Mark Scheme (Results)

Summer 2019

BTEC Level 3 National in Business / Enterprise

Unit 2: Developing a Marketing Campaign (31489H)

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Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Structure	0	1	2	3	4
	No rewardable material.	• The rationale lacks structure, with isolated references to marketing principles and/or concepts. Uses generic marketing terminology of limited relevance.	• The rationale has a basic structure and attempts to apply relevant marketing principles and/or concepts. Uses some relevant marketing terminology.	• The rationale has a logical structure and applies a variety of relevant marketing principles and/or concepts. Uses relevant marketing terminology.	• The rationale is well written and has a logical structure. Applies a variety of relevant marketing principles and concepts. Uses relevant marketing terminology.

Marking Guidance

Evidence of a well written rationale:

- Good use of language skills – e.g. vocabulary, sentences are coherent/flow.
- Logical structure – work is divided into clear sections. It may have separate points in separate paragraphs or as separate bullet points. It may use of headings to divide up material, content is placed into a logical order.
- Use of marketing terminology – Marketing terms – either from the unit content or the candidate's wider knowledge – are utilised accurately and where relevant. This occurs throughout the activity 1 work.

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Marketing aims and objectives	0	1–2	3–4	5–6	7–8
	No rewardable material.	• Learners provide some marketing aims and objectives but there is little development/ explanation relevant to context.	• Learners provide relevant marketing aims and objectives, with development/ explanation relevant to context.	• Learners rationalise relevant marketing aims and objectives, with clear development/ analysis relevant to context.	• There is comprehensive coverage of relevant rationalised marketing aims and objectives, with good development/ evaluation relevant to context.

Indicative Content

Aims and objectives are relevant to, and realistic in the context of:

- A small business
- A firm targets a specific niche market which has potential to reach a wider audience
- A modest marketing budget of £45,000
- A campaign lasting 26 weeks
- The aims and objectives should relate to maximising revenues. Product development choices recommended by the learner (e.g. whether to focus on selling premium packages or bolt-on items.
    - o If aiming to sell more premium packages, this might be to position the business as being more upmarket or to link promotion to other events attended by affluent individuals.
    - o if aiming to sell more bolt-ons, this might include types of pricing policy for those bolt-ons and specific ways of promoting those bolt-ons – e.g. a specific amount of direct mail to those that have bought tickets, sale of Starlight Classics branded merchandise such as branded drinking cups.
- Objectives should be SMART and relevant throughout to the business and product/s

Possible objectives might include

- Attract x number of customers to each screening
- A specified number of tickets sold per month
- A specific number of screenings run per week/month
- A specific number of enquiries via the business website
- A specific number of VIP packages sold in a given timescale
- A specific number of bolt on products sold at each screening
- A specific increase in revenue in a given period of time
- An increase of x venues per month
- A specific number of customer interactions per week/month via social media channels

Aims/ objectives should be accompanied by a rationale illustrating the appropriateness of the objective to the context of a pop-up cinema business. This might be based on:

- The use of industry sales data to show why a particular level of sales would be achievable
- Statistics for cinema going, indicating the age/gender break down of customers
- Links between aims and objectives and the proposed marketing mix – e.g. If the business is planning to run 'x' screenings per month, it might be reasonable to expect to sell 'y' tickets for each of those screenings.

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4

Research of and analysis of market information	0
	
	No rewardable material.
		1–3
		
		• Reference will be made to the:
		  ○ case study
		  ○ individual/ independent research
		  ○ wider business market and competitors
		  but it will lack detail and relevance to the context.
		• An interpretation of the reliability and validity of the research might be attempted, but is generic, lacking a grasp of the concepts in this context.
		• Analytical approach is limited and any conclusions provided are generic.
			4–6
			
			• Reference will be made to the:
			  ○ case study
			  ○ individual/ independent research
			  ○ wider business market and competitors
			  but it will lack relevance to the context in places.
			• An interpretation of the reliability and validity of the research is attempted, demonstrating a basic grasp of the concepts and their relevance in this context.
			• Analytical approach leads to conclusions being provided but may lack balance and/or relevance in places.
				7–9
				
				• References will be made to the:
				  ○ case study
				  ○ individual/ independent research
				  ○ wider business market and competitors
				  which are relevant to the context.
				• An interpretation of the reliability and validity of the research is present and demonstrates a good understanding of the concepts and their relevance in this context.
				• Detailed analytical approach leads to relevant and balanced conclusions.
					10–12
					
					• Sustained references will be made to the:
					  ○ case study
					  ○ individual/ independent research
					  ○ wider business market and competitors
					  which are entirely relevant to the context.
					• An interpretation of the reliability and validity of the research is present, and demonstrates a thorough understanding of the concepts and their relevance in this context.
					• Detailed analytical approach leads to entirely relevant and balanced conclusions.

Indicative Content

Learners research can take a number of forms but might include:

- Quantitative data relating to the market for cinema in general and/or pop-up cinema in particular
  e.g. the number of firms in the market, the value of sales in a given period of time, the number of films shown in a given period of time, the relative market share of different firms, the number of consumers from different demographic groups, data related to competition from substitute products – e.g. streaming services, theatre, escape rooms, music festivals.

- Qualitative data relating to the market for pop-up cinema events
  The names of local/ national firms in the market and descriptions of their offerings e.g. details of what might be offered by Summer Screen or Secret Cinema.
  Details of customer perceptions of pop-up cinema/cinema in general– e.g. whether they are seen as a family activity or not, views on going in groups vs with friends.

- Market data relating to products in direct and/or indirect competition with pop-up cinema
  e.g. streaming services, mobile phone apps, other leisure activities type of films that people enjoy in this setting, views on immersive elements such as staff in costume

- Market data relating to firms that supply goods and services to pop-up cinema operators

- News/ current events relating to pop-up cinema, e.g.:

  - Different types of pop up cinema operating in the UK in 2019:
    https://www.designmynight.com/uk/whats-on/best-pop-up-cinemas-in-the-uk
  - Pop up cinema on the Titanic Slipway
    https://www.belfastlive.co.uk/whats-on/family-kids-news/free-pop-up-outdoor-cinema-16289145

- o Floating Pop Up on the Albert Dock in Liverpool
  https://www.theguideliverpool.com/theres-a-floating-pop-up-cinema-launching-at-royal-albert-dock-liverpool-for-an-exciting-summer-on-the-dock/
- o Stranger Things Themed Pop Up Cinema
  https://inews.co.uk/culture/stranger-things-secret-cinema-tickets-presale-when-dates-netflix-immersive-experience/
- o The growth in popularity of pop-up cinema's
  https://www.economist.com/prospero/2016/08/30/the-unlikely-rise-of-the-british-outdoor-cinema
- o How pop up cinema's are differentiated from mainstream cinemas
  https://www.ft.com/content/6ed01c0e-10e0-11e5-9bf8-00144feabdc0
- o Marketing Techniques used by secret cinema
  https://www.marketingweek.com/2011/05/18/tell-no-one-a-secret-film-fantasy/
- o

- Data relating to the general economic context of the case study business
  e.g. changes in disposable income, proportion of income spent on leisure activities

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Justification	**0**	**1–3**	**4–6**	**7–8**	**9–10**
	No rewardable material.	• Any evaluation will be limited to unsupported statements and opinions. Analytical tools are referenced but not utilised. • Consideration of 'appropriateness' of the justification will be limited.	• An evaluation will be presented, following evidence of analytical tools being used. • Consideration of 'appropriateness' of the justification will also be attempted.	• A variety of analytical tools may be used leading to a coherent justified evaluation. • Appropriateness rationale has a logical structure and applies a variety of relevant marketing principles and/or concepts. Uses relevant marketing terminology.	• Different analytical tools are used leading to a coherent justified evaluation. • Appropriateness will be fully addressed in the context of the additional scenario presented. Full use of marketing principles and of marketing terminology.

Indicative Content

SWOT and PESTLE analysis might include some combination of:

- Costs associated with different marketing campaigns

- Forms of media/ promotion used by pop-up cinema operators

- How pop-up cinema operators differentiate their offerings – e.g. immersive experiences vs. simply seeing a film

- Details of the demographic profile of people attending pop up cinema events
    o Ages
    o Gender
    o Income Bracket

- The cinema market in general
    o Increase in value added offerings – e.g. 3D screenings
    o Increase in event cinema – e.g. National Theatre Live

- Social factors
    o Extent to which consumers are increasingly looking for "experiences"
    o Popularity of particular film franchises or older films with certain groups – e.g. groups of women attending nostalgia based events screening Dirty Dancing
    o Wanting to participate in group activities

- Economic factors
    o Weak economic growth
    o Level of disposable income – events can be expensive compared to normal cinema visits

- Technological factors
    o Pop up events are possible because of improving quality projectors, cost of this technology is decreasing year on year
    o Alternatives to attending cinema, e.g. Streaming services
    o Digital distribution of films – lowers costs/ increases operational efficiency of running pop up events

- Political factors
    - Local council issues- licences for outdoor events, noise concerns etc

Justification will:

- Explicitly relate to the research gathered
- Explicitly relate to the case study and will show an understanding of the needs of customers/ consumers in the popup cinema market.

Assessment focus	Indicative content				
The marketing mix to include:	**Band 0**	**Band 1**	**Band 2**	**Band 3**	**Band 4**
	0	1–6	7–11	12–16	17–20
Message **Mix** **Media**	No rewardable material.	• An outline marketing mix will be presented which is generic and/or unrealistic in the context of the scenario. • A marketing message may be included but references to an appropriate marketing mix (from above) will be weak. • Coverage of media will be limited to generic ideas. • Any justifications are limited and the marketing mix is not considered.	• A marketing mix will be presented covering most aspects which may occasionally be generic and/or unrealistic in the context of the scenario. • A marketing message will be included but references to an appropriate marketing mix (from above) may not be sustained. • Coverage of media will have some relevance to the context. • Imbalanced justifications are provided and may make reference to the marketing mix.	• The marketing mix presented covers most aspects in detail with illustration using 4Ps and applied in context. • Reference to extended marketing mix where applicable. • Most aspects of the marketing campaign will be covered in some detail, and in context with a clear marketing message. • Coverage of media is comprehensive and evidences selectivity relevant to the context. • Justifications are mostly balanced.	• The marketing mix presented covers all aspects in detail with illustration using 4Ps (where applicable) and applied in context. • Reference to the extended marketing mix where applicable. • All aspects of the marketing campaign will be covered in detail and in context with a clear and considered marketing message. • Coverage of media is comprehensive and evidences selectivity relevant to the context. • Justifications are fully balanced.

Indicative Content

Product – Details of the products/services offered to customers such as:

- Screenings of different types of films, e.g. family, classic, new releases
- Sale of bolt-ons, e.g. cushions, blankets, chairs
- VIP packages
- Food and drink, e.g. alcohol, popcorn/ Pre-ordering of food and drink
- Branded goods, e.g. cups, wristbands

Price – selection of an appropriate pricing strategy for screenings and related products:

- Premium pricing for VIP packages
- Competitive pricing for regular screenings
- Psychological pricing for bolt-ons

Place – explanation of the distribution channel for tickets to the film screenings

- Sales through a box office
- Sales of tickets online/ mobile apps

Promotion – Selection of appropriate methods of promotion that are relevant to the context of selling tickets to pop-up cinema events, VIP packages and bolt on products/services

- Advertising in specialist magazines – e.g. film magazines such as Empire
- Advertising in local media – e.g. regional newspapers
- Leafleting/ putting up posters in the area around a screening
- Leaving promotional material in local cafés, bookshops, libraries, theatres
- Setting up events on social media pages
- B2B marketing – e.g. direct sales – to sell VIP packages to firms
- Partnership with discount websites, e.g. Groupon

Discussion of the budget associated with each form of promotion, including recognition of the costs associated with social media.

Recognition that "word of mouth" is something that is built through the effective use of other marketing techniques and is not a promotional method in and of itself.

The extended marketing mix

People – Discussion of how Starlight Classics staff can engage with customers and consumers, such as:

- Using own staff or hiring specialist staff to entertain customers at screenings – e.g. dressing as characters
- Training staff with knowledge of films – e.g. trivia about characters
- Consideration of the different types of staff that might be needed in different roles, e.g. technician, First-Aid, security
- References to the case study, e.g. small administration team

Physical Environment – would mainly apply to the setting up of a pop-up cinema event, but may relate to a box office

- Decorations – e.g. in the style of a film or genre
- Setting up stalls for additional purchases – e.g. food, drink, seats
- Differentiation of areas at screenings – e.g. creating VIP areas

Process – Procedures associated with the running of pop up cinema events, such as:

- For selling tickets to customers
- For running screenings
- For selling packages to businesses

Marketing Message

An appropriate message that relates to the benefits of pop up cinema events.

Learners will emphasise that marketing communication activity is focussed in some way on a particular market segment that they are trying to target. Depending on specific customer needs identified by the learner, this might include:

- Value – Starlight Classics are significantly cheaper than most pop up cinema events
- Social/ leisure aspects of events – e.g. for families, for dates
- The immersive nature of screenings

Marketing messages will be clearly articulated and will show some understanding of the type of product being sold.

Media Selection

Selection of media will reflect the budget of £45,000. In order to qualify as realistic, the use of methods such as leaflets/poster which are affordable within the budget. Consideration should be given to the appropriateness of some methods of advertising – for example – is it realistic to use television or radio advertising to reach the target market for these products?

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Budget	**0**	**1–2**	**3–4**	**5–6**	**7–8**
	No rewardable material.	• Budget restricted to generic detail, with limited relevance to marketing activity in context.	• Budget shows a basic understanding of costs for aspects of the marketing activity in context.	• Budget used realistically demonstrating detailed understanding of costs of most aspects of the marketing activity in context.	• Budget used realistically with detailed understanding of the costs of all aspects of the marketing activity in context.

Indicative Content

Costs will be broken down in some way – e.g. on a weekly and monthly basis.

Specific sums of money will be allocated to individual promotional activities.

There will be some break down of the specific promotional activities – e.g.

- cost of using staff to make posts on social media,
- costs of design, printing and distribution of leaflets, posters etc.
- costs of producing video content, e.g. YouTube videos

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Timescale	0	1	2	3	4
	No rewardable material.	• Timescale is unrealistic in the context of the plan.	• Timescale is generally realistic in the context of the plan. May contain occasional lapses.	• Timescale is realistic in the context of the plan.	• Timescale is thorough and entirely realistic in the context of the plan.

Indicative Content

- Promotional activity will be spread throughout the 26-week period.
- Learners might produce
    - a "Gantt chart" style plan (e.g. a table where boxes have been shaded in)
    - a calendar
    - a list of dates and durations of activities
- There will be a precise start and end date for specific elements of the campaign

Assessment focus	Indicative content				
Presentation	Work might be presented either in electronic or written format.				
		Band 0	Band 1	Band 2	Band 3	Band 4
		0	1	2	3	4
		No rewardable material.	• Plan lacks professional format which leads to lack of clarity. • Contains many communication errors. • Contains few references to appropriate marketing terminology.	• Plan shows a clear but basic professional format. • Contains occasional communication errors. • Contains references to appropriate marketing terminology.	• Plan format is clear and looks professional. • Contains few communication errors. • Contains sustained references to appropriate marketing terminology.	• Plan has a professional format. • Contain no obtrusive communication errors. • Appropriate marketing terminology is used throughout.

Marking Guidance

Evidence of a well written plan:

- Good use of language skills – e.g. vocabulary, SPAG generally correct, sentences are coherent/flow.
- Logical structure – work is divided into sections with separate points in separate paragraphs or as separate bullet points, use of headings to divide up material, content is placed into a logical order
- Use of marketing terminology – Marketing terms – either from the unit content or the candidates wider knowledge – are utilised accurately and where relevant. This occurs throughout the activity 2 work.
- Communication errors are not considered to be intrusive where they are:
  - Infrequent
  - Do not distort meaning/ comprehensibility of the text

In general, learners should be capitalising names/start of sentences, using full stops/commas correctly, using an appropriate standard of formal written language bearing in mind that the work is being produced by a teenager between the ages of 16 and 18 whilst under exam conditions.