

## Launching a Marketing Campaign

### Assessment Task

#### **Plan and launch your marketing campaign (Individual activity) (LO4 AS4)**

Your group is manufacturing a product or providing a service as part of your business venture. You have developed a business plan and a budget. You have chosen a form of business ownership for your business. You have also done your market research, so you know who your target market is. You are now going to launch a marketing campaign.

1. Brush up on your knowledge of marketing tools. Read the information below and give two examples of each. [2 x 4 = 8 marks]

#### **Advertising**

Advertising is the promotion of your business or product through different media outlets. People normally pay for having advertisements placed or broadcast in the different media. Advertising serves to introduce your product to your market, to give information about your product and to keep the market aware of your product.

#### **Promotion**

Promotion seeks to stimulate the demand for your product through ongoing advertising, sales and publicity. Promotion is one of the four aspects of the marketing mix, the other three being product, place and price. Through promotion you also give information about the product or service.

Promotion is done through giving out business cards providing the details of your business, giving away free samples or running competitions where you draw the attention of your potential customers to your business or product. Make use of every opportunity to promote your product or business. Customised stationery is also a good way of doing this.

#### **Publicity**

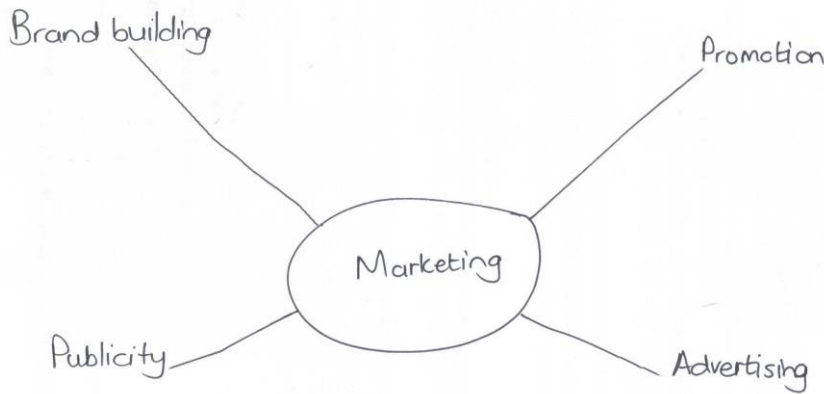
When politicians or large businesses are in the public eye often, they say that they are getting publicity. Publicity is exposure in the news, on radio, television or the printed media that you don't pay for. Publicity includes things like articles being written about you or your business. There is good and bad publicity. Bad publicity can have negative results on your business. You can use free publicity to your advantage. For instance, you can arrange for an article about your business venture to be published in the local newspaper.

#### **Brand building**

You are all aware of the important role played by brands when you do clothes shopping. A brand is the identification of your business, product or service. It distinguishes your business from other businesses. A brand builds a unique personality for your business. Your business logo and slogan are essential brand-building tools. So are your advertising and packaging. Everything must work together to build your brand. The most important requirement for building a successful brand is quality. Since brand-building plays on people's emotions, you cannot ever disappoint your customer. Poor quality will destroy your product or service brand.

2. Plan your marketing campaign. The main aim of your marketing campaign is to sell your product or service. You need to engage in various activities to achieve this aim.

- a) Mind-map various marketing tools you can use. Use the spidergram format below for your mind map. Write down examples of marketing that could work for your product or service. Give at least five examples for each leg of your spidergram. [4 x 5 = 20 marks]



3. Work out an advertising plan and budget. Advertising costs range from hundreds of thousands of rands for a TV ad to next to nothing for a flyer.

Work out your start-up advertising budget. This is the money you have available for advertising your product or service before you start earning a return from sales.

**Group assessment checklist**

Criteria	Yes	No
Our group worked out an advertising plan.		
Our group worked out an advertising start-up budget.		
Our group worked out a plan to do our start-up advertising as cost-effectively as possible.		
Our group appreciate the need to work prudently when you have a small budget.		
Our group could think innovatively and creatively in our advertising plan.		

4. Discuss the forms of advertising below:

- Flyers that are hand-delivered and distributed at street corners
- Posting notices on local shopping centre boards and community centre boards
- Creating an advertising poster
- Creating a brochure
- Placing an advertisement in the newspaper
- Creating a radio ad
- SMSing
- E-mails
- Creating a website

a) State which of these forms of advertising would benefit your business. Give reasons for your answer.

b) State which of these forms of advertising your business can afford.

**Group assessment checklist**

Criteria	Yes	No
Our group held a group discussion about the different forms of advertising.		
Our group could state how each form of advertising could benefit our business, and we gave reasons for our answer.		
Our group identified which forms of advertising we would be able to afford.		
Our group appreciate the need stay within our advertising budget.		
Our group work well together to keep costs down.		

5. Create a flyer for your business. Look at the examples below.

a) Write the text for your flyer. Include the following features to attract attention:

Alliteration (repetition of sounds)

Exaggeration

Familiar language

b) Create simple black-and-white art work for your flyer.

Look at the examples below. Refer to the teacher assessment rubric to see how you will be assessed.


Freddy's example:

## Let your light shine

*This is the time  
Come all friends of mine  
Let your light shine*

Or you can just buy a super-doooper,  
extra long-lasting decorative candle

Contact Oliver, S'bu, Catherine or Freddy  
Grade 9



Catherine's example:

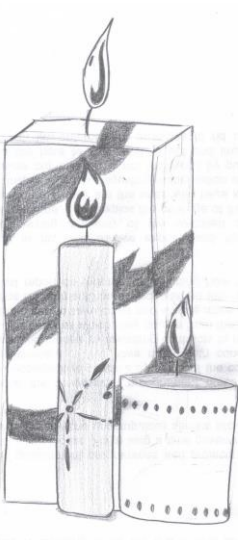
## Let your light shine

Do you like to be the life of the party?  
Or do you like to live like a queen?

Our candles can light up your life and lift your mood.  
Use our candles to create the ambience at your next party.  
Decorate your home and enjoy relaxing in a bath with  
our scented candles.

Many designs to choose from at the best prices.

See us every Saturday at the Bayside Flea Market.  
Follow the posters from the parking lot.



**Teacher assessment rubric: flyer**

Criteria					Marks
Format and style of flyer <b>[Marks out of 4]</b>	The group's flyer uses variation in fonts and font sizes and effective art work to grab the attention. [4 marks]	The group's flyer uses some variation in fonts and font sizes and fairly effective artwork to grab the attention. [3 marks]	The group's flyer uses very little variation in font and font size. The flyer does not really grab the attention because the artwork is too small. [2 marks]	The group's flyer is dull and uninteresting. It does not grab the attention at all. [1 mark]	

Text included in flyer: text features and slogan <b>[Marks out of 4]</b>	The flyer includes a slogan and text features such as alliteration to make it catchy. [4 marks]	The flyer includes a slogan and some text features, but it is not catchy. [3 marks]	The flyer has a slogan but it does not make use of text features and it is not catchy. [2 marks]	The advertisement does not have a slogan and the text is dull and uninteresting. [1 mark]	
Attractiveness of flyer <b>[Marks out of 4]</b>	The flyer is very attractive and neat. [4 marks]	The flyer is attractive and neat. [3 marks]	The flyer is somewhat attractive, but not neat. [2 marks]	The flyer is unattractive and untidy. [1 mark]	
<b>Total marks out of 12:</b>					

**Level 4: 8-12 marks (70–100%) – Outstanding**

**Level 3: 6-7 marks (50–69%) – Achieved**

**Level 2: 4-5 marks (35–49%) – Partially achieved**

**Level 1: 1–3 marks (1–34%) – Not achieved**

6. Create a radio advertisement for your business. For a radio advertisement you would need a script. A script gives the dialogue and a description of how the acting would be performed. You will role-play the advertisement to the rest of your class. Your script should not be too complicated, and it should fit into the time-frame you have available. An advertisement on radio is usually around 30 seconds long. Make use of props, such as striking a match or water from a watering can to indicate rain. Be imaginative so that you can catch your classmates' attention.

### Group assessment checklist

Criteria	Yes	No
Our group wrote a 30 second script for our radio advertisement.		
Our group members all participated in role-playing the advertisement.		
Our group made use of props to keep our advertisement interesting.		
Our classmates enjoyed our advertisement.		
Our group members all contributed equally to our advertisement.		

7. Work out a promotion plan for your business venture. Look at the example below.

<p>S'bu's promotion plan</p> <p>Our group decided that we would promote our product by doing the following:</p> <ul style="list-style-type: none"> <li>We would place some of our candles in the school staffroom with prices on and some of our flyers.</li> <li>We would run a competition in which participants would guess how long a candle can burn. They can win a set of decorated candles.</li> <li>We put smudges of scented wax on decorated cards so that prospective clients can smell the fragrances of our candles.</li> <li>We offered a free box of matches with every candle sold.</li> <li>We offered a free wrapping service of candles bought as gifts.</li> </ul> <p>All these promotions would fall within our budget.</p>
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### Group assessment checklist

Criteria	Yes	No
Our group compiled a promotion plan for our product.		
Our group decided on promotions that would fit within our budget.		
Our group enjoyed working on our promotion plan.		
Our group members all contributed equally to our promotion plan.		

8. Work out a publicity strategy for your business venture.

a) Write an article for your community newspaper about your product or service. Read the information below about writing an article.

Guidelines for writing a good article:

- Have a good headline or title that grabs your readers' attention and makes them want to read further.
- Write a short introduction of three to four sentences that introduces the topic and summarises what you want to say.
- The body of the article contains the content that should keep the readers interested. Divide it into paragraphs and ask questions at the end of each paragraph so that readers would want to keep on reading.
- Keep terminology simple and target the general reader. Don't use words that are difficult to understand.
- Write a good conclusion that summarises all the points of the article and inputs you made.
- Edit your article. Ensure that your article is error free. Check your facts and avoid grammar, spelling and punctuation errors.

b) Take two photographs and submit these with your article.

**Teacher assessment rubric: article**

Criteria					Marks
Information in article <b>[Marks out of 4]</b>	The learners included all the points required in the article and expanded on them all. [4 marks]	The learners included all the points required in the article and expanded on some of them. [3 marks]	The learners included all the points required in the article. [2 marks]	The learners did not include all the points required in the article. [1 marks]	
Content and structure <b>[Marks out of 4]</b>	The content is correct and well structured. [4 marks]	The content is mostly correct and well structured. [3 marks]	The article contains a few factual errors but is fairly well structured. [2 marks]	The article contains many factual errors and is poorly structured. [1 marks]	
Photos with article <b>[Marks out of 4]</b>	The learners included two good quality photos that displayed the product or service very well. [4 marks]	The learners included two photos that displayed the product or service fairly well. [3 marks]	The learners included one photo that displayed the product or service fairly well. [2 marks]	The learners did not include photos of their product or service. [0 marks]	
Language usage in article <b>[Marks out of 4]</b>	Excellent language usage with no mistakes. Own words used. [4 marks]	Good language usage with only a few mistakes (fewer than five). Own words mostly used. [3 marks]	Acceptable language usage with more than five mistakes. Some sentences are copied from a source. [2 marks]	Little attempt to use correct language or no attempt to use own words. [1 marks]	
<b>Total marks out of 16:</b>					

**Level 4: 12-16 marks (70–100%) – Outstanding**

**Level 3: 8-11 marks (50–69%) – Achieved**

**Level 2: 5-7 marks (35–49%) – Partially achieved**

**Level 1: 1–4 marks (1–34%) – Not achieved**

9. Work out your brand-building strategy.

Write a paragraph to explain how you will build your brand. Mention at least five brand-building steps. [5 marks]

10. Include business ethics in your marketing campaign.  
Read the information below.

Sustainable use of resources means that we make use of resources in such a way that society, the people and the economies in the society (the businesses) are able to meet their needs, while preserving the biodiversity and natural ecosystems. It means that we should plan in such a manner and act in such a manner that these resources are preserved in the very long term. Sustainable use of resources is the same as responsible use of resources.

Write a paragraph to explain that your business venture is sustainable and responsible. Mention five ways in which your business venture and the manufacturing of your product or the delivery of you service can be regarded as sustainable.

**Teacher assessment rubric: paragraph**

Criteria					Marks
Information in paragraph: five ways in which business venture can be regarded as sustainable <b>[Marks out of 4]</b>	The learners included five or more ways in which their business venture can be regarded as sustainable. [4 marks]	The learners included three or four ways in which their business venture can be regarded as sustainable. [3 marks]	The learners included two ways in which their business venture can be regarded as sustainable. [2 marks]	The learners included one way in which their business venture can be regarded as sustainable. [1 mark]	
Language use in paragraph <b>[Marks out of 4]</b>	Excellent language usage with no mistakes. Own words used. [4 marks]	Good language usage with only a few mistakes (fewer than three). Own words mostly used. [3 marks]	Acceptable language usage with more than three mistakes. Some sentences are copied from sources. [2 marks]	Little attempt to use correct language or no attempt to use own words. [1 mark]	
<b>Total marks out of 8:</b>					

**Level 4: 6-8 marks (70–100%) – Outstanding**

**Level 3: 4-5 marks (50–69%) – Achieved**

**Level 2: 3 marks (35–49%) – Partially achieved**

**Level 1: 1–2 marks (1–34%) – Not achieved**