

Pearson BTEC Level 3 Nationals

April 2019

Paper Reference **31489H**

Business/Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part A

You must have:

Calculator, note paper and pen

Instructions

- **Part A** contains material for the completion of the preparatory work for the set task.
- **Part A** is issued to learners 2 weeks before **Part B** is scheduled. Learners are advised to spend no more than 6 hours on **Part A**.
- **Part A** must be issued to learners on the timetabled date so that learners can prepare in the way specified.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- **Part A** should not be returned to Pearson.
- **Part B** materials must be issued to learners during the period specified by Pearson.

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Instructions to Teachers/Tutors

This paper must be read in conjunction with the unit information in the specification and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document. See the Pearson website for details.

Learners should undertake independent research on the context given in this **Part A** paper.

Learners are expected to spend approximately six hours on **Part A**.

Centres must issue this booklet at the appropriate time and advise learners of the timetabled sessions during which they can prepare. It is expected that scheduled lessons or other timetabled slots will be used for some or all of the preparation.

Learners may prepare summary notes on their research findings. Learners may take up to six sides of A4 notes of this type into the supervised assessment (**Part B**). Learner notes should include facts and figures relating to organisations, such as the products they offer and the ways they use the marketing mix in their promotional campaigns.

Learner notes must not include any analysis or evaluation of their research findings. Notes should not include any pre-prepared promotional plans.

Teachers/Tutors must not give any support or additional resources to learners during **Part A**. The work must be completed independently by the learner.

The supervised assessment will take place in a timetabled period specified by Pearson. Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

Refer carefully to the instructions in this paper and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document to ensure that the preparatory period is conducted correctly and that learners have completed their preparation validly and independently.

All learner notes must be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

Instructions for Learners

Read the Set Task Brief carefully.

This contains the information you need to prepare for the set task.

In **Part B** you will be given a scenario. Use this **Part A** booklet to prepare by relating your learning to the specific information given.

You will then be given the set task to complete under supervised conditions.

You must work independently and must not share your work with other learners.

Your teacher/tutor may give guidance on when you can complete the preparation.

Your teacher/tutor cannot give you feedback during the preparation period.

Set Task Brief

You have been asked to write a proposal for a marketing campaign for a business called *Starlight Classics* that runs pop-up cinema events.

The business owners want to maximise their revenues.

You are required to independently research and analyse the market for pop-up cinema events in the UK.

Your research should include primary and secondary data relating to:

- competitors
- market size, share and structure
- target market
- trends
- external influences.

You should research at least one marketing campaign related to the market for pop-up cinema events. You may wish to consider researching weekly/monthly marketing journals, marketing and/or advertising agency websites, business consultancies, and more general business sources.

Your research should include:

- costs
- timescale
- media used
- message communicated
- marketing mix
- appropriateness of the campaign.

You should take into consideration the validity and reliability of the data that you collect.

You do **not** have to produce the promotional materials.

You are allowed a maximum of six sides of A4 of your individually prepared notes to support you during the **Part B** supervised assessment.

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Monday 13 May 2019

Supervised period: 3 hours

Paper Reference **31489H**

Business/Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part B

You must have:

Calculator, note paper and pen

Instructions

- Complete **all** activities.
- **Part A** will have been used in preparation for completion of **Part B**.
- **Part B** must be issued to learners as defined by Pearson and should be kept securely.
- **Part B** must be undertaken in 3 hours during the date and time and under the conditions specified by Pearson.
- **Part B** is specific to each series and must only be issued to learners who have been entered to undertake the task in the relevant series. It is to be issued at the beginning of their timetabled supervised period.
- **Part B** should be kept securely until the start of the 3 hour supervised assessment period.

Information

- The total mark for this paper is 70.

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Instructions to Teachers/Tutors and/or Invigilators

This paper must be read in conjunction with the unit information in the specification, the Administrative Support Guide for the unit, and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document. See the Pearson website for details.

The **Part B** set task is undertaken under supervision in a single session of three hours on the timetabled day specified by Pearson. Centres may schedule supervised rest breaks during the session.

Centres must schedule all learners in the same session and must release **Part B** to individual learners only for their scheduled sessions.

The **Part B** set task requires learners to apply research. Learners should bring in notes as defined in **Part A**. The teacher/tutor and/or invigilator needs to ensure that the notes comply with the requirements.

Work should be completed using a computer. Learners are not allowed access to the Internet.

All learner work must be completed independently and authenticated by the teacher/tutor and/or invigilator before being submitted to Pearson.

Refer carefully to the instructions in this paper, the Administrative Support Guide for the unit, and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document to ensure that the supervised period is conducted correctly and that learners submit evidence that is their own work.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor and/or invigilator knowledge and approval.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

Maintaining security

- During supervised assessment periods, the assessment areas must only be accessible to the individual learners and to named members of staff.
- Learners can only access their work under supervision.
- During any break materials must be kept securely.
- Any work learners produce under supervision must be kept securely.
- Learner notes must be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

Outcomes for submission

Two documents will need to be submitted by each learner:

- a rationale for a marketing campaign
- a budgeted plan for the marketing campaign.

Each learner must also complete an authentication form.

Instructions for Learners

Read the set task information carefully.

This session is **three** hours. Your teacher/tutor and/or invigilator will tell you if there is a supervised break.

Plan your time carefully.

You have prepared for the set task given in this **Part B** booklet. Use your notes prepared during **Part A** if relevant. Attempt both the activities in **Part B**.

Your notes must be your own work and will be retained by your centre until results are issued.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised assessment period and must not share your work with others.

Outcomes for submission

You will need to submit the following **two** documents on completion of the supervised assessment period:

- a rationale for the marketing campaign
- a budgeted plan for the marketing campaign.

You must also complete an authentication form to declare that the work you submit is your own.

Set Task

You must complete BOTH activities.

You will need to refer to the additional task information on the following pages and your notes from the research and preparatory work undertaken in **Part A**.

Activity 1

Prepare a rationale for a marketing campaign for *Starlight Classics* to promote its summer pop-up cinema events.

This should include:

- marketing aims and objectives
- research data on the market, to include:
 - an analysis of your research, using appropriate tools
 - target market
 - size, structure and trends
 - competition
- an evaluation of the reliability and validity of the information researched
- a justification for your rationale.

(Total for Activity 1 = 34 marks)

Activity 2

Based on your rationale from Activity 1, you must produce a plan for your marketing campaign for *Starlight Classics*.

The plan should include:

- a marketing mix
- a marketing message
- a selection of media
- a campaign budget
- a timescale.

You must produce this plan in an appropriate written format for the owners of *Starlight Classics*.

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B Set Task Information

The cinema industry in the UK

Cinemas in the UK generate revenues of over £2bn a year, a figure that grew by 2.7% between 2013 and 2018.

Revenues are increasing, but the number of customers is declining due to competition from streaming services such as Netflix. Traditional cinema chains increase their revenue through the promotion of value added services such as 3D or IMAX screenings. However, a number of smaller businesses have taken a different approach to adding value to the cinema experience.

Open-air cinema screenings during the summer months have steadily grown in popularity in the UK. Events such as the Channel 4 sponsored summer screenings at Somerset House in London are relatively well known, and other more specialised events also exist. For example, screenings in unusual locations such as a former prison in Shrewsbury. Other events have themes based on the films with staff and audience dressed as characters from 'cult classics' such as 'Back to the Future'.

Over 60 000 people a year visit the outdoor screenings at London's Royal Botanic Gardens, Kew. This venue charges around £10 to sit on the grass at the screenings. Customers pay extra for the use of seats and blankets. Premium packages, which can include drinks served by waiting staff and a gourmet picnic, cost hundreds of pounds. The exact cost depends on what the customer orders.

One of the largest organisers of pop-up cinema events in the UK, Luna Cinema, began trading in 2012. Since then it has regularly held screenings in a range of venues such as swimming pools, castles and on rooftops. It has experienced a growth in customer numbers of around 20% each year.

The main customers for pop-up cinema events tend to be:

- film enthusiasts aged 18 to 45
- families with children
- businesses that want to reward staff or entertain clients.

Starlight Classics

Starlight Classics runs pop-up cinema events throughout the UK. The business has organised screenings of cult classic films in venues including sports grounds, city parks and old industrial sites.

The business promotes its screenings as events that offer customers a unique experience. The customer experience may involve staff and audience dressing as characters from the film. There may also be games and competitions for the audience while they wait for screenings to start. Food and drink inspired by the film being shown can be purchased.

Customers are offered a range of pricing options.

- Entrance tickets cost £10 per person.
- The hire of a blanket for use on the ground costs an extra £5 per person.
- Food and drinks are not included in the ticket price but are available at an extra cost .
- Premium packages cost between £150 and £500 per person.

Maximising revenues

Customers purchase tickets for *Starlight Classics* events online. This allows the business to build a customer database. *Starlight Classics* also operates a Facebook group where it asks for ideas about future screenings.

The owners of *Starlight Classics* want to maximise their revenues over their main trading period of August and early September. The business currently has three venues booked, with each venue able to hold up to 150 customers. The owners plan to run 45 screenings at each venue using their current resources and staff.

Starlight Classics operates with a small full-time administration team who organise the events. It employs staff on short-term contracts to run the events.

The owners of the business are currently considering developing their product to include:

EITHER

1. Additional premium services such as a 'VIP package' that includes red carpet arrival and a limousine ride to and from the event.

OR

2. Offering additional 'bolt-on' services such as the hire of chairs and cushions to customers who have bought cheaper tickets.

The marketing budget for the campaign is £45 000. The campaign should run for 26 weeks.

What is a pop-up cinema?

This is when a film is screened in a temporary cinema set up in a space such as the courtyard of a building, the garden of a stately home, an old factory or other suitable venue. Events are often based on the theme of the film being shown.

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