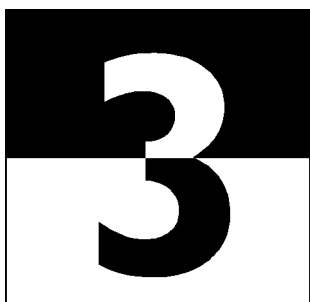


*Certificate in*

# **Advertising**



*Level 3*

*Series 3 2003*

*(Code 3002)*

## **Model Answers**

(UK Accreditation No: 100/1669/7)

ASP M 1524

5f0t@WV2[2' 2hH0n#



# **Certificate in Advertising Level 3**

## **Series 3 2003**

### **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.

© Education Development International plc 2003

All rights reserved; no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the Publisher. The book may not be lent, resold, hired out or otherwise disposed of by way of trade in any form of binding or cover, other than that in which it is published, without the prior consent of the Publisher.



## Certificate in Advertising Level 3 Series 3 2003

### QUESTION 1 (Compulsory)

Prepare a full page press advertisement announcing a competition for young photographers **or** film-makers of films/videos. The press advertisement is to contain a coupon to send off for the rules for entering the competition.

- (a) Write **all** the copy, incorporating all of the wording (including the coupon), as it would appear in typed form for presentation to the client.  
(10 marks)
- (b) Prepare **separately** the layout for the advertisement you have written ready for the printer. Roughly indicate how headlines, illustrations, copy, coupon and any graphic elements such as logotypes will be displayed; show typestyles and sizes of type that will be used.  
(10 marks)

**(Total 20 marks)**

### Model Answer to Question 1

(a) **Copy**

- 1 Format for presentation to client
- 2 Headline
- 3 Sub-headings
- 4 Body copy
- 5 Indication of illustrations (eg transparencies/photographs)
- 6 Instructions for sending off coupon
- 7 Complete coupon details (including response reference code)
- 8 Strapline
- 9 Indication of graphic details (logos/ashes)
- 10 Creativity and innovative ideas

(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

## QUESTION 2

Describe the following types of advertising to your client and explain how **each** can be used to launch a revolutionary new product:

(a) generic advertising (10 marks)

(b) brand advertising. (10 marks)

**(Total 20 marks)**

### Model Answer to Question 2

a) **Generic advertising**

Generic advertising would be used to promote the overall benefits and advantages of the new and revolutionary type of product that will have an effect on a person's lifestyle.

It might mean that the client has to work with a trade association or consortium of manufacturers and suppliers to promote the benefits and advantages of a new concept.

Examples can include a products such as:

- patches for helping people give up smoking
- promote the idea of taking out indemnity insurance to protect an advertising agency being sued by clients.

(b) **Brand advertising**

The emphasis of brand advertising should be on the brand name with reference to values and benefits that can be communicated especially if it is a new or revolutionary product being launched by a company with an established brand name.

Developing a brand that meets psychological as well as physiological needs and wants and so the customers can relate and identify with it.

Development of a brand identity in advertising and promotions including any packaging.

### QUESTION 3

As an Advertising Manager, write a **report** for your Managing Director:

(a) explaining the advantages to your company of sponsoring a major sports team (15 marks)

(b) describing the potential problems of sponsorship. (5 marks)

**(Total 20 marks)**

### Model Answer to Question 3

#### REPORT

To: Managing Director  
From: A Candidate  
Date: 12 June 2003  
Subject: Company sponsorship

(a) 'The giving of monetary or other support to a beneficiary in order to make that beneficiary financially viable, some times for altruistic reasons, but generally to gain some advertising, marketing or public relations advantage'.

1 Advantages of sponsoring a major sports team:

- 1.1 Sponsorship creates a climate of goodwill where the corporate or brand image is associated with benefiting sports activities.
- 1.2 It may be carried out on a local basis to foster employee or community relations.
- 1.3 Undertaken at a national level to create brand awareness for fast moving consumer goods (FMCGs).
- 1.4 Done at international level (eg Formula One motor racing team).
- 1.5 Specific to a target audience (eg Land Rover and horse riding events to influence land-owners and farmers).
- 1.6 To brand and position a product or service by association (eg low alcohol lager for a saloon car racing team to emphasis that it is safer to drink and drive with the product).
- 1.7 To create brand awareness by exposure (eg Barclays Bank sponsored the Football League to make manual workers aware of its name as cash wages were being eliminated by employers in favour of payment by cheque and direct debit for which bank accounts were needed).
- 1.8 To support associated promotional activity (eg Canon when it sponsored the Football League to create brand awareness also ran an advertising campaign for its product range to promote itself as a maker of household electrical and electronic products).
- 1.9 To reinforce corporate identity (eg racing cars in the sponsor's livery).
- 1.10 To overcome an advertising ban (eg tobacco).
- 1.11 To support dealer and customer relations where hospitality and entertainment facilities are included in the sponsorship deal.

### **Model Answer to Question 3 continued**

(b) 2 Potential problems incurred:

- 2.1 Mention of expense and effective use (eg The Incorporated Society of British Advertisers suggests that definite objectives must be determined when undertaking sponsorship as it can be expensive).
- 2.2 Wrong choice of sport related to target audience and failure of team to achieve success may lead to negative associations.
- 2.3 Scandal (such as drug-taking) surrounding team or individual members or, alternatively, failure of the sponsorship to get noticed by target audience or gain appropriate media coverage.

#### QUESTION 4

As an Advertising Manager, write a **memorandum** to the Marketing Manager:

(a) explaining the formalities of an advertising agency obtaining **recognition** from media owners  
(15 marks)

(b) how **agency recognition** protects the client.  
(5 marks)

**(Total 20 marks)**

#### Model Answer to Question 4

##### MEMORANDUM

To: Mr J Jones, Marketing Manager  
From: Miss L Smith, Advertising Manager  
Date: 12 June 2003

##### (a) Agency Recognition

The advertising agency gains recognition by applying to the main trade associations representing the printed and broadcast media such as: –

ITVA (Independent Television Association) - Commercial Television  
NPA (Newspaper Publishers Association) - National Newspapers  
NS (Newspaper Society) - Regional Newspapers (Jointly with NPA)  
PPA (Periodicals Publishers Association) - Magazines and Trade Press

*Note:* Other trade associations now rely on the recognition of these bodies to ensure that agencies are acceptable to their members.

*Points to remember:* –

The agency is not eligible to receive commission unless it has been accepted by the trade associations as being creditworthy or, in other words, has sufficient funds, turnover or share capital to meet any debts that it might incur.

The system of recognition is managed and controlled by the IPA (Institute of Practitioners in Advertising representing the advertising agencies), ISBA (Incorporated Society of British Advertisers representing the advertisers) and Committee of Advertising Practice (CAP representing the ASA [Advertising Standards Association] and the regulations laid down by the British Codes of Advertising and Sales Promotion Practice).

Other part of the recognition process is that agencies must conform to the British Codes of Sales Promotion and Advertising Practice to receive recognition and therefore be eligible for commission.

## **Model Answer to Question 4 continued**

### **(b) Client Safeguards**

- (i) There are controls on the amount an agency can charge clients which ensures that the agency does not charge advertisers more than that charged by the publisher or broadcaster etc. Agencies would then pass them on to the client. The cost of the space, with handling charges, should not exceed the rate-card price quoted in BRAD (British Rate and Data) or on the rate card in the media pack.
- (ii) Re-assurance that the agency is credit worthy and is therefore operated effectively and is not likely to leave the client with unfinished or incomplete campaigns.
- (iii) Prevents the agency producing advertising which is not legal, truthful, decent and honest and so avoids a campaign which is offensive.

### QUESTION 5

(a) Explain what is meant by **AIDA**. (8 marks)

(b) Based on the above, design **either**:

(i) a home page for a website

**or**

(ii) a single-sided one page direct mail shot. (12 marks)

**Note:** Do **not** attempt **both** in part (b)

**(Total 20 marks)**

### Model Answer to Question 5

- (a) **A** = Attract the attention of the target audience (with headlines and/or visual impact – especially those that it can relate to, or identify with)
- I** = Interest the customers and consumers (with fascinating facts or tempting messages, illustrations or offers) to generate...
- D** = Desire (by offering physical or psychological benefits and advantages) so that it motivates them to...
- A** = Action (either stimulating a response - using the coupon to do so or imploring them to go to a retail outlet or visit a website).
- (b) Candidates should produce a design including each of the elements above showing how they would be used but labelling each in the design.

Layout for Direct Mail Shot

This attracts the attention of students who want to pass the examination

This next section stimulates interest

This paragraph generates desire

This will motivate them to action so that they can buy the books

# Students

- want to pass your  
LCCI Exams?

London Chamber of Commerce and Industry  
Examinations Board publishes text books on

**Marketing**  
**Advertising**  
**Public Relations**

*All three cover the whole subject giving you valuable information and help to pass the individual subjects or to obtain the London Chamber of Commerce and Industry Examinations Board Marketing Diploma.*

You can be top of the class and  
you will also have knowledge  
to get the job you want

To buy your copy, contact Customers Services at:

**London Chamber of Commerce  
Examinations Board**

Athena House  
112 Station Road  
Sidcup Kent  
DA15 7BJ United Kingdom  
Tel: +44 (0) 20 8309 3000  
Fax: +44 (0) 30 8302 4169 or  
visit our website at [www.lccieb.com](http://www.lccieb.com)

## QUESTION 6

As the Advertising Manager of a company of your choice, explain how you would monitor the performance of advertising campaigns for its products and services on a **continuous** basis.

(20 marks)

### Model Answer to Question 6

Each campaign should be monitored and evaluated on the basis of datum points being established prior to its start so that performance can be assessed throughout the campaign and afterwards. Another mark to be added if monitoring of competition is also mentioned at this stage.

### Continuous Testing and Testing During Campaigns

**Consumer Panels** (eg Broadcasters' Audience Research Board [BARB]/Taylor Nelson-AGB Superpanel surveying 8500 homes)

- Groups who report on viewing/buying behaviour
- By giving regular interviews
- Or by completing daily diaries of their purchases
- Might complete questionnaires regularly/voluntarily
- Members can use bar-code scanning devices (data transmitted for central processing and analysis)

**Accurately record actual purchases**, so can:

- Provide valuable data (even small items not recalled via street canvassing (eg impulse buys/sweets/snacks)
- Give total overall pattern of buying from a single group
- Measure changes
- Cover newspapers/magazines bought
- Give insight into effects of advertising/medium

**Retail and Dealer Audits** (eg Food Index [surveying grocery shops] but retail audits include drugs [surveying chemists shops] confectionery, liquor and cash and carry wholesalers):

- Continuous (as carried out by AGB Nielsen)
- Tests advertising effectiveness during campaign
- Form of panel research (uses regular group/shops) (Dealer audits concentrate on specific stockists - wholesalers or trade distributors - by manufacturer)
- Accounts for stocks/deliveries over period of time
- Covers number of products and brands
- Effect of campaign tested by variations in stock turnover of a particular brand.

## Model Answer to Question 6 continued

### Tracking Studies

- Subscribers receive 13 reports every four weeks  
Concentrates on certain products/services:
  - confectionery
  - toiletries
  - drinks
  - clothing
  - consumer durables and services
  - travel
  - retailing
  - financial services
- Research involves weekly self-completion questionnaire - Filled in by an equal number of males and females
- Monitors effectiveness of advertising of brands
- Scaled questions or multi-choice questions
- Establishes awareness, usage and image of brands
- Monitors reading and viewing of, and listening to:
  - National daily and Sunday newspapers
  - Magazines and weekend colour supplements
  - Television
  - Radio

### Checking Responses (can be allowed provided it is emphasised that this is done continuously starting with initial responses/sales figures)

- Easiest objective to measure
- Can be quantified (or counted)
- Response mechanism needed
- Coupon in press advertisement/mailling piece.
- Recording FREEPHONE, toll free (0800) or local rate (0345) calls from commercials plus...
- 'Where did you hear about our product?' / 'Did you see the product in an advertisement or the editorial columns of the newspaper?'
- Coupons coded so newspaper/magazine established
- or version of advertisement discovered
- Elements like headlines or offer price tested

### Additional information can be gleaned (other than name and address – which helps geographic analysis):

- Age and gender
- Marital status (married or single, divorced or separated),
- Job title (industrial or business-to-business advertising)

### More detailed analysis (eg in car advertisement) by asking:

- Make, model and the age of the car currently owned

### Enquiries (for literature/sales call ) recorded/analysed:

- Establish 'conversion rate' (to sales)
- Retained orders (eg products not returned after trial)
- Record enquiries, initial sales and 'repeat business'

### **QUESTION 7**

(a) Explain 4 alternative methods available for setting a budget. (8 marks)

(b) Set out a budget for an integrated marketing communications campaign for a company of your choice. (12 marks)

**(Total 20 marks)**

**Model Answer to Question 7**

a)

- Objective and task
- Historic
- Percentage of past sales
- Percentage of future sales

Additional acceptable answers could be:

- Competitor parity
- Affordable method
- Marginal (Stratified)
- Per unit

(b)

**Media Advertising**

- Trade Advertising £XXX,XXX
- Consumer Advertising
- Space/Air Time £X,XXX,XXX
- Production £XXX,XXX

---

£X,XXX,XXX

**Sales Promotion**

- Consumer Offers £X,XXX,XXX
- Retailer Incentives £X,XXX,XXX

---

£X,XXX,XXX

**Direct Marketing**

- Space Advertising £XXX,XXX
- Catalogues £XXX,XXX
- Direct Mail £XXX,XXX

---

£X,XXX,XXX

**Publicity**

- Public Relations £XXX,XXX
- POS/Displays £XXX,XXX
- Sales Literature £XXX,XXX
- Dealer Support £XXX,XXX
- Customer Hospitality £XXX,XXX

---

£X,XXX,XXX

**Exhibitions**

£XXX,XXX

**Sponsorship**

£X,XXX,XXX

---

£XX,XXX,XXX

## QUESTION 8

Write a **memorandum** to junior staff explaining the voluntary codes they should observe before advertising beauty products, therapies and cosmetic treatments for hair and scalp conditions.

(20 marks)

### Model Answer to Question 8

#### MEMORANDUM

To: Junior Staff  
From: A Candidate  
Date: 12 June 2003  
Reference: Laws and Rules of Advertising

There is a need for controls to prevent exploitation so a relevant and cogent introduction to prevent mentioning fear, distress and unwarranted social pressure to induce sales..

Voluntary controls should be the main emphasis with reference to subjects below based on the British Codes of Advertising and Sales Promotion Practice (or might appear in indigenous equivalents).

#### Health & Beauty Products and Therapies

- medical or scientific claims should be backed by trials conducted on people where appropriate
- essential medical treatment should not be discouraged
- advice, diagnosis or treatment of serious medical conditions should be conducted face-to-face.
- there should be no suggestion of products being guaranteed to work, be absolutely safe or without side effects for everyone
- effectiveness must not be suggested by using the term 'natural'
- references to relieve ageing must be substantiated
- the role of willpower to overcome minor addictions or bad habits must be made clear
- advertisers should not use unfamiliar scientific terms for common conditions.

#### Cosmetics

- there should be a distinction between the composition of the product and the way it is applied (as massage might be the effective part of the effect)
- advertisements for cosmetics that have an effect on skin changes caused by the environment can only refer to temporarily preventing, delaying or masking premature ageing.

#### Hair and Scalp

Scientific evidence, in the form of trials on people, is needed for a hair or scalp product or therapy that claims to:

- prevent or slow down baldness
- arrest or reverse hair loss
- stimulate or improve hair growth
- nourish hair roots or strengthen the hair
- improve its health (rather than its appearance).

## QUESTION 9

Write the **copy only** for an advertisement to recruit an Account Executive for an advertising agency.

You **must** include details of the job and type of person sought.

**(20 marks)**

### Model Answer to Question 9

Copy style format should be used (there were no marks for layout) including the following:

- Job title
- Contact details (agency name/address/telephone)

Body copy should have had the following: –

- Client liaison from briefing to presenting/explaining agency's work.
- Advising the client on branding and positioning.
- Briefing and working with internal departments to ensure success of the advertiser's campaigns.
- Acting as go-between agency and departments including explaining the various elements to the client.
- Ensuring work is within budget or that the costs are justified having discussed increased work with the client.
- Ensuring that the client is billed correctly.
- Qualities such as enthusiasm, self-motivation, presentable manner and ability to communicate with people at all levels

### QUESTION 10

(a) Describe the target audience, giving a complete profile, for **only one** of the following types of clothing:

- (i) formal business suits
- (ii) casual clothes such as jeans and sweaters
- (iii) sports wear
- (iv) school uniforms.

(4 marks)

**Note: Do not attempt all four.**

(b) (i) Prepare a media schedule for the printed media (ie press) that you would use to target audiences for **just one** of the above types of clothing, using actual publications.

(10 marks)

(ii) Explain the reasons for your choice of newspapers and magazines in the schedule.

(6 marks)

**(Total 20 marks)**

**Model Answer to Question 10**

(a) (i) I have chosen formal business suits:

- Men/women ABC<sub>1</sub>
- Age 16 - 60 (65) years
- Clerical or managerial jobs
- Meets customers etc as part of job

(b) (i)

Publication	Space	Cost	Inserts	Total	Month 1	Month 2	Month 3
GQ	Page	£xx,xxx	3	£3x,xxx	X	X	X
ES Magazine	Page	£xx,xxx	3	£3x,xxx	X	X	X
Elle	Page	£xx,xxx	3	£3x,xxx	X	X	X
Vogue	Page	£xx,xxx	3	£3x,xxx	X	X	X
Management Today	Page	£xx,xxx	3	£3x,xxx	X	X	X

Grand total: £12x,xxx

Publication	Space	Cost	Inserts	Total	Month 1	Month 2	Month 3
Woman's Own	Page	£xx,xxx	3	£3x,xxx	X	X	X
Woman	Page	£xx,xxx	3	£3x,xxx	X	X	X
The Times	Page	£xx,xxx	3	£3x,xxx	X	X	X
The Telegraph	Page	£xx,xxx	3	£3x,xxx	X	X	X
News of World	Page	£xx,xxx	3	£3x,xxx	X	X	X

Grand total: £12x,xxx

(ii) Notes to indicate how decisions were made based on:

- 1 Circulation and readership figures (eg ABC/NRS)
- 2 Profile of readers (based on independent research such as NRS and research undertaken by the publication)
- 3 As for (2) but indication of lifestyle
- 4 Opportunities to see (OTS) and Cost per thousand (CPT)





**EXAMINATIONS  
BOARD**

**London Chamber of Commerce and Industry Examinations Board**

**Athena House 112 Station Road**

**Sidcup Kent DA15 7BJ United Kingdom**

**Facsimile: +44 (0) 20 8302 4169/+44 (0) 20 8309 5169**

**Website: [www.lccieb.com](http://www.lccieb.com)**

**Customer Service Team Tel: +44 (0) 20 8309 3000 email: [custserv@lccieb.org.uk](mailto:custserv@lccieb.org.uk)**

© Education Development International plc 2003