



# higher education & training

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL CERTIFICATE (VOCATIONAL)**

### **ADVERTISING AND PROMOTION NQF LEVEL 4**

(3041014)

**27 February 2018 (Y-Paper)  
13:00–16:00**

**This question paper consists of 13 pages.**

**TIME: 3 HOURS**  
**MARKS: 200**

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**INSTRUCTIONS AND INFORMATION**

1. Answer ALL the questions.
  2. Read ALL the questions carefully.
  3. Number the answers according to the numbering system used in this question paper.
  4. Write neatly and legibly.
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**QUESTION 1**

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1–1.10) in the ANSWER BOOK.

- 1.1 The objective of a promotional proposal is what the marketing manager wants to achieve through the promotion.
- 1.2 David Ogilvy believed every ad should help to create the brand image or the personality of a product, and that this personality should stick in consumers' minds year after year.
- 1.3 Broadcast media includes radio, TV, podcast and newspapers.
- 1.4 Statutory bodies are organisations with legal authority to take action in a specific industry.
- 1.5 Negotiation helps to resolve situations where conflict has arisen.
- 1.6 Telesales involves a group of agents working in a call centre who emails clients to sell them something over internet.
- 1.7 Lead time is the amount of time needed from the moment something is planned until it is completed.
- 1.8 Above-the-line media can be sales promotions and personal selling.
- 1.9 A focus group is asking the majority of your target market to give their opinion about a new product, advertisement or promotion.
- 1.10 Fresh phrases needs to be used in copy to draw customers' attention. **[10]**

**QUESTION 2**

Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–O) next to the question number (2.1–2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Font	A	it protects responsible data-driven marketing.
2.2	Resistance	B	the intentional use of images, lighting, sound and written copy to create a specific setting or vibe
2.3	DMA	C	it is a style of lettering, also called typeface
2.4	SAMRA	D	it is a short and a catchy phrase at the end of the body copy that sums up the main idea.
2.5	Jingles	E	non-profit, voluntary association of marketing researchers and research organisations
2.6	Tone	F	the tendency of consumers to ignore advertising
2.7	Subhead	G	moving the camera to sweep across a scene
2.8	Tagline	H	a jump from one scent to another in a TV ad
2.9	Consensus	I	short songs or rhymes used to strengthen a message in advertising
2.10	Panning	J	laws that state what people may not do to a person
2.11	Legal rights	K	It breaks up blocks of a body copy and lead the reader through it more easily
2.12	Cut	L	asking approval before adding a person to an email list and allowing a person to remove themselves
2.13	Point of purchase	M	arriving at a decision everyone has taken part in and agreed to
2.14	Permission marketing	N	Incentives given to sales staff to encourage them to sell more of a product
2.15	Sales force promotion	O	in store display material used to draw attention to a product and increase sales
		P	Its aim is to build long-term brand awareness

(15 × 1)

**[15]**

**QUESTION 3**

Complete the following sentences by filling in the missing words. Write only the correct word(s) next to the question number (3.1– 3.15) in the ANSWER BOOK.

- 3.1 ... is a person in an advertising agency responsible for dealing with clients and presenting their needs to other staff.
- 3.2 ... is responsible for buying creative services from outside such as photography.
- 3.3 ... manages the printing and distribution of the ads and source materials such as prices for competitions.
- 3.4 Marketers ... promotional and marketing ideas by running focus groups and consulting experts in the target market.
- 3.5 Changes in ... allows for very high quality images and a wide range of typeface.
- 3.6 ... is a meeting with a group of media representatives all at the same time to make an official announcement.
- 3.7 A written announcement that tells the media news about an organisation, brand or product is called a ...
- 3.8 ... is a supplier of ready-to-order photographs.
- 3.9 The position in which you hold your body is called ...
- 3.10 ... is the ability to sense how someone else feels.
- 3.11 ... is any dispute between people who have opposite needs, ideas, beliefs, values or goals.
- 3.12 You ... the contract if you fail meet your agreed obligations.
- 3.13 ... is the number of newspapers or magazines being sold.
- 3.14 A law that protects written work like books, ads and articles of a person or an organisation is known as ...
- 3.15 Multi-day events where all major layers in an industry come together to showcase their products are called ...

(15 × 1)

(15)  
[15]

**QUESTION 4**

Read the extract below and answer the questions.

**RIO 2016 SUMMER OLYMPICS**

The Rio 2016 summer olympics was a major international multi-sport event held in Rio de Janeiro, Brazil, from 5 August to 21 August 2016. More than 11,000 athletes from more than 200 nations competed in various sporting items. Globally more than three billion people watched the Rio games. The olympics was broadcasted on all major sport channels in various countries. Athletes weren't the only ones who waited years to compete in the 2016 Olympics. For rival sports brands, it was time to fight for the spotlight.

Many people noticed the blindingly-bright neon yellow sneakers the U.S. athletes wore when they accepted their medals. Nike sponsored the winning U.S. athletes with sneakers and every U.S. athlete that competed also went home with a goody bag filled with various Nike products. Athletes praised the neon yellow sneakers. Aly Raisman praised them, saying the bright yellow goes with just about everything. 'It's very 2016. It's on trend.'

Nike shoes were dominant during die Rio games and was spotted on athletes from various countries. Nike seeks to create a feeling of connection between the everyday athletes watching at home and those competing in the Olympics. Every time a brand's commercial or product appears onscreen—ideally on an athlete—it's a chance to connect with a truly global audience. 'There is no greater stage and no bigger moment than the Olympics,' says Greg Hoffman, Nike's chief marketing officer. This makes the Olympics an arena for industry competition, and especially for dominant brands Nike and Adidas.

*[Adapted from: <http://www.aol.com/article/2016/08/23/story-behind-neon-yellow-nike-sneakers-rio-2016/21457478/> and <http://qz.com/749860/athletes-arent-the-only-ones-whove-waited-years-to-compete-in-the-2016-olympics/>]*

- 4.1 What is a rival brand? (1)
- 4.2 What does 'it's on trend' mean in the marketing industry? (1 × 2) (2)
- 4.3 What was the major advantage for advertising during the Rio Olympics games? (1 × 2) (2)
- 4.4 Nike sponsored the U.S. team.  
State any terms and conditions which Nike could have included in the sponsorship agreement. (6 × 1) (6)
- 4.5 During the Olympics, various billboards and other outdoor advertising were used in Brazil.  
Discuss how Nike can apply the creative elements for outdoor advertising. (4 × 3) (12)

4.6 Nike also wanted to strengthen their brand image in South Africa during the Rio Olympics.

Study the proposed media schedules and answer the questions.

Shading shows when advertising runs  None shaded areas shows that no adverting is running

MONTH	JUNE				JULY				AUGUST					SEPTEMBER				OCTOBER					NOVEMBER					
Week	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28		
<u>Television:</u>																												
SABC 2																												
DSTV: Super sport 4																												
Super sport 5																												
Super sport 6																												
Super sport 7																												
<u>Magazines:</u>																												
Fitness magazines																												
Men's health																												
Women's health																												

FIGURE 1: Proposed media schedule for Nike running shoes in South Africa

Shading shows when advertising runs  None shaded areas shows that no adverting is running

MONTH	JUNE				JULY				AUGUST					SEPTEMBER				OCTOBER					NOVEMBER					
Week	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28		
<u>Television:</u>																												
SABC 2																												
DSTV: Super sport 4																												
Super sport 5																												
Super sport 6																												
Super sport 7																												
<u>Magazines:</u>																												
Fitness magazines																												
Men's health																												
Women's health																												

FIGURE 2: Proposed media schedule for Nike running shoes in South Africa

- 4.6.1 What advertising scheduling method was used in the media schedule in FIGURE 1? (1 × 2) (2)
- 4.6.2 Substantiate your answer in QUESTION 4.6.1 (1 × 2) (2)
- 4.6.3 What advertising scheduling method was used in the media schedule in FIGURE 2? (1 × 2) (2)
- 4.6.4 Motivate your answer in QUESTION 4.6.3 (1 × 2) (2)
- 4.6.5 What is the continuity of the advertising campaign used in FIGURE 2? (1 × 2) (2)
- 4.7 Target market exposure is important during media planning. FOUR elements are looked at when working out the exposure.
- 4.7.1 Was the geographical coverage *high* or *low* for Nike at the Rio Olympics? (1)
- 4.7.2 Substantiate your answer in QUESTION 4.7.1. (1 × 2) (2)
- 4.8 Explain the following elements to be considered when working out the target market exposure:
- 4.8.1 Reach (1 × 2) (2)
- 4.8.2 Frequency (1 × 2) (2)
- [40]**



**QUESTION 5**

Read the extract below and answer the questions.

**BRAND PROMO**

**GET PAID WHILE YOU DRIVE**

Are you tired of paying your car payment every month? Turn your vehicle into a money making machine. Brand Promo maintain a directory of the best ad companies in South Africa that offer free cars or will pay you for driving with their ads on you vehicle. This will save you a great deal of fuel cost or other monthly expenses.

**CREATE YOUR OWN MOVING BILLBOARD**

Brand Promo vehicle advertising is a powerful medium for businesses to promote their brand. Car advertising is an excellent way to reach a large audience and offers high visibility with consistent daily views. Your ad will go where the people are and will be seen by most people.

Brand Promo use only the latest technologies and printing techniques to increase your business brand awareness and corporate presence. Their creative team will develop unique 3D images suited to the clients' vehicle and it will be in line with your business current advertising objectives. Their 3D Branding stands out dramatically from traditional vehicle branding and has people mesmerised by the optical illusions that it creates. Their objective is to ensure you achieve an efficient and cost effective campaign to expose your brand or product.

Brand Promo specialist applicators are highly experienced and take great care in their work. They have a mobile team who can wrap your vehicle on site, minimising the time required for your vehicle to be off the road. All the preparation is done at their premises, minimising any financial impact to your business. They also offer a media removal service when your campaign comes to its end.

*[Adapted from: <http://brandpromo.co.za/>]*

- 5.1 Agencies use brand promo.  
Briefly discuss the development of the advertising agency. (5)
- 5.2 What are the benefits for a business that uses Brand Promo for advertising?  
(4 × 1) (4)
- 5.3 Identify TWO service benefits offered by Brand Promo to its potential clients.  
(2 × 1) (2)
- 5.4 Identify the product advantage that Brand Promo offers a business. (1)

- 5.5 A marketing team will be required to promote various brands and increase brand awareness and corporate presence.
- 5.5.1 Explain the types of skills which are crucial for team members to possess. (3 × 2) (6)
- 5.5.2 Explain the following sources of conflict which can cause the team not to function effectively:
- (a) Role differences (2)
  - (b) Performance (2)
- 5.5.3 Emotional intelligence (EQ) is an important quality in all team members.  
List FIVE aspects of EQ which team members must have. (5 × 1) (5)
- 5.5.4 Good team work involves group decision making.  
What are the advantages of group decision making? (4 × 1) (4)
- 5.6 Motheo TVET college uses Brand Promo for advertising.  
Discuss how the college can assess the impact of this promotional campaign. (3 × 3) (9)
- [40]**

**QUESTION 6**

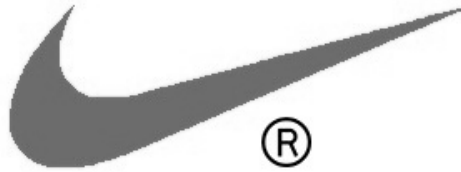
Study the advertisement below and answer the questions.



[Source: <http://www.designyourway.net/blog/inspiration/35-nike-print-advertisements-that-boosted-the-companys-income/>]

- 6.1 Identify the following elements in the above advertisement:
- 6.1.1 The headline (1)
  - 6.1.2 Slogan (1)
  - 6.1.3 Call to action (1)
  - 6.1.4 Callout (2 x 1) (2)
  - 6.1.5 Body copy (1)
- 6.2 Explain consumer promotions that Nike can use to promote their brand (4 x 2) (8)
- 6.3 Nike's marketing team will have various promotional proposals to choose from. It is important to compare them in order to choose the best one.
- Describe FOUR elements that need to be assessed before selecting a specific promotional proposal. (4 x 2) (8)

6.4 Study the Nike logo and answer the questions.



- 6.4.1 What act does Nike comply with when using this logo. (1 × 2) (2)
- 6.4.2 What is the importance of the act identified in QUESTION 6.4.1? (2 × 2) (4)
- 6.5 It is important for an international company like Nike to adhere to the advertising standards of South Africa
- 6.5.1 What is the purpose of ASA? (2 × 1) (2)
- 6.5.2 Explain the importance of ASA as the regulatory body for the marketing and advertising industry in South Africa. (5 × 2) (10)
- [40]**

### QUESTION 7

You have been appointed as the marketing executive at Pick 'n Pay. You are expected, together with the team to develop, implement and assess the strategic marketing plans and programmes for the company for all its branches across the country. One of the team members, Sonto failed to meet the submission deadline for the consumer promise i.e. 30 September 2017 that she was assigned to develop. When asked, she indicated that she was working towards submitting on 30 of October 2017.

- 7.1 Failure by Sonto to submit the consumer promise on 30 September 2017 is due to poor communication.
- Give the factors which could have led to the distortion of the message by Sonto. (4 × 1) (4)

- 7.2 John is contracted by Pick n Pay as the copywriter.  
State John's roles towards the success of the marketing campaigns of the company. (6 × 1) (6)
- 7.3 As a team leader, you are expected to communicate with colleagues using different communication methods.  
What are the advantages of using an e-mail when communicating with colleagues? (4 × 1) (4)
- 7.4 Pre-briefing is an important procedure in tracking and reporting progress on a client's campaign. Briefly discuss pre-briefing. (5)
- 7.5 Explain ways in which the company can identify its product features. (3 × 2) (6)
- 7.6 Discuss the strategies which Pick 'n Pay could use to choose a benefit that will count in creating their consumer promise. (5 × 3) (15)  
**[40]**
- TOTAL: 200**