

Assignment title	Developing and Promoting My Brand
Assessor	B Hughes
Date issued	27 th November 2017
Final deadline	20 th December 2017
Duration (approx.)	6 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 B: Develop and promote a brand for a business
Scenario	You are working for a marketing consultancy business. You have been given the task of designing a promotional campaign for a brand in response to a request from a client. To fulfil the client brief, you will need to go through the process of objective setting, applying branding methods and techniques, and promoting the brand image.
Task	<p>Develop a promotional campaign for the business start-up you proposed in Unit 1 or to a brief given by your tutor. You will need to apply branding methods and techniques and plan a promotional campaign, and then evaluate the effectiveness of your planned campaign.</p> <p>When producing your promotional campaign you should include the following information:</p> <ul style="list-style-type: none"> • the name of the product/service and business • the features and benefits of the product/service • the target market, including information about the age, gender, income, attitudes, lifestyle and an explanation of how you decided on the target market • the brand personality, including an explanation of how you decided upon this, and the methods and techniques used • the brand objectives • ideas for branding or logo • an explanation of why these branding methods are appropriate for the target market and how they will help make the promotional plan successful • SMART promotional objectives • costs for the campaign • the selected promotional mix • the media you intend to use and the reasons why you have chosen these media • the campaign's integration with the rest of the marketing mix • how you will use the AIDA model to communicate with customers • an explanation of why this promotional mix is appropriate for the product/service and how it will make the promotional plan successful. <p>Finally, consider the outcome of the campaign in terms of whether it has been successful or not. What are its strengths? What are its weaknesses? What would you do differently to improve the campaign?</p>

Evidence you must produce for this task	<ul style="list-style-type: none"> • A written plan for your promotional campaign with supporting evidence 	
Criteria covered by this task		
To achieve the criteria you must show that you are able to:	Unit	Criterion reference
Use branding methods and techniques to recommend a brand personality and a target market for a brand.	3	2B.P4
Plan a promotional campaign for a brand.	3	2B.P5
Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand.	3	2B.M3
Justify the choice of promotional mix for a brand.	3	2B.M4
Evaluate the effectiveness of a promotional campaign for a brand and recommend improvements.	3	2B.D2

Sources of information	<p>Websites</p> <p>www.adassoc.org.uk The Advertising Association: information about the advertising industry.</p> <p>www.interbrand.com Information about and annual ranking of global brands.</p> <p>www.marketingmagazine.co.uk Online marketing magazine with news and articles.</p> <p>Note to assessors</p> <p>We are committed to ensuring that teachers/tutors and learners have a choice of resources to support their teaching and study.</p> <p>We would encourage them to use relevant resources for your local area such as local employers, newspapers and council websites.</p> <p>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.</p> <p>Above are some examples of websites. Further useful resources may be found at www.edexcel.com/resources/Pages/default.aspx.</p>
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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
Outline an idea and select a target market for a brand.	3	1B.4
Outline elements of a promotional campaign for a brand.	3	1B.5