



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

**ADVERTISING AND PROMOTIONS
NQF LEVEL 4**

27 FEBRUARY 2020

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1 True
- 1.2 True
- 1.3 False
- 1.4 False
- 1.5 False
- 1.6 False
- 1.7 True
- 1.8 True
- 1.9 True
- 1.10 True

(10 × 1) [10]

QUESTION 2

- 2.1 C
- 2.2 E
- 2.3 A
- 2.4 B
- 2.5 G
- 2.6 D
- 2.7 H
- 2.8 F
- 2.9 K
- 2.10 M
- 2.11 I
- 2.12 N
- 2.13 J
- 2.14 O
- 2.15 L

(15 × 1) [15]

QUESTION 3

- 3.1 Networking
- 3.2 Negotiation
- 3.3 Copywriting
- 3.4 Spot prize
- 3.5 Brand equity
- 3.6 Lead time
- 3.7 Above-the-line
- 3.8 Below-the-line
- 3.9 Refund
- 3.10 Cooling-off
- 3.11 Focus group
- 3.12 Print
- 3.13 Resistance
- 3.14 Common
- 3.15 Statutory

(15 × 1) [15]

QUESTION 4

- 4.1
- To inform
 - To persuade
 - To build brand image
 - To remind
 - To promote sales growth
 - To reach purchase objectives
 - To introduce a product
 - To acquire customers
 - To differentiate
 - To position
 - To increase profit
 - To create desire
 - To call to action
 - To create awareness (Any 4 × 1) (4)
- 4.2
- 4.2.1 Public Relations Institute of Southern Africa (2)
- 4.2.2
- It is a local professional body that sets a code of ethics and standards.
 - It coordinates the public relations profession worldwide. (2 × 2) (4)
- 4.3
- ASA can deal with complaints faster and at a lower cost than the courts.
 - ASA can adapt its regulations to changing conditions far more quickly and easily than laws can change them.
 - As the industry follows this code by choice, they are less likely to find ways to get around the rules, as so often happens with a law.
 - ASA code helps to build trust and goodwill between advertisers and consumers.
 - ASA can regulate aspects of advertising, which laws cannot control easily, such as good manners and taste. (Any 4 × 2) (8)
- 4.4
- Strategist: Uses market research to produce the overall marketing strategies.
 - Account executive: Deals directly with clients and presents the clients' needs to the other members of the organisation.
 - Traffic coordinator: Manages the flow of work through the agency at each stage of the process, and ensures that it stays within the scheduled time frames and budgets.
 - Art buyer: Buys creative services from outside sources, such as photographs, illustrations. They cast actors and voices.
 - Production: Manage printing and distribution of the advertisements, and source materials, such as prizes for competitions and any other items needed for promotions.
 - Creative director: Plans advertisements, monitors campaigns and revises presentations.
 - Chief technical officer: Focuses on scientific and technological issues in the organisation.
 - Animator: Uses artistic techniques and technology to give life and movement to inanimate things.
 - Art director: Creates the overall design for a project and directs others who develop the artwork or layouts. (Any 4 × 2) (8)

- 4.5
- It is usually very simple.
 - It is unique.
 - It can give rise to a range of advertisements.
 - It can last longer than one campaign.
 - It inspires trust.
 - Valuable
 - Memorable
- (Any 4 × 1) (4)
- 4.6
- 4.6.1 Trade promotions focus on selling products to other businesses, such as retailers.
- 4.6.2 Sales-force promotions provide incentives to the sales staff of an organisation to encourage them to sell more of a product.
- 4.6.3 Consumer promotions are aimed at the public and are found in stores and in the media.
- (3 × 2) (6)
- 4.7
- Cost
 - Resources
 - Skills and expertise
 - Benefit to client
 - Decide within an agreed time frame
- (Any 4 × 1) (4)
- [40]**

QUESTION 5

- 5.1
- 5.1.1
- (a) Win a car (2)
- (b) Staedtler (2)
- (c) Click here to enter (2)
- (d)
- Must buy any TWO Staedtler products and enter between 08/12/14 and 15/02/15.
 - You must have the product barcodes to enter and retain receipt for proof of purchase. (2 × 2) (4)
- (e) Consumer promotion (2)
- 5.1.2
- (a) Interactive media (2)
- (b) The advertisement says 'Click here to enter' (website). (2)

- 5.1.3 (a) • The images are effective, linking the drawing of the car with the words 'win a car'.
 • The HB pencil focuses your attention on the brand, namely Staedtler.
 • The formats of the images and words resemble drawings, which emphasises using pencils/Staedtler stationery.
 • The advertisement creates the illusion of it being drawn on line paper. This is creative and focuses attention on Staedtler pencils that are used for drawing.
 • Images are linked to the advertisement and its purpose.
 (Any 2 × 2) (4)
- (b) • Words are simple and easy to understand and phrases are catchy.
 • Your eye is drawn to the repetition of the word WIN.
 • The phrase WIN WHEELS FOR THE FAMILY is catchy.
 (Any 2 × 2) (4)
- (c) The style of lettering, which resembles printing, is effective, as well as the size of the type. (2)
- 5.2 • Passing-off
 • Puffery
 • Boni mores (3)
- 5.3 5.3.1 • Good way to provide detailed brand and product information
 • People can access the information when they choose and move around a website as they like.
 • You can target a specific audience, for example, you can place an advertisement for handyman tools on a DIY website.
 • Advertisements can be interactive.
 • It is cost-effective.
 • Using a website gives you the ability to update and upgrade the latest technology.
 • A web presence might help to gain credibility among more customers.
 • Having a website can build long-lasting relationships with your customers and partners.
 • Information displayed on the website can be accessed by everyone, anywhere, at any time, and is convenient to popularise.
 (Any 2 × 2) (4)

- 5.3.2
- It can be difficult to draw prospect to your website unless its address is known.
 - Different search engines use different methods to rank websites on their lists.
 - The menu must be available on all pages to help people find their way around.
 - The noise level with online advertising is high, because there are so many advertisements on the Internet or even on a single website.
 - You need to make sure that the website is not compromised by hackers who could manipulate the personal details of the customers.
 - The reputation of the company could suffer if the layout of the design is bad and insufficient details are provided about the services rendered.
 - If the website is slow in loading and buffering, clients may lose interest in buying or perusing the services.
 - Receiving spam emails may result in IP address blacklisting.
 - If the website crashes or is unavailable, the company could miss out on potential and mature. (Any 2 × 2) (4)

- 5.4 Promotions are short-term campaigns designed to make the public interested and excited about a product. Promotions increase sales, raise awareness or launch a new product. They add value or incentive to a product to ensure that customers buy the product. Incentives can be competitions, discounts, free gifts, samples or loyalty rewards. They are often supported by points of sale or points of purchase to draw attention to the products in-store, such as posters, banners, displays or shelf stickers. Sponsorships, such as funding a sports team, an event or charity are another form of promotion. (Any 3 × 1) (3)
[40]

QUESTION 6

- 6.1 6.1.1
- People who think they are better or more important than others in the team
 - Staff members talking behind colleagues' backs
 - Ignoring or laughing at advice and input from team members
 - Taking criticism personally, whether from a client or a creative director
 - Complaining endlessly about difficult clients, deadlines, bosses, paperwork
 - Arguing endlessly over small issues
 - Workplace gossip
 - Unreliability
 - Doing the project at the last minute
 - Bullying other employees
 - Lying (Any 6 × 1) (6)

- 6.1.2
- Avoid by withdrawing or side-stepping the issue
 - Accommodate by giving in to others to have it their way
 - Compete by standing on your ground and fighting to get your ideas across.
 - Compromise – you find a middle ground for both parties
 - Collaborate – you try to find a middle where both parties get a part of what they want
 - Brainstorm to find an amicable solution
 - Seek common ground
 - Stick to one conflict at a time
 - Listen and ask questions
 - Let the other person have his/her say
 - State the problem as you see it and list your concerns
 - Agree on a mutually acceptable time and place to discuss the conflict (Any 5 × 1) (5)
- 6.2
- Explain the creative idea to the client
 - Contain all the copy that will appear in the advertisements, such as headline, body copy, radio and television scripts
 - Include a choice of headlines for the client
 - Include any further details of the campaign if needed, such as upcoming public events. (4 × 2) (8)
- 6.3
- Goals
 - Budget
 - Customers
 - Message to be delivered
 - Medium to be used
 - Link media and messages (Any 5 × 1) (5)
- 6.4
- Analysing responses
 - Monitoring sales data
 - Conducting a survey
 - Conducting interviews
 - Studying results (Any 4 × 1) (4)
- 6.5
- Where a parent or a spouse must agree to the contract
 - When a credit provider must check the creditworthiness of a customer before signing a credit contract
 - Where it involves goods and services, such as delivery, repairs or installations
 - Where certain requirements must be met before the contract is valid, such as checking creditworthiness (2 × 2) (4)

- 6.6
- Never discriminate against consumers when giving credit.
 - Never give credit recklessly, but first fully assess what the consumer can afford repayment before entering into the contract.
 - Give a reason for refusing credit.
 - Ensure that consumers understand their risks, costs and obligations under the agreement.
 - Give the consumer a written quotation before entering into the credit agreement.
 - Supply all information in plain, understandable language.
 - Supply the consumer with a copy of the credit agreement and monthly statements of what has been paid and what is owed.
 - Allow the consumer to end the agreement by settling the amount owing at any time, plus interest owed to date. (Any 4 × 2)
- (8)

[40]**QUESTION 7**

- 7.1 7.1.1 (a) The qualities a product possesses.
- (b) It is the value a product offers the consumers.
- (c) Those benefits or features a product offers that its competitors do not.
- (3 × 2) (6)
- 7.1.2
- Clean dispense actuator
 - Specialised formula
 - Gel gauge
 - Rust-free canister
 - Shaving gel and skin care for sensitive skin (2 in 1) (Any 3 × 2) (6)
- 7.1.3
- The clean dispense actuator helps to create less waste.
 - The specialised formula leaves skin feeling soft and smooth.
 - The gel gauge lets you see when the gel is running out.
 - The rust-free canister does not leave a hard to clean ring.
 - Sensitive shaving gel and skin care helps people with sensitive skin.
 - (2 in 1) makes it more convenient to use. You do not have to buy TWO separate products.
 - You save money, because you only need to buy one product. (Any 3 × 2) (6)

- 7.2
- Start with the brand image.
 - Make a promise that matters.
 - Make a promise that is unique.
 - Choose a fact.
 - Take on your competitors.
 - Turn a disadvantage into an advantage.
 - Make a brand promise that is simple and credible.
 - It must be different and memorable.
 - An effective brand promise is meant to inspire. (Any 5 × 2) (10)
- 7.3
- Technical skills: S/he must bring a set of technical skills that the team needs to get the overall job done.
 - Problem-solving and decision-making skills: To get work done, s/he must have the ability to identify problems, come up with possible solutions, evaluate them and then make suitable choices.
 - People skills: S/he must have the ability to listen well, give feedback and solve conflict, be able to interact and communicate well with others. (3 × 2) (6)
- 7.4
- The words are well chosen for the target market.
 - The sentences are fresh and catchy, for instance: 'DARE to turn up the volume and make it last all night'.
 - The sentences are short.
 - Each sentence starts on a new line, which makes it easy to read.
 - A catchy phrase ends the advertisement: 'Hair so healthy it shines'.
 - The style and tone are informal as if talking to a friend. (Any 3 × 2) (6)
- TOTAL: 200**
- [40]**