

Pearson BTEC Level 3 Nationals

January 2021

Paper Reference **31489H**

**Business/Enterprise and
Entrepreneurship**

Unit 2: Developing a Marketing Campaign

Part A

You do not need any other materials.

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 on the timetabled date 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 up to six hours in undertaking **Part A**.

Centres must issue this paper 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 so 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 Information 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** paper 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 *Team Ocuppola* that operates an esports team.

The business owners want to build brand awareness.

You are required to independently research and analyse the market for esports 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 esports. 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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Wednesday 6 January 2021

Supervised hours: 3 hours

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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 on 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 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 sessions if possible and must release **Part B** to individual learners only for their scheduled session.

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 notes comply with 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 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 tutor/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** paper. 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 *Team Ocuppola* to develop brand awareness of its esports team.

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 the marketing campaign for *Team Ocuppola*.

The plan should include an appropriate:

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

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

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B Set Task Information

The market for esports in the UK

In 2019 the esports industry was worth \$1.1 billion globally. Over a quarter of this, around \$264 million, was earned in Europe. This is a fast-growing market. It is well established in Asian countries and rapidly growing in popularity in the UK, Europe and the USA. In 2018, revenues from esports in the UK were £22 million. This was a 450% increase from 2014.

The esports industry generates revenue in a number of ways, including:

- events
- merchandise sales
- sponsorship
- advertising

Esports events are a large and growing phenomenon. The biggest of these events are held in stadiums and arenas as well as being broadcast online. These venues are normally used for traditional major sporting events such as Premier League football or concerts by major music stars. In 2019, 'The International' was held in the Mercedes-Benz Arena in Shanghai. The arena holds around 18 000 people and tickets to the event sold out. Prizes for this type of event are large and esports teams compete to win millions of dollars. In 2019, the Fortnite World Cup awarded prizes worth a total of \$100 million.

One of the biggest esports events of the year is the Intel Extreme Masters series. This event is the equivalent of football's FIFA World Cup. The finals are held annually in Katowice, Poland. In 2018 over 2.2 million people watched broadcasts of the events online. This had increased to 5 million in 2019. In 2020 Coronavirus (Covid-19) led to the stadium being closed to the public for the Intel Extreme Masters series final. Despite this, the event still set an all-time record for online viewers.

Broadcasts of esports events are increasingly popular. Globally, over 385 million people watched esports online in 2019 using platforms such as Twitch and YouTube. In the UK, over 4 million people watched esports in 2018. This is equivalent to 7% of the adult population. The majority of the esports viewers in the UK are aged between 18–24 (35%) or 25–34 (37%). Male viewers account for 69% of the audience with female viewers making up 31%. Fans of esports are often physically active and around 59% both watch and take part in traditional sports regularly. Research says that they do not watch much traditional television. Some estimates suggest that they watch just 3.8 hours per week.

The UK has a large number of esports teams that compete in events globally. Some of the most well-known teams are:

- *Team Endpoint*
- *Fnatic*
- *Prophecy*
- *OpTic Gaming*
- *Cloud 9*
- *Team Dignitas*

Team Dignitas is one of the most well-known and successful esports teams in the UK. It was first established in 2003 and has built a strong brand. *Team Dignitas* has gained sponsorship from a number of global brands, including *Alienware* (a maker of gaming PCs) and *Mountain Dew* (an American soft drink manufacturer).

Team Ocuppola

Team Ocuppola is an esports team based in the UK. It has been established for five years and the team has won a number of competitions in the UK and Europe. *Team Ocuppola* is beginning to build a social media following. Its members have over 1000 subscribers on Twitch.

The team is planning to enter more international competitions in 2021 and will be playing in events in Europe and Asia. The team currently has three sponsorship deals with British businesses. It also sells merchandise at events and through an online shop hosted on its website.

Gaining brand awareness

Two of the biggest sources of revenue for an esports team are advertising and sponsorship. In order to attract lucrative sponsorship deals, *Team Ocuppola* will need to build strong brand awareness. This will also help the team to sell merchandise.

The members of the team play a number of different games including League of Legends, Overwatch, Call of Duty and Fortnite. They are not planning to compete on any other games, but they do want to enter more competitions globally. The owners of the team believe that if the team wins tournaments it will help build a buzz on social media that will improve awareness of their brand.

The owners of the team are considering two main options for building awareness of their brand:

EITHER

1. Direct marketing activity targeting potential sponsors

OR

2. Promoted posts on social media aimed at increasing the number of followers for the team.

The marketing budget for the campaign is £250 000. The campaign is expected to run for 12 months.

What is an esports?

When multiplayer computer games are played competitively by professional players for an audience of spectators.