



General Certificate of Secondary Education  
June 2014

## Media Studies

**48101/PM**

**Unit 1 Investigating the Media**  
**Topic Promotion & Marketing of Video Games**

## Preliminary Material

To be opened and issued to candidates on or after Monday 12 May 2014. After this date the teacher may advise the candidate but formal teaching should cease.

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### NOTICE TO CANDIDATES

- The following brief has been issued to help you prepare for the examination in **Unit 1 Investigating the Media**.
- You are advised to read it carefully and use it to guide your preparation. You are advised to refer to the glossary on page 4.
- The Preliminary Material takes the form of a brief. In the examination you will be expected to respond in role to this brief.
- In the examination you will be asked to complete four tasks.

### GUIDANCE FOR THE EXAMINATION

- You will need to use the knowledge and understanding you have gained of **Promotion & Marketing of Video Games**.
- You should take coloured pencils, fine liners and a ruler into the examination and use these where appropriate.
- You may make sketches and diagrams to help develop your answers where appropriate.
- You are not allowed to take this copy of the Preliminary Material or any notes with you into the examination.
- A new copy of this Preliminary Material will be included with the examination paper.

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The following e-mail has been sent to schools and colleges, inviting entries for a video games marketing campaign competition. TR Interactive is an independent publisher which specialises in developing and marketing video games across different genres.

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From : **TR Interactive**  
To: Schools and Colleges  
Subject: Exciting new competition

Calling all student gamers. We need your expertise. Here is your chance to enter a competition to help promote our latest video games. We are launching two new games aimed at the increasingly popular family market. We need your ideas for a marketing campaign for just **one** of these games. This campaign will consist of a promotional package across different media platforms in readiness for the launch of the game this autumn. The competition officially opens today and closes on Wednesday 11 June 2014.

Our mission statement – games for the body and the mind – reflects our passionate belief in the potential of games to have a beneficial effect. We are particularly keen to show that video games can bring people together and have a positive impact on people's health and lifestyles.

Read carefully the outlines of our two games which we know will be popular with our target audience of families. The games are being developed to be played on different consoles and online. Remember to enter our competition you need to promote just **one** game.

Begin by researching two existing video games advertising campaigns. Then plan how best to promote your chosen game in order to generate buzz and anticipation in our target audience so that they will be eager to play it. You will notice that our two games are a new spin on established and popular formats. Decide on the unique selling point of your chosen game and why it will be a success with our target audience.

A big budget has been set aside for a television campaign to be broadcast in the early evening. We are also planning to use social networking sites and e-Media to help support the television advertisement. We need suggestions from you about how we can do this to reach our target audience.

To enter our competition you will need to complete four tasks. Final tips are to make sure your responses are in line with this brief and to keep them short and focused. You can use diagrams or illustrations and don't forget to provide plenty of examples to support your ideas.

**T Richards**  
Marketing Director  
trichards@trinteractive.com

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**To complete the brief you must choose one of these games**

**Dancefloor**

Dancefloor has been created to bring the family together and get them on their feet dancing their way to fitness with a combination of fun and exercise. It encourages players to learn a variety of dance moves, from the latest crazes to old favourites.

Each routine is demonstrated on screen and players can test their skills either as an individual dancer or against others in a dance challenge.

To add to this fun players can record their performances and share these online. Dancefloor offers much more than the usual 'dance party' game as it provides a healthy workout by allowing each player to develop through dance their own fitness programme. Players are able to track their progress using a fitness monitor.

**Features**

- Playlist of 100 free music tracks
- Options to create a personal playlist
- Each track has choreography and a choice of setting
- Players can watch themselves on screen
- Option for players to monitor their fitness

**The Detectives**

The Detectives follows the adventures of London amateur detectives Jo, Chris and Kim. The three teenagers are working together to help Jo's uncle, private investigator Jack Taylor, solve a series of crimes.

Players can adopt the roles of any of the four characters and are given different crimes to solve. Each time a case is solved the gamer progresses to the next level of difficulty.

When the game is in **detective mode** players have to use their thinking skills to solve clues, follow up leads and question witnesses. When the game is in **action mode** players need to demonstrate skilful handling of the game controller as they take part in high speed car chases and tracking suspects on foot across well-known London landmarks. Players can play alone, team up with a partner, or compete online.

**Features**

- Different levels of challenge
- Over 1000 hidden secrets and clues to be discovered
- Over 30 different London locations to visit
- Select from detective mode or action mode
- Stunning visual graphics and music

**Turn over ►**

## Glossary

|                                |  |
|--------------------------------|--|
| <b>e-Media</b>                 | Electronic media which includes e-mails, websites and other digital applications         |
| <b>Family market</b>           | A consumer group of potential buyers of different generations living under the same roof |
| <b>Format</b>                  | An industry term to describe a genre or type of game such as role playing or fitness     |
| <b>Mission statement</b>       | A phrase which sums up the aims of a company   |
| <b>Media platforms</b>         | Different technologies through which we receive media products                           |
| <b>Social networking sites</b> | Websites which allow users to communicate with each other                                |
| <b>Unique selling point</b>    | The appeal of a video game which makes it stand out from the competition                 |