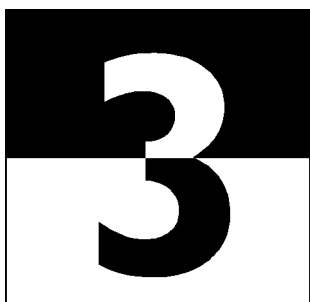


Certificate in

Advertising



Level 3

Series 2 2004

(Code 3002)

Model Answers

Certificate in Advertising Level 3

Series 2 2004

How to use this booklet

Model Answers have been developed by LCCIEB to offer additional information and guidance to Centres, teachers and candidates as they prepare for LCCIEB examinations. The contents of this booklet are divided into 3 elements:

- (1) Questions – reproduced from the printed examination paper
- (2) Model Answers – summary of the main points that the Chief Examiner expected to see in the answers to each question in the examination paper, plus a fully worked example or sample answer (where applicable)
- (3) Helpful Hints – where appropriate, additional guidance relating to individual questions or to examination technique

Teachers and candidates should find this booklet an invaluable teaching tool and an aid to success.

The London Chamber of Commerce and Industry Examinations Board provides Model Answers to help candidates gain a general understanding of the standard required. The Board accepts that candidates may offer other answers that could be equally valid.

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Certificate in Advertising Level 3 Series 2 2004

QUESTION 1 (Compulsory)

Prepare a 30-second script for a radio commercial to launch a motorised version of a bicycle aimed at young people as an inexpensive and environmentally-friendly means of transport in any part of the world. The commercial is to be aired on radio stations targeted at teenagers and students and it must have contact details to obtain a brochure for the powered bicycle.

(20 marks)

Model Answer to Question 1

Worked Example

Draft Radio Script

Client: FrancisCo Motors

Opening sequence: Song - 'Riding along on my push bike, honey...'
played very slowly so as to drag in deep tone.

(Sound Effects (EFX): Slow clank of the chain wheel of a bicycle going round

First Voice (Young Male): [very out of breathe] When are we gonna get to the top of this mountain...

Second Voice (Young Female): [giggling] This ain't even a hill...

(EFX – Buzz of a motor coming nearer very quickly and then quickly receding past....)

First Voice (Male): (astonished) What the ...(gulps for air) ...was that?

Second Voice (Female): (also astonished) What, which? How do I know?

(EFX: clatter of bicycles falling on ground)

Booming Echoing Voice: Fear not, my young friends...

Young couple (together): Who was that? Where did it ...[gulping for air]...come from...?

Music: Song in background has now speeded up to normal tempo

Booming Echoing Voice: That was the Francisco California Dreamer...

VO (Young Male): [incredulous] The what?

Booming Echoing Voice (in a patronising, superior tone): The Francisco California Dreamer...a motorised bicycle to help young people like you get on top of the world...

FVO (Young): [equally superior] So what? And what is it gonna do for the world?

Model Answer to Question 1 continued

Booming Echoing Voice (still in same patronising, superior tone): Dear children, it is both inexpensive and environmentally-friendly...

VO (Young Male): [in a challenging tone] Prove it...

Booming Echoing Voice [exasperated]: Oh alright then...(but reverts to commanding tones with slight sneer)...teenagers and students, like your good selves, should ring the Francisco Cycle Company on 01273 894287 for a free brochure which gives details of the design and specification of the Californian Dreamer...

Music: reaches a crescendo and halts followed by silence

Young couple (together): Thanks, mate.

(EFX – Buzz of a motor coming nearer very quickly and then quickly receding past....)

Booming Echoing Voice [sneering]: Kids today

ENDS

QUESTION 2

Write a **memorandum** to your Marketing Director who has suggested that the company needs a full service consumer advertising agency. The company supplies **industrial machinery** to manufacturers.

You **must** point out the problems in using such an agency, and suggest the use of an alternative type of agency giving your reasons.

(20 marks)

Model Answer to Question 2

Worked Example

MEMORANDUM

To: Marketing Director
From: A Candidate
Date: 19 April 2004
Ref: Full service agency

(2 marks)

Full service advertising agencies tend to work with advertisers supplying consumer products and service including FMCGs and consumer durables and would not have knowledge/understanding of industrial products and manufacturing equipment.

They tend to be highly expensive as they concentrate on multi-million pound campaigns combining television, press, radio, outdoor and transportation advertising and cinema above-the-line media and below-the-line activities such as sales promotion.

Use of Trade and Technical or Industrial Advertising Agency

- Appropriate mixture of accounts/clients (without any conflict of interest) promoting to specifiers, purchasers and users in industrial or manufacturing organisations which are not buying finished goods, services or supplies for onward sale but for manufacturing process.
- Agency would specialise in suppliers of factory equipment, raw materials, components, sub-systems, and consumables/disposables (such as lubricants/cleaning agents).
- Agency would have knowledge of advertising predominantly in the business press, industrial and technical journals, management magazines or professional publications.
- Agencies develop messages based on technical ability of product/company, price/economics, service and delivery, after sales maintenance, experience (track record).
- Staff tend to be more technically-minded both at account handling and creative level.
- Agency could have fundamental (account handling/creative/media buying/production) services backed by the ability to undertake print work such as catalogues, brochures and leaflets; direct mail campaigns and exhibition work which dominate in the industrial and commercial sector of advertising.
- They might also have a public relations department to handle marketing and product public relations and industrial and technical press relations.

Often the relationship lasts years until the agency and client think as one - the agency becoming the publicity department of the client.

QUESTION 3

- (a) What research is available to the Media Sales Departments of newspapers so that they can sell advertising space?
(10 marks)
- (b) Explain how they would use the information to convince the advertiser or agency to buy space in their publication.
(10 marks)
- (Total 20 marks)**

Model Answer to Question 3

- (a) Independent media research, as a means of objectively analysing the size and breakdown of readership based on age, sex, etc, is available from organisations (which candidates should describe) such as:

NRS
TGI
ABC
VFD

Note from Chief Examiner: *Local equivalents can be used*

- (b) The media sales department would use the information to show how advertising in the newspaper could target and reach the same profile as the advertiser's target market and customers due to the availability of information on demographics, lifestyle, job title/function or interests.

It would make mention of penetration (and wastage) based on comparative costs, cost per thousand (CPT), valued impressions per pound (VIP) and opportunities to see/hear (OTS/OTH).

QUESTION 4

Write the **copy only** for a display advertisement to recruit an Advertising Manager for an organisation of your choice, describing the roles and responsibilities of the job.

(20 marks)

Model Answer to Question 4

Worked Example

Advertising Manager Wanted

Roles and responsibilities:

- strategic planning and determining advertising policy based on business and marketing strategies and accounting for past performance and future forecasts
- determining aims and objectives based on above accounting for status and reputation of the organisation and its products together with market and sales plans (including product developments and launches)
- promotional planning of all above-the-line and below-the-activity in conjunction with distributors, wholesales and retailers
- budgeting to achieve the above objectives but accounting for availability of funds and other resources
- departmental organisation to manage and implement based on the promotional plans including allocating tasks and duties, staffing and resourcing in conjunction with outside suppliers.
- ensuring that the promotional programme is implemented effectively by monitoring the activities of the in-house department and external suppliers
- control of expenditure within allocated budget and appropriations
- finding, selecting and liaising with advertising agency
- liaising with other suppliers (of sales promotion and other services)
- managing and maintaining the company's image and reputation
- liaising other departments such as marketing, sales and production to form and implement policies and tactics

Self-motivated, intelligent person with communication skills and LCCI Marketing Diploma required.

Apply to:

Adrema Manufacturing
Station Road
Sidcup
Kent
DA14 7BJ

QUESTION 5

As the Account Director of an advertising agency, write a **business letter** to the Marketing Director of a company of your choice, explaining the advertising objectives for:

(a) the new product that the company is introducing (8 marks)

(b) the company's existing range of products. (12 marks)

(Total 20 marks)

Model Answer to Question 5

(a) A selection from following (or viable alternatives)

- To launch the product or service
- To create awareness
- To generate interest
- To generate initial sales enquiries
- To overcome resistance to new ideas or product concepts
- To promote the corporate/brand image
- To attract and support distributors
- To encourage trial

(b) Mention of the following (or viable alternatives)

- To maintain awareness and interest
- To remind existing users
- To reassure previous purchasers
- To maintain acceptance as the profile of the customer changes
- To keep the market informed when the market is changing
- To maintain regular demand (to ease production even though there could be peaks and troughs in sales)
- To reinforce the corporate and brand image
- To sell by-products and spin off services (supplies, after sales repair and maintenance)
- To maintain loyalty of existing users
- To keep sales persons or outlets busy (including building store traffic) and so maintain loyalty of intermediaries
- To support individual sales persons or outlets
- To promote new or improved versions
- To clear surplus supplies
- To prolong the life of the product in a declining market
- To counter declining sales (due to competition)
- To win back previous purchasers
- To reposition the products as niche product with premium pricing

QUESTION 6

- (a) Describe the freelance creative services that an advertising agency might use. (12 marks)
- (b) State, separately:
- (i) the advantages to the agency of using freelance services (3 marks)
 - (ii) the benefits to the advertiser (client). (5 marks)
- (Total 20 marks)**

Model Answer to Question 6

- (a) Visualisers and copywriters who are independent freelancers or brought in from a studio that specialises in creative concepts.

Mention of copywriter and visualiser working as teams usually evolving from like minded individuals who join together rather than be formed by the agency itself as they will feed upon each other to make sure the words fit the pictures and vice versa to put over the client's complete message either on a page or less or in a 30 second slot at prime time.

Inclusion of techniques like desk-top publishing which means that the freelance designers will now see the job through to the production of camera artwork where it is required as much of the final production work is now done digitally using information technology (IT) systems.

Other freelance/bought in services can include photographers and illustrators that specialise in advertising work and/or lay-out artists, typographers, typesetters and finished artists especially from areas where DTP and electronic methods of creation and production are not common.

- (b) The advantages to the agency include:
- (i)
 - Commissions only placed when services are required
 - High overhead (especially for the most talented freelance teams) are not borne by the agency full-time as it may not always be fully utilised.
 - (ii) The benefits to the advertiser (client) include:
 - Costs (which cannot be accepted on its own as the answer, should mention that the advertiser only pays for what they use albeit with the agency's mark-up) rather than have to cover the overhead for when it is not employed.
 - Savings on the administrative overheads or the floor space that a similar agency team would occupy in an expensive city centre office (provided that the savings are passed on to the client)
 - Possible improved quality of the work especially if freelance creative teams may bring a fresh approach or alternatively have a special style that precisely reflects the tone and quality wanted by the client.

QUESTION 7

Describe 10 stages in the production of a television commercial.

(20 marks)

Model Answer to Question 7

Stages in the production of a television commercial include

- (1) Feasibility study by the head of television production based on the script and, perhaps, a storyboard.
- (2) Script approval sought from the client and Broadcast Advertising Clearance Centre (BACC) by the head of television administration.
- (3) Appointment of the producer (and production assistant) from within the agency.
- (4) Selection of director from television commercial production company based on detailed costing.
- (5) Detailed planning
- (6) Studio and location filming
- (7) Post-production editing
- (8) Approval by BACC of rough-cut commercial
- (9) Negotiation with artistes for repeat showings and additional use of the commercial's contents.
- (10) Final approval of finished commercials, run-off copies and despatch of finished commercials to television stations or channels.

QUESTION 8

Describe the reasons for commercial organisations to use:

(a) Financial advertising (10 marks)

(b) Corporate advertising (10 marks)

(Total 20 marks)

Model Answer to Question 8

(a) Use of Financial Advertising

- (1) Investor relations or maintaining the goodwill of the shareholders and the other financial institutions that may invest in the company.
- (2) Communicating with the City institutions like pension, insurance company and other investment funds managed by trustees as well stockbrokers and stock market analysts etc.
- (3) Communicating the company's financial performance and potential (although corporate advertising might also be used to explain and inform the target audiences about the acquisitions and expansion that have been achieved).
- (4) Mandatory announcements (such as Annual, Quarterly and Half Yearly results) published at a pre-arranged time and date.
- (5) Publishing the prospectus in the form of newspaper advertisements if the company wants to raise investment via the issue of extra shares.
- (6) Publishing the prospectus and invitations to buy shares when the company wants to float on the Stock Exchange (ie become public limited liability company or PLC from being a privately owned Limited one).
- (7) Promotion in defence if a take-over bid is made that is 'hostile' (or not welcome) explaining company successes and potential achievements under the present board of directors
- (8) Advertising as the predator (or the company making the take-over bid) to explain the benefits of merger and amalgamation. Share price may be pushed up so it becomes too expensive for the predator especially if the share value of the company is greater than the asset value.

(b) Use of Corporate Advertising

- (1) Differs from brand advertising in that the company name is promoted rather than a brand name (eg Unilever and Proctor & Gamble and not Daz or Persil etc)
- (2) Corporate image and identity can be promoted in the consumer market place (as the company is 'nice to do business with').

Model Answer to Question 8 continued

- (3) Can be used as part of trade advertising, where the intermediaries will recognise that a product/brand has the support and confidence of a large company who would not risk its reputation (or its investors' money) on a product unlikely to sell.
- (4) Corporate advertising is also employed for improving customer relations to lubricate the sales process because the company is large and therefore durable (ie it will still be around tomorrow and so will the product and service).
- (5) Corporate advertising is also used for financial advertising to re-assure existing shareholders and attract new investors.
- (6) Might be used to improve investor relations at a time when there may be a crisis or during take-over bids (where the company may be either making the take-over bid or mounting a defence to prevent the take-over).
- (7) Might be used to improve customer/consumer relations at a time when there may be a crisis (eg product contamination) or during/after take-over bids (eg after Rover was bought from BMW for £10 in Spring 2000)
- (8) Corporate advertising can also be used to foster community relations on a macro national level or micro local level (eg Cadburys and McDonalds).

QUESTION 9

For a company of your choice, explain the **advantages** and **disadvantages** of sponsoring an Olympic sports star to endorse one of its brands/products. Illustrate and justify your answer with actual examples.

(20 marks)

Model Answer to Question 9

Advantages

- The target market/audience can be convinced by the role models, peer groups and expert opinion to adopt products and services so Pop Stars or Sports Personalities might be used. The Sports Celebrity can endorse/recommend the products and services (subject to legal and voluntary controls).
- The Sports Personality can reflect the lifestyle that advertiser believes is appropriate to that which the target audience relates to, identifies with or aspires to.
- Lifestyle includes the target audiences tastes in fashion and foods (such as soft drinks and healthy foods) and recreation (such as music or sport) as well as products and services.
- The Sports Star can then be seen to position the product/service or related to needs and wants of a particular target audience and so it leads to a total product offering perceived as a separate brand.
- Branding in marketing terms means creating the image for a product he makes. It is a combination of brand identity and the reputation that is developed by the product and its associations (eg with sports personality).
- Sports Personalities might convince the target audience of the benefits and advantages of buying the brand.
- In addition, they might have authority or expertise (in music or sports) and can be used to promote associated products (eg trainers).

The following example might be useful:

- Lucozade was originally promoted as a source of energy for the sick and bed-ridden but sales declined as people's health improved. The decline coincided with the widespread availability of soft drinks like Coca Cola and Pepsi.
- Sportsmen with the right sort of street credibility (eg Decathlon athlete Daley Thompson and Liverpool and England soccer player John Barnes) were used to act as role models to transform the branding of Lucozade which was still associated with health and energy but as a refreshing drink after sports activity.

Disadvantages

- Scandals such as a drug scandal etc.
- Reluctance to comply with conditions of endorsement (eg recent incidents of sportsmen not wearing the company's trainers, football boots or criticising the product).

QUESTION 10

Prepare **notes** for a presentation explaining why consumer protection laws have been necessary with examples of the legislation that has been passed in a country of your choice.

(20 marks)

Model Answer to Question 10

- Consumer protection laws were the result of the consumer movement that started in the 60s in the US and spread across the Atlantic.
- It gained a lot of power because the media - newspapers and television - took up the cause of the downtrodden victims of unscrupulous businesses which led to the governments on both sides of the Atlantic being forced to bring in legislation.
- The first and most influential statute that was passed in the United Kingdom was the Trade Descriptions Act 1968.
- The Act made it an offence for any one in business to 'apply a false trade description to any goods offered for sale' and this applies as much to a media advertisement as the label on the goods in the shop.

EXAMPLES:

- (1) A dress described as '100%' cotton must have no other fibres.
- (2) A hotel 100m from the sea must be 100m from the sea.
- (3) 'British' goods must be made in Britain.

The act was reinforced by other legislation such as the Sales of Goods Act (1979) which stated that goods should be 'as described' and 'fit for purpose'.



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