

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

DIGITAL MEDIA



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Unit 6 January 2020 series

Version 1

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Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates. The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report. A full copy of the question paper can be downloaded from OCR.

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Paper Unit 6 series overview

It was pleasing to see that centres have continued to use the online resources provided by OCR, the endorsed textbook and contemporary examples of excellent social media campaigns to support the teaching and learning of Unit 6 for candidates. There was a notable increase in the understanding and application of key concepts including global village and globalisation, collaborative project management and how social media can successfully promote brand awareness. Responses to Section B were also creative and well planned, justified by use of real examples of successful blended campaigns.

Section A overview

Answers in Section A suggest that centres have encouraged candidates to expand on synoptic knowledge from Unit 1 and Unit 2 to make sure that key terms, such as crowdsourcing and crowdfunding, were once again being included in answers. There was clear evidence that candidates could use examples of real social media marketing campaigns for a variety of products to support answers.

Question 1 (a)

- 1 (a) Identify **three** ways that social media allows producers to collaborate when working on a project.

1

2

3

[3]

Many candidates gained a full three marks on this question, with excellent responses such as *'the ability to crowdsource key personnel through Linked In'*. One word answers that were too vague, such as *'Messenger'* could not be credited. Candidates should be encouraged to address the full question in their responses.

Question 1 (b)

- (b) Explain **one** way that globalisation can support the production of a digital media product.

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[3]

Candidates that gained a full three marks on this question, understood the idea of how online technologies have enabled digital media companies to expand globally. The best answers referenced concepts such as McLuhan's *global village*, and provided examples from conglomerates, such as Disney, to support points. Answers that were too vague, such as *'products are now seen around the world'* could not be credited fully.

Question 2

2 Identify **two** social media channels that can be used by a commercial media company. Explain how each can be used to advertise the company's products. Use examples to support your answer.

[6]

1

.....

2

.....

Candidates in the main understood how social media is used to market commercial products, and channels such as Instagram, TikTok and Facebook were cited. However examples of companies and products used to support points were often not commercial media companies. Examples such as McDonald's Big Tasty Specials, Adidas tracksuits, Ford, and the Burger King's app could therefore not be credited. Celebrity figures, such as Kylie Jenner and Amber Rose Gill, who have been heavily involved in marketing themselves as a commercial brand or attached to a major commercial product were credited.

Question 3 (a)

3 (a) Explain **one** way that social media can be used to communicate ideology.

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..... [3]

Many candidates did not understand the term ideology and therefore centres are encouraged to explore the synoptic links between Unit 6 and Unit 1 in their delivery for this unit. The best responses discussed the idea of using social media to promote political bias, and there were some outstanding answers that used Rheingold's early commentary that the internet would be an *electronic agora*.

Question 3 (b)

(b) Explain **two** advantages of using online project planning tools for media producers.

Use examples to support your answer.

1

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2

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[4]

Many candidates were able to successfully identify the advantages of online project planning tools, recognising the synoptic link to Unit 2. The best answers discussed how different tools, such as Apollo, Skype and Basecamp, allowed producers to chart meetings, send documents securely and have face to face meetings without being in the same time zone.

Question 4 (a)

4 (a) Identify **two** problems caused by new technology for traditional media regulators in the internet age.

1

.....

2

.....

[2]

Some candidates struggled with identifying the regulatory problems caused by new technologies. One words answers such as 'cyberbullying' were too vague and did not address the full question. Better responses demonstrated understanding of access to content and problems traditional regulators, such as the BBFC, have with regulating online content. This demonstrated understanding of a clear synoptic link to Unit 1.

Section B overview

This series continued to show an increase in the number of candidates allocated Level 5 or above for Section B. Many candidates showed their creativity in terms of the activities that could be used to market the new app 'Running from the Highlands' across a variety of social media channels and traditional advertising methods as part of a blended approach to target the full audience age range.

InHomeHits is an independent video on demand service aimed at 16-30 year olds. Their unique selling point is that the majority of their programmes and films are made exclusively in Britain.

InHomeHits are going to launch their new flagship drama show, 'Running from the Highlands'. The drama focuses on a 19-year-old teenager called Callum who leaves his Glasgow home to live in London.

The lead actor of 'Running from the Highlands' is well-known pop artist, MJ Stafford, who has had several number one chart hits. InHomeHits believe this will be a key selling point for their video on demand service. The British online clothing brand VooYou have said they would like to sponsor the show because of MJ Stafford's involvement.

You are in the marketing team and your job is to plan a creative marketing campaign that will set 'Running from the Highlands' apart from other shows. Social media accounts on Snapchat, Instagram and Twitter have been set up.

The advertising campaign will run between July and December, with 'Running from the Highlands' launching in January.

Question 6

- 6* Develop a blended marketing campaign that will promote the launch of the 'Running from the Highlands' drama.

In your campaign, you must include the following aspects:

- timescales and key milestones for the campaign
- creative content that promotes 'Running from the Highlands' unique selling point through the use of social media channels and traditional marketing methods
- how to gain audience feedback and evaluate the responses.

You should justify your choices and decisions made.

[30]

Candidates had to develop creative and appropriate activities to promote the television drama 'Running from the Highlands' as part of a blended advertised campaign. The lead actor's fame as a singer and the clothing company, VooYou, were to be used as part of the campaign content. In this series, there were some excellent responses that clearly referenced real television programmes and links between the accounts of the actor and sponsor competitions and giveaways. Instagram and Facebook were cited as appropriate tools to run teaser adverts by In Home Hits. The USP of the VoD service being British also saw candidates creatively exploiting this through targeted competitions and bespoke, localised billboard advertising in Edinburgh and London. It was excellent to see that key terms such as social media aggregation, sales funnel, 'driving to the sweet spot', digital natives and building credibility were being used extensively. In terms of demonstrating an understanding of timescales and key milestones, a number of candidates again drew production schedules to show they fully understood the stages of a social media campaign, using it to support their answer. Specific hashtags were also given by candidates as responses to demonstrate creative engagement with the brief, such as #runningfromthehighlands, #IHH, #MJStafford and #CallumsinLondon. The sponsors VooYou were tied in with MJ Stafford wearing their merchandise, which would then be posted out to followers on all key accounts. There was clear evidence that some centres had prepared candidates well with structuring answers, with many candidates using skills of comprehension to identify key campaign objectives at the start. Audience feedback was discussed in terms of monitoring likes and retweets, although this could have been discussed more consistently by candidates. Giving examples of tools that monitor social media metrics, such as Hootsuite and Brandwatch, would have shown a deeper understanding of how companies gain and use feedback to re-evaluate content across their social media output. Less successful answers lacked creative ideas or gave ideas that were generic and did not target the specific brief.

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