

MEDIA STUDIES

3571/HM

HIGHER TIER

Preliminary material for Controlled Test

H

To be worked during May 2005

NOTE FOR TEACHER OF GCSE MEDIA STUDIES

(To be issued to candidates on or after 25 April 2005 *before* they attempt the 3-hour Controlled Test (3571/H))

The question paper may be given to teachers and candidates at any time on or after 25 April, before the supervised time during which the answers will be written. Another copy of the questions will be provided for use in the test.

Instructions

- In the 3-hour timed test period, you will have to attempt **all four** tasks.
- Before the timed test period you should:
 - read carefully through the whole of this paper;
 - prepare your answers to the four tasks.
- You may not take any of your work, or this copy of the question paper, into the test.

Information

- The topic area examined in this paper is **Television Advertising**.
- The maximum mark for the Controlled Test is 100.
- All tasks carry equal marks.
- A sample storyboard sheet is enclosed with this preliminary material.

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.

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

WRIGHTWELL
ADVERTISING AGENCY

WRIGHTWELL HOUSE
202 Lannigan Road
London W1

25th 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.

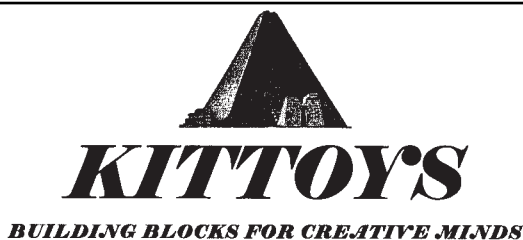
Our job would be to create a campaign for their new line of fun educational toys. You would be part of the prestigious team working on the television advertising. The campaign is to start in late October. You will need to put together your responses to the following tasks so I can get an idea about how 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

EXEMPLAR STORYBOARD SHEET

Shot No.		Type of Shot	Dialogue – Sound – Camera Movement	Timing
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Shot No.		Type of Shot	Dialogue – Sound – Camera Movement	Timing
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