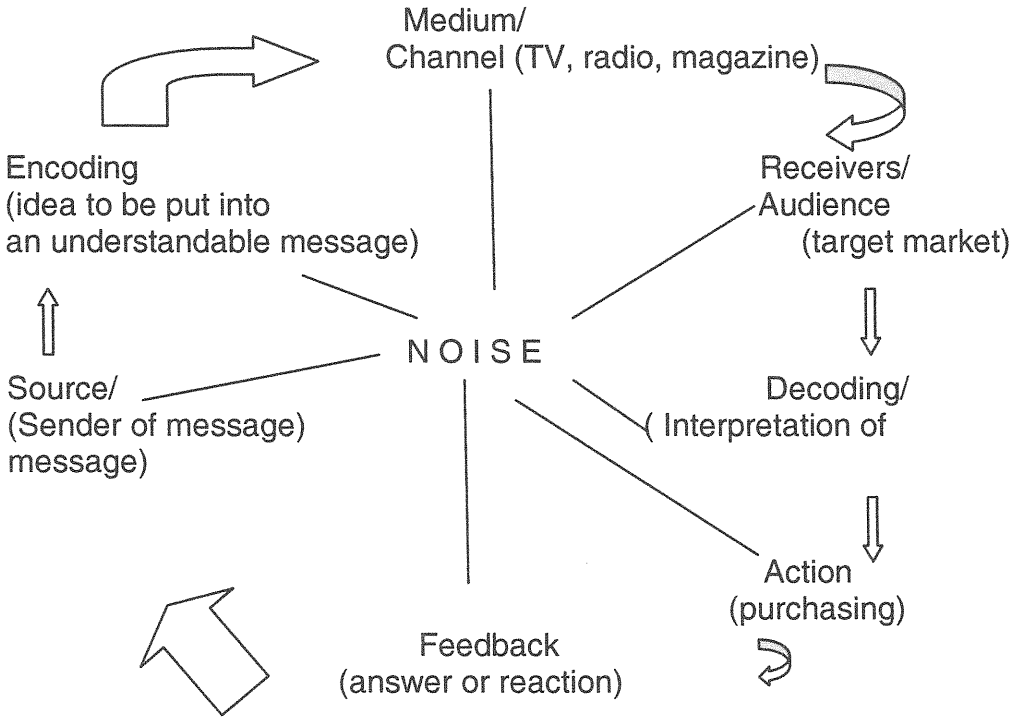
Appealing to the senses.
High attention, view trapped.
Excellent for demonstration.
High reach.
Prestigious.
Involves whole family.

Weaknesses

Limited availability.
High cost.
General audience.
Long preparation required.
Repetition annoying.

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2.3 The communication model




(15)

2.4 Elements of the communication mix

Advertising
Sales Promotion
Publicity
Personal Selling
Public Relations

(5)
**[50]**

## QUESTION 3

3.1 Comparative advertising

Advertising should attack or discredit other products, advertisers for advertisements directly or by implication.
Advertisers should not disparage the products and/or services of other advertisers directly or by innuendo.
Advertisements in which adverse comparisons are made between products and/or services by name, or by description or implication sufficiently precise to identify such products and/or services shall not be permitted.
It may sometimes be necessary to illustrate the benefits of a product by comparing it to a group of products in the same field.
This is permissible provided such comparisons are restricted to statements of fact.
The guiding principle shall be that products and/or services should be promoted on their own merits and not on the demerits of competitive products.
Advertisements should not single out a specific ingredient or attribute of a product or service of a competitor for unfavourable comparison. (15)

3.2 Criteria to measure advertising effectiveness

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 (10)

3.3 Criteria for primary demand advertising

<u>Product advantage</u>

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

<u>Buying motives</u>

Once the advertiser knows why the consumer is buying a particular product he can stress those qualities in order to reinforce the buying motive.
<u>Social, economical and technical trends</u>

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.

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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)

3.4 Bodies that control advertising in South Africa (any five)

The National Press Union (NPU)
The South African Broadcasting Commission (SABC)
Advertising Standards Authority (ASA)
Legislation
Voluntary control
Government (5 x 1) (5)
**[50]**

**QUESTION 4**

COPYING 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 to the tricks used.
Comparison with competitors.

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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 se4rvice and indicates how the product can satisfy the consumer's needs.
d) The conclusion suggests action, eg Buy now, pay later
e) Motto's 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. Etc.
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 visualizing 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.

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.

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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 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 to action . **[50]**

**QUESTION 5**

5.1 Requirement of an Advertising Agency

- 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 (10)

5.2 Controllable marketing factors

The nature of the product is one: some products are best demonstrated: TV and cinema are therefore then the most suitable media.

Secondly, the nature of the distribution channels will also play a role.
The media to be used for intensive distribution will differ from those chosen for selective distribution..
It the intermediary is ecpect3ed to advertise together with the manufacturer, it would also affect the media choice.

Thirdly, the nature of the marketing communication will also affect the choice of media.
If the strategy is to create an image of a quality product as reflected in a relatively high price, a quality medium such as magazines or cinema should be considered.

The nature of the advertising message should also be taken into account.

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A long message consisting of a great deal of information, can hardly be contained in a 30 second radio flash.

(15)

5.3 Percent of sales method

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 sued 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 utilized; marketing opportunities cannot be utilized 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)

5.4 Five reasons for advertising

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 pack 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 x 2) (10)

**TOTAL SECTION B: 150**
**GRAND TOTAL: 200**

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