

Assignment title	Branding and Promotion
Assessor	B Hughes
Date issued	12 <sup>th</sup> October 2017
Final deadline	15 <sup>th</sup> November 2017
Duration (approx.)	4 hours
Qualification suite covered	BTEC Level 1/Level 2 First Award in Business
Units covered	Unit 3: Promoting a Brand
Learning aims covered	Learning aim A: Explore the use of branding and the promotional mix in business
Scenario	<p>You are working for a marketing consultancy business. You have been given the task of producing promotional material that provides information on branding and promotion to potential clients.</p> <p>To do this, you will need to research real brands to investigate the use of branding in businesses. Your research and assessment evidence will need to cover the importance of branding to the business and brand characteristics of the brands researched.</p>
Task	<p>Clients often ask how they can tell whether the promotional mix for a branded product has been successful. You will produce a report that will introduce customers to branding and the marketing mix, and show how businesses have produced effective promotional mixes.</p> <p>You will need to select <b>two</b> different businesses to research, each of which have a brand or brands. Examples could be identified using an internet search for the world's top brands such as Apple® iPad®, Tesco® finest*, Coca-Cola®, Disney®, eBay®, or you could choose your own.</p> <p>Research and identify the different brands used by your two chosen businesses.</p> <p>Start your report by introducing what is meant by a brand and branding. Explain what is meant by 'brand promotion' and include examples to illustrate the topic.</p> <p>Using the two businesses that you have selected, explain and compare how each business uses branding by showing the similarities and differences in the following:</p> <ul style="list-style-type: none"> <li>• a brief description of each business</li> <li>• an identification of each business's brand or brands</li> <li>• an explanation of how the branded products/services have added value to each business</li> <li>• a description of how the brand personalities appeal to you and other customers</li> <li>• an explanation of the benefits of the brand or brands to each business</li> <li>• an explanation of the likely effects of unsuccessful branding for a business, giving examples</li> <li>• reasons why each business needs to promote itself</li> </ul>

	<ul style="list-style-type: none"> <li>• examples of ways each business promotes its brand.</li> </ul> <p>You need to include information about the marketing mix and the role of promotion. Select a branded product from <b>one</b> of the businesses you have been researching. Consider the marketing mix for this product and include a section in your report to address:</p> <ul style="list-style-type: none"> <li>• how each element of the marketing mix is used by the product</li> <li>• the importance of each element and how successful each element is for this product.</li> </ul> <p>Describe the purpose of each of the elements of the promotional mix for your selected product. This should include:</p> <ul style="list-style-type: none"> <li>• advertising</li> <li>• sales promotion</li> <li>• personal selling</li> <li>• direct marketing</li> <li>• public relations.</li> </ul> <p>Explain the importance of selecting an appropriate promotional mix for your chosen branded product. You should consider:</p> <ul style="list-style-type: none"> <li>• the relevance of the type of market (B2B or B2C)</li> <li>• how the target market was segmented</li> <li>• the strengths and weaknesses of the promotional tools used (the AIDA model).</li> </ul> <p>Finally, evaluate how effective the branding is for your chosen product. Has the promotional mix worked? Does it communicate the brand to the target market? Were the right promotional tools selected? Does it successfully convey the desired image of the product?</p>
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Evidence you must produce for this task	<ul style="list-style-type: none"> <li>• A report</li> </ul>
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Criteria covered by this task		
To achieve the criteria you must show that you are able to:	Unit	Criterion reference
Explain how branding is used in two businesses.	3	2A.P1
Assess the marketing mix for a selected branded product.	3	2A.P2
Describe the purpose of elements of the promotional mix used for a selected branded product.	3	2A.P3
Compare the use of brand promotion in two businesses.	3	2A.M1
Explain the importance of selecting an appropriate promotional mix for a selected branded product.	3	2A.M2
Evaluate the effectiveness of the promotional mix for a selected branded product.	3	2A.D1

Sources of information	<p><b>Websites</b></p> <p><a href="http://www.adassoc.org.uk">www.adassoc.org.uk</a> The Advertising Association: information about the advertising industry.</p> <p><a href="http://www.interbrand.com">www.interbrand.com</a> Information about and annual ranking of global brands.</p> <p><a href="http://www.marketingmagazine.co.uk">www.marketingmagazine.co.uk</a> Online marketing magazine with news and articles.</p>
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**Note to assessors**

**We are committed to ensuring that teachers/tutors and learners have a choice of resources to support their teaching and study.**

**We would encourage them to use relevant resources for your local area such as local employers, newspapers and council websites.**

**Resources from various publishers are available to support delivery and training for all Pearson and BTEC qualifications so that learners and teachers/tutors can select those that best suit their needs.**

**Above are some examples of websites. Further useful resources may be found at [www.edexcel.com/resources/Pages/default.aspx](http://www.edexcel.com/resources/Pages/default.aspx).**

If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met.

To achieve the criteria you must show that you are able to:	Unit	Criterion reference
Describe the importance of branding for a business.	1	1A.1
Identify elements of the marketing mix for a selected branded product.	1	1A.2
Identify elements of the promotional mix used for a selected branded product.	1	1A.3