

Mark Scheme



Sample Assessment Materials

Pearson LCCI
Level 3 Certificate in Advertising (VRQ)
(ASE20089)

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General marking guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark scheme, not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question number	Answer	Mark
1(a)	<p>Key message(s): there are several clues in the text that may indicate the key message(s) to be delivered. For example, the perfume should be portrayed as being both exotic and classic. Information on how to obtain the free perfume sample should also be included. These must be stated clearly in the copy.</p> <p>Target audience(s): the target audience(s) for this campaign is wealthy women, aged between 18–35, who are more sophisticated. Therefore, the candidate should be indicating clearly within the wording of their answer that this is the particular target audience(s) they are aiming to reach.</p> <p>Creativity: the candidate should be awarded marks for their creativity in delivering the message(s) so long as their approach does not impact negatively on the communication of the message to the target audience(s). Candidates are expected to use their imagination within their answers. This may be in the form of the wording used, the visual(s), or various combinations.</p> <p>The structure of the magazine advertisement: the candidate must address a specific target audience(s) as stated in the brief. In addition, there should be a logical flow to the text, which clearly articulates the message.</p> <p>Marks should be awarded as follows.</p> <p>Copy</p> <ol style="list-style-type: none"> (1) Format (2) Appropriate headline based on scenario (3) Appropriate sub-headings based on scenario (4) Suitable body copy – (i.e. should mention that the perfume is exotic, yet classic.) (5) Indication of illustrations (e.g. transparencies/photographs) (6) Instructions for how to obtain the free perfume sample (i.e. what they will receive and use of the email address) (7) Use of brand name (8) Strapline (9) Indication of graphic details (logos/ashes) (10) Creativity and innovative ideas 	(10)

Question number	Answer	Mark
1(b)	Layout (1) Layout of elements: (i) headlines (ii) sub-headings (iii) body copy (iv) illustration (v) coupon (vi) logos and other hand-drawn graphics. (2) Standard of presentation. (3) Technical specification: (i) type size and style (ii) type of illustration (iii) use of graphics.	(10)

Question number	Answer	Mark
2	<p>Write an email</p> <p>To: Martin Green (martingreen@troid.com) Marketing Manager } 1 mark</p> <p>From: Advertising Executive/A Candidate</p> <p>Date: Exam date</p> <p>Ref: Advertising Planning and Budgeting } 1 mark</p> <p>Good morning/Good afternoon Martin</p> <p>(a) Explain the importance of advertising planning.</p> <ul style="list-style-type: none"> ▪ It focuses on setting objectives (1), which must be SMART (1). ▪ It provides a guide for implementation (1) explaining how it should be put into action (1). ▪ It provides the opportunity to control the advertising programmes (1), with checks being made throughout the programme (1). ▪ It improves the quality of advertising campaigns (1) due to pre-preparation (1). ▪ It helps to control and lower the costs (1) through use of the checks and the reduction of wastage (1). ▪ It improves the effectiveness of advertising (1) in terms of the results achieved versus the money spent (1). <p>1 mark per point + 1 additional mark for elaboration (×2) or 1 mark per point + 3 additional marks for elaboration.</p> <p style="text-align: center;">(Either 1 × 4 or 2 × 2 marks)</p> <p>(b) Describe the information that you would include in the media strategy and tactics section of an advertising plan.</p> <ul style="list-style-type: none"> ▪ Consideration of the use of strategies (1) to satisfy the pre-determined objective(s) (1). ▪ Selection of optimum strategy (1), bearing in mind affordability (1). ▪ Implementation of the selected strategy (1), bearing in mind the timescales (1). ▪ The introduction or use of suitable tactics (1) to allow flexibility (1). 	

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	<p>1 mark per point + 1 additional mark for elaboration (×2) or 1 mark per point + 3 additional marks for elaboration. (Either 1 × 4 or 2 × 2 marks)</p> <p>(c) Discuss whether the residual method of setting an advertising budget is an effective method to use in Troid's current situation.</p> <p><i>Positive points</i></p> <ul style="list-style-type: none"> ▪ The amount of money to spend (1) bearing in mind what money is currently available (1). ▪ The amount of money to spend is currently affordable (1) so as not to overspend (1). <p><i>Negative points</i></p> <ul style="list-style-type: none"> ▪ It is unscientific (1) with no consideration of the use of valid calculations (1). ▪ It bears no relation to the organisation's objective(s) (1) so, its purpose is not fully considered (1). ▪ It bears no relation to competitive activity (1) as it is decided in isolation (1). ▪ It bears no relation to the market expectations (1) or customer/consumer expectations (1). <p>Maximum of 2 marks for positive points and maximum of 2 marks for negative points. (4 × 1 mark)</p> <p>(d) Describe the role of the media department when preparing an advertising campaign for the new household cleaning powder. The campaign will use both traditional and new media.</p> <ul style="list-style-type: none"> ▪ To conduct media research (1) into how best to reach the target audience for this new household cleaning powder (1). ▪ To plan an integrated media campaign (1) to involve the use of both traditional media and new media (1). ▪ To use the budget (1) to produce a media schedule of the planned media activity (1). ▪ To gain approval of the media recommendation (1) by the client (1). ▪ To buy the appropriate media (1) using suitable negotiating skills (1). 	

Question number	Answer	Mark
	1 mark per point + 1 additional mark for elaboration (×3) or 1 mark per point + 5 additional marks for elaboration. (Either 2 × 3 or 1 × 6 marks)	(20)

Question number	Answer	Mark
3(a)	<p>Explain how advertising can be used by non-profit organisations, such as Burden.</p> <p>Indicative content</p> <ul style="list-style-type: none"> ▪ Advertising offers non-profit and non-commercial organisations opportunities to create awareness just as it does for profit and commercial organisations. ▪ Ways to build a reputation. ▪ Improve status. ▪ Ways to attract income. ▪ Ways to make a surplus. ▪ Ways to cover overheads. ▪ Tools to compete against competitors. ▪ Ways to promote special offers. ▪ Ways to promote special events. ▪ Makes charity organisations develop advertising objectives and strategies to help towards success. ▪ Makes charity organisations develop an advertising budget to use to help towards success. <p>1–3 marks – the candidate shows some understanding of how advertising can be used by non-profit organisations, such as Burden. The candidate is likely to list points, but provides little or no development of each.</p> <p>4–7 marks – the candidate shows a good understanding of how advertising can be used by non-profit organisations, such as Burden. The candidate addresses many of the uses of advertising and provides development of some of the points made.</p> <p>8–10 marks – the candidate shows a thorough understanding of how advertising can be used by non-profit organisations, such as Burden. The candidate addresses the majority of uses of advertising and provides development of all of the points made.</p>	(10)

Question number	Answer	Mark
3(b)	<p>Explain how current trends in shopping habits have changed the way many retailers now advertise.</p> <ul style="list-style-type: none"> ▪ Many retailers need a presence on electronic media (1), as shoppers now use the internet/social media (1). ▪ Retailers need to spread their advertising budget across a greater range of media (1) as they need to be seen by the potential shopper in whichever medium is convenient to them (1). ▪ Their advertised messages need to include additional contact points (1) and these contact points should also include electronic sites (1). ▪ The retailers need to be easily reached (1) from wherever it is convenient for the shopper (1). <p>1 mark per point + 1 additional mark for elaboration (×3) or 1 mark per point + 5 additional marks for elaboration.</p> <p style="text-align: right;">(Either 3 × 2 or 1 × 6 marks)</p>	(6)

Question number	Answer	Mark
3(c) (i)	<p>Explain what is meant by pretesting advertising campaigns.</p> <p>To conduct research amongst potential consumers by showing them the intended advertisement (1), in order to gauge the reactions of potential consumers to the intended advertising approach (1).</p> <p>1 mark per point + 1 additional mark for elaboration.</p>	(2)

Question number	Answer	Mark
3(c) (ii)	<p>State two reasons why Burden should pre-test their advertising campaign.</p> <ul style="list-style-type: none"> ▪ To attempt to ensure success (1). ▪ To try to avoid/reduce wastage of the advertising budget (1). 	(2)

Question number	Answer	Mark
4 (a) (i)	<p>Explain how each of the following, obtained from media research, can be used to improve the effectiveness of advertising when using a printed medium.</p> <p>Coverage</p> <p>Greater coverage of the appropriate market segment achieved for the same amount of money (1) will denote effective use of the advertising budget in media planning (1).</p> <p>1 mark per point + 1 additional mark for elaboration.</p>	(2)

Question number	Answer	Mark
4(a) (ii)	<p>Frequency</p> <p>Greater frequency achieved amongst the appropriate market segment (1) will provide greater exposure to the advertising message (1).</p> <p>1 mark per point + 1 additional mark for elaboration.</p>	(2)

Question number	Answer	Mark
4(b)	<p>Describe the information obtained from media research that would be helpful to an advertiser when selecting a radio station for a campaign.</p> <ul style="list-style-type: none"> ▪ The size of the listening audience (1) as reaching larger numbers should be more beneficial. (1). ▪ The composition of the listening audience (1) as reaching those more in keeping with the target audience should be more beneficial (1). ▪ The Cost Per Thousand (CPT) achieved (1) as this would identify cost-efficiency (1). ▪ Listeners reached, per radio station (1), as this would help identify suitability of each station (1). ▪ The Opportunities To Hear (OTH) (1), which is the listener's number(s) of opportunities to hear the advertisement, per radio station (1). <p>1 mark per point + 1 additional mark for elaboration.</p>	(8)

Question number	Answer	Mark
4(c)	<p>Discuss the impact that media fragmentation is having on the selection of media.</p> <p>Indicative content</p> <p><i>Media fragmentation</i></p> <ul style="list-style-type: none"> ▪ The impact of the growth of new media, including the increased use of computers, computer games, DVDs. ▪ Opportunities to receive media messages while 'on the move' through the increased use of mobile phones. ▪ The increased popularity of social media sites, e.g. Facebook, Twitter, blogs, etc. means that the range of available media has multiplied. <p><i>Impact on media selection</i></p> <ul style="list-style-type: none"> ▪ Audiences have fragmented across the various delivery vehicles, leading to the planning and 	

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	<p>selection of media to reach suitable target audiences becoming a much more complex task.</p> <ul style="list-style-type: none"> ▪ Advertisers are having to extend the range of media selected, to help compensate for this 'media fragmentation'. ▪ There is a need for advertisers to ensure that their advertised message is consistent across all the media used during an advertising campaign. ▪ It is difficult for advertisers to select the most suitable media, so research is conducted amongst their selected target group(s) on a regular basis. <p>1–3 marks – the candidate shows some understanding of media fragmentation and the impact that it is having on media selection. The candidate is likely to list points that cover some of the aspects of media fragmentation. There will be weak reference to the impact that it is having on media selection.</p> <p>4–6 marks – the candidate shows a good understanding of media fragmentation and the impact that it is having on media selection. The candidate is likely to address many aspects of media fragmentation, discussing some of the effects that media fragmentation is having on media selection.</p> <p>7–8 marks – the candidate shows a thorough understanding of media fragmentation and the impact that it is having on media selection. The candidate will address all aspects of media fragmentation, discussing the majority/all of the effects that media fragmentation is having on media selection.</p>	(8)

Question number	Answer	Mark
5(a)	<p>Explain how the advertiser and the advertising agency are both affected by statutory controls when planning an advertising campaign.</p> <p>Indicative content</p> <ul style="list-style-type: none"> ▪ Statutory controls protect the rights of consumers who may otherwise have been unfairly influenced by the advertising of products and/or services that are not legal, decent, honest, and truthful. ▪ This is particularly important in protecting children and others in society who may prove to be gullible. <p>The advertiser/advertising agency:</p> <ul style="list-style-type: none"> ▪ The importance of adhering to the law as this helps to protect the reputation of both the advertiser and the advertising agency. ▪ The advertising agency is expected, by the client, to have the required knowledge to understand, recognise, respect and abide by the laws of the land, especially those which relate to advertising, when it is preparing advertising on their behalf. ▪ This high standard helps to generate a confidence and belief in the advertising process. <p>1–3 marks – the candidate shows some understanding of how the advertiser and advertising agency are affected by statutory controls.</p> <p>4–7 marks – the candidate shows a good understanding of how the advertiser and advertising agency are affected by statutory controls.</p> <p>8–10 marks – the candidate shows a thorough understanding of how the advertiser and advertising agency are affected by statutory controls</p>	(10)

Question number	Answer	Mark
5(b)	Define what is meant by copyright . Copyright is proof of ownership of intellectual property (1). It protects from unlicensed usage by others (1).	(2)

Question number	Answer	Mark
5(c)	<p>Discuss how copyright can impact on advertisers and advertising agencies when planning an advertising campaign.</p> <p>Indicative content</p> <ul style="list-style-type: none"> ▪ The need for clarification of ownership of materials. ▪ The need for a licence to use the material. ▪ The agency needing to be paid for any outstanding sums of money owed to it by the advertiser so it is not left out of pocket. ▪ The right to reuse these materials. ▪ Any infringement of copyright. ▪ The agreed Intellectual Property Rights (IPR): agency material, existing material, commissioned material. ▪ The client/agency contract. <p>1–3 marks – the candidate shows some understanding of the impact that copyright has on advertisers and advertising agencies. The candidate is likely to provide a weak discussion that relates to a few of the areas covered by copyright, addressing either the advertiser or the advertising agency.</p> <p>4–6 marks – the candidate shows a good understanding of the impact that copyright has on advertisers and advertising agencies. The candidate will provide good discussion of the impact on both the advertiser and the advertising agency, which addresses the main areas covered by copyright. The majority of</p>	

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	<p>points made will be developed.</p> <p>7–8 marks – the candidate shows a thorough understanding of the impact that copyright has on advertisers and advertising agencies. The candidate will provide a strong discussion of the impact on both the advertiser and advertising agencies which address all the areas covered by copyright. All the points made will be developed.</p>	<p>(8)</p>