

General Certificate of Secondary Education  
June 2005



**MEDIA STUDIES  
HIGHER TIER  
Controlled Test**

**3571/H**

To be worked during May 2005

(To be distributed to candidates at the start of the test)

**H**

**In addition to this paper you will require:**

- a 12-page answer book;
- 4 storyboard sheets (enclosed).

Time allowed: 3 hours

**Instructions**

- Use blue or black ink or ball-point pen for your written work.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is 3571/H.
- Attempt all **four** tasks.
- When you begin a new task, start on a new page. Write the task number at the top of each page.
- Label clearly your additional sheets. Make it clear which task each sheet relates to. Attach them securely to your answer book. Cross through any work you do not want marked.

**Information**

- The topic area examined in this paper is **Television Advertising**.
- The maximum mark for this paper is 100.
- All tasks carry equal marks.

**Advice**

- You are advised to do the tasks in the order given.
- You may use coloured pencils in your work.
- You are advised to use fine liners and rulers.
- You may make any sketches and diagrams which you think will help explain your answers.

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Complete **ALL** Tasks, but read through the whole paper first.

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**WRIGHTWELL**  
ADVERTISING AGENCY

**WRIGHTWELL HOUSE**  
202 Lannigan Road  
London W1

25<sup>th</sup> April 2005

Hi,

You recently expressed an interest in joining my team. I am currently putting together a bid for a new contract with '*Kittoys*', the children's toy manufacturers. Well, here is your chance to show me what you have to offer the team.

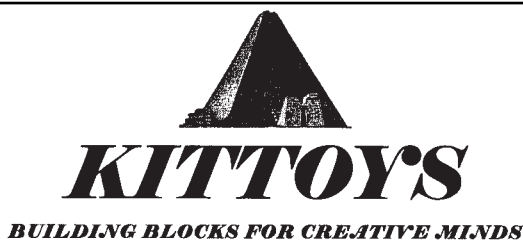
Our job would be to create a campaign for their new line of fun educational toys. You would be part of the prestigious team working on the television advertising. The campaign is to start in late October. You will need to put together your responses to the following tasks so I can get an idea about how you would fit into the team. I have enclosed the '*Kittoys*' initial brief to give you some idea about what they are looking for.

We are working to a submission deadline here, so get going! I am finalising the team before the end of May so I need snappy ideas, like yesterday!

Speak to you soon,



Tarquin Wright



# FAX

**To:** WRIGHTWELL ADVERTISING AGENCY

**From:** KITTOYS TOYS Ltd.

Tarquin Wright  
Director  
WRIGHTWELL ADVERTISING AGENCY  
202 Lannigan Road  
London W1

Bryan Wesley  
Managing Director

**Phone:** 0121348664

**Fax:** 0121348665

**Phone:** 01632174733

**Fax:** 01632174732

**Email:** KITTOYS@bblocks.com

Urgent

For Review

Please Comment

Please Reply

**Date sent:** 23/04/05

**Time sent:** 9.47am

**Number of pages including cover page:** 1

## Message:

Further to our earlier telephone conversation:

**Kittoys Toys** are looking for an agency that can project us into the lucrative children's toys market. We want an exciting campaign which will reflect our image. Remember our slogan: *Building Blocks for Creative Minds*. The campaign must appeal to both parents and their children. We expect maximum return for reasonable outlay.

## Product Details:

All our kits are strong, yet still flexible and durable, made from a new plastic polymer which is both safe and environmentally friendly. Everything comes in a range of bright, attractive, primary colours. We are keen to show our on-going concern for the environment by keeping packaging to a minimum.

Our range includes castle blocks, pirate blocks, racing car blocks, stable blocks and spaceship blocks. Each pack comes with its own pre-shaped play mat, which doubles as the building plan. The pieces are small enough to be handled by toddlers yet still large enough to go together quickly to complete the toy construction. We also produce a range of costumes and accessories.

**We are extremely anxious to avoid any accusations that we are reinforcing any stereotypes.**

Of course quality doesn't come cheaply and prices for our kits start from £49.99.

Please forward your submission by 1st June 2005 ready for consideration.

**Bryan**

Turn over ►

**Task 1****Total for this question: 25 marks**

There have been some memorable television advertising campaigns in the past. Explain how **two** such campaigns, **one** made before 2000 and **one** that is more recent, have been constructed in order to appeal to their target audience.

**Task 2****Total for this question: 25 marks**

You need to pick out some of the features of this range of products and decide how to shape the campaign. Give us your suggestions for:

- the product features you think we should emphasise;
- the main points of your television advertising strategy;
- the channels, programmes and time slots where and when the advertisements will be broadcast.

**Task 3****Total for this question: 25 marks**

Create a storyboard, following the usual conventions, for a 30-second television advertisement that will form part of your campaign. Don't forget that the advertisement needs to appeal to the target audience. Remember the company is keen to avoid traditional stereotypes.

**Task 4****Total for this question: 25 marks**

When we take your ideas to *Kittoys* we will need a covering note explaining:

- how the content and treatment of your storyboard fits into your campaign strategy;
- why your campaign will sell the products to the target audience.

Give us some convincing reasons for your choices. Remember we want to persuade *Kittoys* to go with the Wrightwell bid.

**You need to keep focussed and refer to the brief. Don't forget I am in a hurry to get things finalised.**

**END OF QUESTIONS**

**GCSE MEDIA STUDIES  
(3571)**

**STORYBOARD SHEET**

Centre Number					
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Candidate Number				
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Candidate Name	
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No.

**STORYBOARD SHEET**

<b>Shot No.</b>		<b>Type of Shot</b>	<b>Dialogue – Sound – Camera Movement</b>	<b>Timing</b>
<b>Edit</b>				
<b>Shot No.</b>		<b>Type of Shot</b>	<b>Dialogue – Sound – Camera Movement</b>	<b>Timing</b>
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