

Cambridge **TECHNICALS LEVEL 3**

DIGITAL MEDIA

Cambridge
TECHNICALS
2016

Feedback on the January 2018 exam paper
(including selected exemplar candidate answers
and commentary)

Unit 25 – Research for product development

Version 1

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INTRODUCTION

This resource brings together the questions from the January 2018 examined unit 25, the marking guidance and the exemplar answers into one place for easy reference.

We have also included exemplar candidate answers with commentary for questions 2(a), 6 and 9.

The Question Paper and Mark Scheme are available from:

<https://interchange.ocr.org.uk/Modules/PastPapers/Pages/PastPapers.aspx?menuindex=97&menuid=250>

OCR
Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media
05875

Unit 25: Research for product development
Friday 19 January 2018 – Afternoon
Time allowed: 2 hours

You must have:

- your copy of the pre-release C300

First Name Last Name

Centre Number Candidate Number

Date of Birth:

INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer all the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- The total mark for this paper is 80.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document consists of 12 pages.

FOR EXAMINER USE ONLY	
Question No	Mark
1	12
2	10
3	11
4	25
5	16
6	10
7	12
8	12
9	20
Total	80

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Cambridge Technicals
Digital Media

Unit 25: Research for product development

Level 3 Cambridge Technical Certificate/Diploma in Digital Media
05845 - 05875

Mark Scheme for January 2018

Oxford Cambridge and RSA Examinations

PRE-RELEASE MATERIAL

The question paper is based on a pre-release research brief which is issued to centres 6-8 weeks before the examination.

Learners should refer to this pre-release material to answer questions in the question paper.

The pre-release Research Brief can be found on Interchange.

OCR
Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media
05875

Unit 25: Research for product development
January and June 2018

PRE-RELEASE

First Name Last Name

Centre Number Candidate Number

Date of Birth:

INSTRUCTIONS FOR TUTORS

- This pre-release task must be undertaken by candidates ahead of the external examination. There is no time limit window for undertaking this task but it must be completed in good time for the written examination.

INSTRUCTIONS FOR CANDIDATES

- Complete all parts of the task.
- In the written examination you will be required to draw on your findings from this task in order to answer the questions.
- Be sure to keep a clear record of your findings while you undertake the task.
- In preparation for the written examination, you may summarise your research findings on the 2 lined pages only in this booklet and take this booklet into the examination with you. You will be required to hand in this booklet with your examination paper at the end of the examination.

INFORMATION

- This document consists of 4 pages.

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Resources which might help address the examiner comments:

From the link below, you'll find 'The OCR guide to examinations' (along with many other skills guides)

<http://www.ocr.org.uk/i-want-to/skills-guides/>

Command verbs definitions

<http://www.ocr.org.uk/Images/273311-command-verbs-definitions.pdf>

Question 1

Answer **all** the questions.

1 (a) (i) From your research, identify **three** programmes that provided you with information about the content and technical conventions of youth magazine shows.

- | | | |
|----|-------------------------|------------|
| 1. | Three from e.g.: | |
| | • Blue Peter (1) | |
| 2. | • What's Up (1) | |
| | • Soccer Saturday (1) | |
| 3. | • Top Gear (1) | |
| | • The One Show (1) | [3] |

(ii) Explain **two** reasons why **one** of the above programmes was useful to help you prepare for the development of 'Life in Between'.

Programme:

- | | | |
|------|---|------------|
| 1.. | Two marks for suitable reason and justification e.g.: | |
| | • Ideas for content (1) that will interest the target audience (1) | |
| | • Technical conventions of youth magazine shows (1) have a recognisable studio set up (1) | |
| 2.. | • Style of delivery by presenters (1) reflecting youth audience culture/ language (1) | |
| | | [4] |

(b) Identify **two** sources of secondary information that you could use to find out information about the popularity of youth magazine shows.

- | | | |
|-----|---------------------------------------|------------|
| 1.. | One mark for each source e.g.: | |
| | • BARB figures | |
| 2.. | • Social media forums | [2] |

(c) Pick **one** technical convention of youth magazine shows and justify why you would need to plan to use it when producing 'Life in Between'.

- | | |
|---|------------|
| One mark for the technical convention e.g.: | |
| • Filming in the studio (1st) | |
| Two marks for justification e.g.: | |
| • The studio setting provides a familiar and regular location (1) to encourage the audience to build a relationship with the presenters (1) | |
| | |
| | [3] |

Mark scheme guidance

Question 1(a)(i):

Programme identified must reflect the youth audience context.

Question 1(a)(ii):

Programme identified must reflect the youth audience context.

Any appropriate reason with supporting justification should relate to the genre of magazine programmes.

Question 1(c):

Technical conventions are also likely to include camerawork, editing and sound techniques such as wide shots, cutaways, theme music.

Answer must refer to technical and not content conventions.

Question 2

2 The target audience requirements of 'Life in Between' need to be clearly researched so that the content is appropriate and engaging.

(a)* Identify **four** ideas for original content for 'Life in Between'. Justify your choices using findings from your research about target audience requirements.

6-8 marks

- **All ideas are wholly appropriate.** Suggestions are given for the content for 'Life in Between' is provided showing a **comprehensive** understanding of genre. The suggestion is **justified** based on **research** findings and **audience** of the programme. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

3-5 marks

- **Most ideas are appropriate.** Suggestions are given for the content for 'Life in Between' is provided showing a **proficient** understanding of genre. The suggestion is **sometimes justified** based on **some** research findings and audience of the programme. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.

1-2 marks

- **Few ideas are appropriate.** Suggestions for the content for 'Life in Between' is provided that is only **partly appropriate**. It shows a **basic** understanding of genre. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.

0 – no response or no response worthy of credit.

.....

.....

.....[8]

(b) Explain how the target audience will have an impact on the choice of distribution channels for 'Life in Between'.

Two marks for distribution suitable expansion e.g.:

- The show will be available as a weekly webisode (1) owing to the preference of young people to access television via on demand services (1)
- Show will be distributed on distribution channels commonly viewed by the target audience range (1) (such as e.g. iPlayer, CBBC, CITV, online services) which target that age group(1)

.. [2]

Mark scheme guidance

Question 2(a):

Candidates should demonstrate knowledge of age, gender, interest as part of their discussion about content.

There may be a variety of research findings referenced and any valid secondary or primary source should be credited.

Question 2(b):

Candidates may also give a specific service in relation to the brief (e.g. iPlayer).

Exemplar Candidate Work

Question 2(a) – Low level answer

- 2 The target audience requirements of 'Life in Between' need to be clearly researched so that the content is appropriate and engaging.

(a)* Identify four ideas for original content for 'Life in Between'. Justify your choices using findings from your research about target audience requirements.

First idea is have a show of target audience ~~for~~ of their social medias because it show you are engaging the audience. Second idea is citizen journalism so people tweet in stories of that week and the best one get aired which the brief ^{in their area} talk ed ^{range} about ^{to go} ^{of in or} ^{maric} Third idea is a viral segment of changells, dance, means. This is too relate to the culture of target audience so the show it realisable to the teenagers. This ~~finally idea is~~ will go add to celebrity and ~~film~~ finally idea is have a ~~live~~ Fun Skits about live action of game so ^{does a} ~~work~~ ~~hand~~ ~~on~~ really stop a godart' this link to brief about games and ^{this would be} adding too it. [8]

Commentary

The response by the candidate is a low level answer because, whilst they have clearly used Level 3 terminology (such as Citizen Journalism, Viral Segments), they have only answered the question correctly with their last example for suggestions for content for the show 'Life in Between'. This suggestion was 'Fun Skits about a live action game' and they have linked the idea to the brief.

To improve the response to a medium level answer, the candidate would need to further suggest at least one more correct idea for content for 'Life in Between' (such as games reviews, healthy eating interviews) and link it to research they have completed on existing magazine shows to justify their idea

Exemplar Candidate Work

Question 2(a) – Medium level answer

2 The target audience requirements of 'Life in Between' need to be clearly researched so that the content is appropriate and engaging.

(a)* Identify four ideas for original content for 'Life in Between'. Justify your choices using findings from your research about target audience requirements.

Music video of the week:- Music videos are becoming increasingly popular with the target audience (12-17yrs) as they can now access them online and on their mobile phones through YouTube.

Health Tips - As drug use is becoming increasingly more prominent in the younger generation and people are having sexual intercourse at a younger age; a health advice section would be very appropriate.

Gaming 'Hacks' - As 80% of boys between the ages of 12-17 (same age as TA) own some form of games console; a section on gaming tips and latest game releases would be appropriate.

Fashion Advice - As personal appearance is becoming increasingly more important to the younger generation, and the average teen spends £30 on clothes every month, a section for fashion advice and style tips would be appropriate.

Commentary

The response by the candidate is a medium level answer because whilst they have successfully given four correct suggestions for content for the show 'Life in Between' they have not explicitly linked it to specific research sources.

To improve the response to a high level answer, the candidate would need to link their ideas for content for 'Life in Between' to research they have completed on existing magazine shows to justify their idea. For example, the candidate's idea of 'Gaming Hacks' was linked to the fact that 80% of boys aged 12-17 own a console was correct but the research source would need to have been cited for higher marks.

Exemplar Candidate Work

Question 2(a) – High level answer

- 2 The target audience requirements of 'Life in Between' need to be clearly researched so that the content is appropriate and engaging.

- (a)* Identify four ideas for original content for 'Life in Between'. Justify your choices using findings from your research about target audience requirements.

Because Life in Between is a national public service show, a variety of topics need to be discussed however young people / Life in Between's audience may find the topics boring such as health. To prevent this a person in the public eye could be invited to the show to discuss their positive opinions on health which means more of a percentage of the audience may watch. They could also get a celebrity on each episode to discuss celebrity gossip, the celebrities must be suited to the audience so for example someone such as Rita Ora because gaming reviews are a subject within the show a competition could be held where [8]

- 2 a ~~one~~ somebody is able to win a chance to ~~to~~ win one of the gaming consoles in the studio. But to do this they need to send an email to life in between stating their address and phone number, ~~and~~ name, and age. ~~However~~ and putting the hashtag "#LIB" which stands for life in between on twitter. However when doing this life in between need to make sure they keep every persons ~~and~~ information safe (data protection act) otherwise life in between could end up being sued which will financially damage the company.
- 2 a - ~~Another~~ something else that could be added to included in life in between could be that the film reviews are filmed in different locations around the country & by different celebrities however they would have to be a different mix of ethnicity and gender to appeal to the audience. For example Ragee Yates, Rita Ora & one Jessie from Little Mix. These are all people the audience may see as 'idea self' or 'ideal'

Commentary

The response by the candidate is a high level answer because the candidate has successfully given correct suggestions for content for the show 'Life in Between' and explained their responses in relation to the values and interests of the target audience. For example the candidate has written in depth about how to make a section on health content interesting and suggested that the celebrity Rita Ora could be used as an anchor. This is also a long response and each idea is justified in the same way.

To improve the response to a full high level answer, the candidate would need to link their ideas for content for 'Life in Between' to research they have completed on existing magazine shows to justify their idea; research sources would need to have been cited for full marks.

Mark scheme guidance

Question 3(a):

There are other elements included in the proposal, such as personnel, equipment and milestones and these would be acceptable answers.

At least one answer should show consideration of the type of organisation commissioning the show.

Question 4

- 4 The research you have undertaken needs to be securely shared with the rest of the planning and production team. It should be presented in a way that is easy for all team members to understand.

(a) Identify **one** method of sharing the research online and explain why it is useful.

Two marks for method/technology and explanation e.g.:

- Shared work area (1) that can be password protected (1)
- Co-Working (1) and suitable expansion (1)
- Can be password protected so only accessible by members of the team.

.....

.....

.....

.....[2]

You used a quantitative data collection method when researching the target audience of 'Life in Between'.

(b) Identify **one** way that you could present this quantitative data and explain why this is useful.

Three marks for presentation method with suitable expansion e.g.:

- Graphs or pie charts are effective ways present quantitative data (1) that has come from audience research such as questionnaires (1) as they are easy to see immediate audience preferences (1).

.....

.....

.....

.....

.....

.....

.....[3]

Mark scheme guidance

Question 4(b):

For full marks the explanation must take into consideration the methods used to conduct audience research, such as questionnaires, e-surveys, likes on social media.

Exemplar Candidate Work

Question 6 – Low level answer

- 6 Flashbang Productions will need to create a studio set design before the production of 'Life in Between' can start.

Identify **three** areas that Flashbang Productions need to consider when creating their set design. You should justify your answers based on your research.

1. Visual Aesthetics - When creating the set, Flashbang Productions should consider the colours they use. The colour scheme should be visually appealing whilst also appealing to the target audience (12-17 yrs, both genders). To achieve this, colours that aren't specific to any gender should be used in an eye catching way.

2. Health & Safety - When designing the set, Flashbang Productions need to keep health & safety in mind to avoid a lengthy risk assessment. They must make sure all electronic wiring is out of the way of where the presenters could trip over it. They need to make sure all fixtures have been fitted properly in order to avoid any accidents.

3. When designing the set they need to ensure that the main stage area is large enough to fit all the equipment that will be needed for each section of the show (e.g. large TV for gaming section). They must also ensure that the stage is accessible so all the equipment can be moved safely and quickly as the section of the show changes.

Commentary

The response by the candidate is a low level answer because whilst they have successfully given two areas that need to be taken into consideration when Flashbang Productions design their set (visual aesthetics and health and safety) and given expansion as to why these areas needs to be considered, they have given an incorrect third area (large TV screen).

To improve the response to a medium level answer, the candidate would need to give a further correct area (such as lighting) or link their ideas to research they have completed on the set layout and design of existing magazine shows to justify their ideas.

To improve the notes, specific sources and research would need to be cited.

Exemplar Candidate Work

Question 6 – Medium level answer

- 6 Flashbang Productions will need to create a studio set design before the production of 'Life in Between' can start.

Identify three areas that Flashbang Productions need to consider when creating their set design. You should justify your answers based on your research.

1. Lighting is important to set because it need to place in ways so the set and lighting work because if too much lighting it make too bright and could effect the camera too little light on set no one can see anything.

2. colours is important so you create an brand so incorporate into the set so you ^{the audience} ~~audience~~ ^{recourse} ~~recourse~~ the colour. with 'Life in Between' branding immediately. like yellow reminds you of Mac Donald's. Also you consider ~~metural~~ colours like greens, purple, little blues so it doesn't feel like it's more about one gender.

3. Health and Safety needs to be consider because it is keep people camera ^{operator} ~~operator~~ and presenters safe. They need to consider is there is a risk with the set like could fall down or how could a person get hurt. This make safe and ^{no saw} ~~unsaw~~ should happened because no one could get hurt.

[9]

Record the summary of your research findings here.

Primary research - TV Guides, Going to set
 Secondary research - BARB, ^{social} social media
 Analysis logo, Target Audience, Presenter - Zofette,
 Helen Skelton, Tiger Drew-Honey, Presenters, Props,
 Setting.

Feedback - social media - Pro easy to distribute,
 quick reson con - target Audience (TA) narrows, no
 qualitative questions, FOCUS Group pro - honest
 responses, get a range of opinions cons - No show,
 later feedback Mailing lists - qualitative + quantitative
 questions Cons - Feedback is slow, not everybody
 responds

Audience analysis organisations - BARB
 Public archives - libraries Press archive - newspapers
 Media database - access given to journalist
 Content library, social media library
 Proposal - Working Title - live in Between
 Genre & Purpose (gap in the Market), TA
 An indication of style, A synopsis
 of what going on in the show.

Scheduling - Saturday 7-9am
 - Weekends - no work/school -
 Most people are sat in front of TV or
 primetime 7pm since everyone is
 home.

laws - watershed & no swearing,
 no graphic content
 content - citizen journalist

Record the summary of your research findings here.

Finances & Budgetting - kick starter - Verica Mars. - so a wanted to insterst, add to funding. Apply for Yorkshire Content Fund - 10% of budget from £10 thousand to £50 thousand - for producers based in Yorkshire

Copy right - Name, logo Regulators: OFCOM

Adverting - TV advert, interview with stars, talk show

Marketing Mix - 4P's Product, Price, Promotion, Place

PRODUCT - is it a physical thing to have access to, PRICE - ^{charge for it} how are ~~costs~~ + who will buy

PLACE - how get the product PROMOTION - how are you going to reach them

Scheduling - 7-9am ^{saturday morning} because it is a weekend and so no work/school,

Valdty and Reliability - source cross check

Sponsors

Keyhole - social media

Equimera - camera ^{Blackmagic} ^{ur sat} ^{stard} microphone, windscreen

Mics, earpieces

Sponsorship, gumming - EA, Nhs, OKAY mag, ^{Playstation} ~~Star~~

Mode of adress - peer to peer - some teacher to peer

Commentary

The response by the candidate is a medium level answer because they have successfully given three areas that need to be taken into consideration when Flashbang Productions design their set (lighting, colour scheme and health and safety) and given expansion as to why these area need to be considered.

To improve the response to a high level answer, the candidate would need to link their ideas to research they have completed on the set layout and design of existing magazine shows to justify their ideas.

To improve the notes, specific sources and research would need to be cited.

Exemplar Candidate Work

Question 6 – High level answer

- 6 Flashbang Productions will need to create a studio set design before the production of 'Life in Between' can start.

Identify **three** areas that Flashbang Productions need to consider when creating their set design. You should justify your answers based on your research.

1 - Lighting - the studio will need to be high key lighting to attract their audience. Because their audience is young (12-17) the set needs to capture their attention and lighting is one way to be able to do this.

2 - The studio should be bright and colourful but gender neutral as the audience are both male and female. This will appeal to the 12-17 year old audience as colours connote happiness and the set will be eye catching when audiences are skipping through channels and come across Life in Between's set.

3 - The studio should include a sofa for the presenters to sit on to connote that the show is in an informal manner and the audience will feel as though they can relate as they are young and may often spend time also on a sofa relaxing.

[9]

Record the summary of your research findings here.

• Audience requirements - 12-17 year old - magazine shows.

national public service. Gaming reviews, gossip, gaming.

entertain/educate as national public service.

• Broadcast scheduling - before news (6pm)

flyers/adverts after 4 (school)

• Budgeting - high budget for anchors/set.

• Timescale -

- Studio - bright TV, Windows, Plants, Informal, Sofa.

• Assets required for production -

• Equipment - Camerac's, Tripod, Editing

• Legal/ethical -

• Production Methods -

• Milestones - creating content, gathering archives, informal, advertising, distribution.

• Jobs role - Reading competitors, gaps in market.

Research viewing figures, Qualitative secondary,

finding audiences, BBFC figures, Location Scout,

anchor scout.

• Production paperwork - Consent form, Footage Log,

risk assessment, A-test log.

• Content - Gaming reviews, Celeb gossip, health.

• Mode of address - Informal, direct eye contact.

• Contingency - Anchor to back up health professionals.

Record the summary of your research findings here.

Pr. a. promotion, product placement, marketing and

- Researching screen with with audience -
- could split it with 5000 and split with 1 female/male. Month 1
- Legal/ethical - (FFRCA) with of ethical background / cases (female/male). Violent / sexual - non.
- Above line - TV advert, cinema trailers, billboards, Radio, newspaper
- Below - postal adverts, leaflet / flyers, email
- Marketing materials - audience -
-
-
- Going online for feedback social media, questionnaire.
-
-
- Develop future content if show - take into consideration audience opinions.
- OFCOM, BARB - British audience research board

Commentary

The response by the candidate is a high level answer because they have successfully given three areas that need to be taken into consideration when Flashbang Productions design their set (lighting, colour scheme and iconography) and given thorough expansion as to why these areas need to be considered in relation to target audience, presenter choices and brief.

To improve the response to a full mark high level answer, the candidate would need to further link their ideas to research they have completed on the set layout and design of existing magazine shows to justify their ideas.

To improve the notes, specific sources and research would need to be cited.

Question 9

- 9 * A targeted advertising campaign will need to be created so that the launch of 'Life in Between' is successful and reaches the target audience. The plan will be informed by the research you have undertaken.

Choose four methods of advertising that will encourage 12-17 year olds to watch 'Life in Between'. Justify your answers based on your research.

[20]

Method 1 ...	Level 4 16–20 marks
.....	• An excellent discussion of four suitable methods of advertising to reach the target audience is demonstrated. The methods suggested to advertise the programme are wholly appropriate and justified and research has been fully considered . Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.
.....	
.....	
.....	
.....	Level 3 11–15 marks
.....	• A good understanding of at least three suitable methods of advertising to reach the target audience is demonstrated. The methods suggested to advertise the programme are appropriate and sometimes justified and research has been considered . There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.
.....	
.....	
.....	Level 2 5–10 marks
.....	• A basic understanding of at least two suitable methods of advertising to reach the target audience is demonstrated. The methods suggested to advertise the programme are only partly appropriate . There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.
.....	
.....	
Method 2 ...	Level 1 1–5 marks
.....	• A limited understanding of suitable advertising methods is demonstrated. Few, if any, methods suggested to advertise the programme that may not be appropriate . There will be some errors of spelling, punctuation and grammar which are noticeable and intrusive.
.....	
.....	
.....	0 – no response or no response worthy of credit.

Mark scheme guidance

A candidate can only gain a level 4 if **four** methods have been assessed in relation to target audience of the programme.

A candidate cannot get level 3 even with good examples of advertising methods if only two areas have been assessed.

However, a best fit approach should be applied to level 1 and level 2 answers with credit to candidates given based on the quality of their ideas for advertising methods.

All answers must reference the research they have undertaken.

Exemplar Candidate Work

Question 9 – Low level answer

- 9* A targeted advertising campaign will need to be created so that the launch of 'Life in Between' is successful and reaches the target audience. The plan will be informed by the research you have undertaken.

Choose four methods of advertising that will encourage 12-17 year olds to watch 'Life in Between'. Justify your answers based on your research.

Method 1 ^[20] Social media has like twitter hashtag is use by farget audience alot. You can track the conventions with ~~social~~ ^{software} media such as keyhole will get data on a hashtag or keywords. Also you use start a conversation. Also it is can be free advertsing since people will tweet and retweet about to their friends so it become well know it get shared and talk about. Also it can social media get make it viral topic with going to top treading which means that a lot of people will talk about it.

Method 2 Pop up adverts on the video on demon sites. They will have people who are on site and not know about it awake and want to ~~click~~ click and watch more.

Method 3 TV advert since it a tv program. You put adverts on the channels so people who already like the channel (fan based) ~~can~~ will want to watch it because they already like # other programmes on the channels.

Method 4 Magazine adverts for magazines in the age range who have a fan based of the target audience this is a good way of advertising since it give especial is got the back page because e even people who don't buy magazine, will see it by someone reading it. It also away good way because you target the audience ~~and so~~ who are the target audience age range.

Commentary

The response by the candidate is a low level answer because whilst they have successfully provided four methods of advertising to market 'Life in Between' that would specifically reach the target audience (social media, pop up ads, TV advertisements and magazine adverts) and given some expansion as to why these methods are suitable, they have not given sufficient explanation (particularly for methods 2-4) to specifically say how the method would target the audience.

To improve the response to a medium level answer, the candidate would need to give creative ideas of content for the chosen method, explicitly state why it links to the target audience and link their ideas to research they have completed on how existing magazine shows are advertised.

Exemplar Candidate Work

Question 9 – Medium level answer

- 9* A targeted advertising campaign will need to be created so that the launch of 'Life in Between' is successful and reaches the target audience. The plan will be informed by the research you have undertaken.

Choose four methods of advertising that will encourage 12-17 year olds to watch 'Life in Between'. Justify your answers based on your research.

[20]

Method 1 Snapchat: In my research I found that ~~the~~ a predominant amount of ~~the~~ Snapchat users are 12-17 years old. Making ^a Snapchat filters an ideal tool when advertising this product. The filter will ~~be~~ surround the users face with ~~spotting~~ spot lighting and a microphone to look as if they are on the show. The filter will also include ~~the~~ the words 'Life in Between' and the time/day it is on. The spotlights and microphone should also include the house style colours and logo of 'Life in Between' to build up brand identity. We will also have a pop up ad at the end of stories showing the host talking to camera. ~~Like~~ Reggie Yates telling them when it is on. This is a below the line technique.

Method 2 ~~Targeting~~ Twitter: In my research I noticed that many 12-17 year olds enjoy ~~watching~~ ~~to~~ follow celebrities on Twitter. Therefore 6 months prior to launch of 'Life in Between' we ~~start~~ the #LifeinBetween should be set up along with a Twitter page and have celebrities tweet about their experience on the show using #LifeinBetween to gain a greater following of sub cultures i.e. Sports Fans or Fashion Fans. This is an above the line technique.

Facebooks
 Method 3 Instagram, in my research i noticed many 12-17 year olds are on ~~inst~~ Facebooks making it easy to use it as an above the line technique. We should use Facebooks as a platform to post video banners and images about the content of the show the videos should be short so they will play on a loop. This is a good technique thanks to participatory culture which i have found is very common to 12-17 year olds through the use of Facebooks 'share' button.

Method 4 TV adverts: TV adverts around prime time television would ~~best~~ capture our target audience as this is the common time families sit down to watch the TV. This above the line advertising is a good way of reaching a wide audience in one go. The TV ad should also show the Twitter hashtag #lifeinbetween to get a creative brand synergy.

Commentary

The response by the candidate is a medium level answer because whilst they have successfully provided two methods of advertising to market 'Life in Between' that would specifically reach the target audience (social media and TV advertisements) and given justified expansion as to why these methods are suitable, they have repeated themselves re: social media by providing specific social media channels (Snapchat, Facebook and Twitter for methods 1-3).

To improve the response to a high level answer, the candidate would need to give creative ideas of content for four different methods across different mediums (such as print adverts, radio adverts/competitions) and link their ideas to research they have completed on how existing magazine shows are advertised.

Exemplar Candidate Work

Question 9 – High level answer

- 9* A targeted advertising campaign will need to be created so that the launch of 'Life in Between' is successful and reaches the target audience. The plan will be informed by the research you have undertaken.

Choose four methods of advertising that will encourage 12-17 year olds to watch 'Life in Between'. Justify your answers based on your research.

Method 1 Social media advertising - Twitter [20]

As the target demographic have been shown to spend around five hours a day using mobile devices; and the social network that 12-17 year olds use most is Twitter, I would say this would be one of the best methods for advertising 'Life in Between'. Twitter's use of 'hashtags' to try and get a post trending could also be advantageous as young people are likely to watch or do something because other people are talking about it as they don't want to miss out on a trend/something popular.

Method 2 Public domain - billboards, posters etc.

Two thirds of the target audience (12-17 yrs) use public transport at least once a week, so a good place to advertise 'Life in Between' would be at bus stops in areas that have a high population of young people. Billboards could also be used on bus routes that are popular with the target audience, e.g. school bus routes. Billboards and posters could also be placed near recreational places used by young people; such as leisure centres, parks and football grounds.

Method 3 Sponsorship

This is an excellent form of advertising as it would make the target audience associate Life in Between with products and services they already use and enjoy, which would in turn give it positive connotations. Life in Between could sponsor drinks brands like Robinsons Fruit Shoot, mobile games like Clash of Clans or 'Youtubers' that are popular with their target audience, such as PewDiePie. This would encourage the target audience to watch Life in Between as they will associate it with something they already like.

Method 4 Radio

It is a common myth that young people don't listen to radio. Radio 1 extra & XFM are two stations that play music that is mostly listened to by young people. These stations in particular would be a good place to advertise Life in Between, especially as the programme is set to have a music segment. Some form of cross promotion could be achieved between the ~~promotion~~ programme and one of the previously mentioned radio stations. This will encourage 12-17 year olds to watch Life in Between as it will make them associate the programme with their favourite music. They may see it as a way to access more of the music they like as well as other elements of the programme. They may also have an interest in

Record the summary of your research findings here.

Online questionnaires - Facebook, Twitter, Snapchat, gaming websites - hobbies/interests, health products, celebrities, favourite games. Pop-up shops - gym, park, meadowhall. School visits - focus group. Postal mail. Shot questionnaires - youth centres, schools, leisure centres.

Life Tabernacle... would be scheduled around 4:30 pm on weekdays as this is when the audience would be home from school. It would be distributed on popular kids TV channels like CBBC, CITV, Nickelodeon or Boomerang. The show would run for around 45 minutes with 2 commercial breaks. It will include multiple sections: Gaming, music, fashion, v.a.v. videos, help/advice. Studio will feature bright, eye-catching, gender neutral colours, set out across a number of small stages (one for each section of show). It will be presented by 4 people of varying genders/ethnicities e.g. Reggie Yates, Helen Skelton, Dominic Wood, Angelica Bell.

BARB = viewing figures. Research Sources: tvtropes.org/pmwiki.php/series/saturday

Misc. on scene conventions: clothes, location, props, iconography.

ATL: TV, radio print, social media. BTL: Flyers, stickers, POS brochures, sponsorship. Accuracy of research: use primary source if possible, cross-reference from reliable website? only spelling or grammar mistakes? recently published?

Elements of a proposal: Genre, purpose, target audience, synopsis, budget & finance. Conventions research sources: Top Gear, Loose Women, MOTD, Soccer Saturday, catloguina, research online - online, spreadsheet/database such as Zoho.com can be edited by multiple people at the same time.

Recruitment staff: www.starnow.co.uk, www.myskillsset.org, www.designandco.uk. Effect of regulations: OFCOM - can't glamorise illegal activities, can't state false facts that could be potentially dangerous (e.g. Peppa pig "spiders are harmless"). Mustn't use racial stereotypes, show no political bias. Head could influence children.

Production paperwork: script, moodboard, storyboard, budgeting spreadsheets, crew & cast list, release of consent forms, risk assessment, location scouting.

Risk assessment: identify the hazards, who might be harmed? How? Evaluate risk. Decide control measure, record findings & review if necessary.

Appropriate social media marketing: hashtags, AV/VR advert, emojis, behind the scenes content.

Equipment: video camera, tripod, lighting, microphone (wireless), shotgun microphone, boom pole, variety of lenses, light reflectors, memory cards, camera batteries, external hard drives, camera rigs, steady cam, tripod dolly.

Job Roles: Actors, Art directors, Make-up artist, editor, director, camera operator, Production manager, Researcher, Sound technician.

Popular genres by channel: BBC1 - Celebrity/Talent. BBC2 - Documentary. ITV - Soap Operas.

Channel 4 - cooking/ reality. Channel 5 - factual TV. Sky 1 - comedy. Job roles of a TV researcher: collect data, observe/analyse existing shows, health & safety, location scouting, copyright permissions, understanding regulation, conducting primary research.

Audience Analysis Organisations: BARB (Broadcasters Audience Research Board), RAJAR (Radio Joint Audience Research).

Public Archives: Libraries etc, a physical accumulation of historical records.

Media Databases: BFI, IMDb - include multiple types of influencers, journalists, bloggers, analysts, columnists etc.

Press Archives (e.g. Press Association) - A back catalogue of most major newspapers.

Content Libraries (e.g. Getty Images) A website where images, videos & music can be accessed by the public for free/small price.

Commentary

The response by the candidate is a high level answer because they have successfully provided four methods of advertising to market 'Life in Between' that would specifically reach the target audience (social media, public/above the line methods, sponsorship, radio advertisements) and given thorough expansion as to why these methods are suitable for the target age group.

This is also a high level answer because their responses reference real media brands/products (such as XFM) to show their research.

To improve the response to a full high level answer, the candidate would need to explicitly link to the sources of research that informed their ideas (e.g. putting the URL of the research, Harvard referenced production details of an advert).



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