

Unit 3: Promoting a Brand

Level: **1 and 2**

Unit type: **Optional specialist**

Guided learning hours: **30**

Assessment type: **Internal**

Unit introduction

A successful business promotes itself to customers through its brand and image. In this unit, you will find out what it takes to build a brand and what a business has to consider when planning brand development. You will investigate the importance of branding to a business, the types of branding that are available and why businesses need to review and update their brands.

You will consider the important role of promotion and its place within the marketing mix. You will discover that promotion is a communication process, involving the sending and receiving of messages via a particular medium. It is not enough to have excellent products on offer at competitive prices; the benefits of these products must be clearly communicated to customers in order to encourage sales and, ultimately, make a profit.

The total communications programme is called the promotional mix and involves a blend of advertising, direct marketing, personal selling, sales promotion and public relations. You will investigate the different elements of the promotional mix and begin to understand why careful planning of the promotional mix is essential if a brand is to be successful.

You will review branding methods and techniques and consider how businesses promote their brand images. You will be encouraged to think of ideas for a brand and gain skills in developing promotional activities such as objective setting, selecting an appropriate promotional mix and justifying the choices you make when planning a promotional campaign for a brand.

Learning aims

In this unit you will:

- A explore the use of branding and the promotional mix in business
- B develop and promote a brand for a business.

Learning aims and unit content

| What needs to be learnt |
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| <p>Learning aim A: Explore the use of branding and the promotional mix in business</p> <p>Topic A.1 The importance of branding to businesses</p> <ul style="list-style-type: none"> ● What a brand is, e.g. a strategy, perception of a customer, a logo, a legal instrument, a company, a personality, a vision, an identity, an image ● Why businesses use branding ● Types of branding used by businesses ● Adding value ● Benefits of successful branding, e.g. image, quality, recognition, long-lasting perceptions, trust, marketing multiple products ● Effects of unsuccessful branding, e.g. Dasani water <p>Topic A.2 Promotion in businesses</p> <ul style="list-style-type: none"> ● Why businesses need to promote themselves ● Activities used in the marketing mix – 4 Ps (Product, Price, Place, Promotion) ● Benefits of promotion to businesses <p>Topic A.3 Elements of the promotional mix and their purposes</p> <ul style="list-style-type: none"> ● Advertising: <ul style="list-style-type: none"> ○ definition – any paid-for space used to communicate ideas or products in the prime media ○ purpose – to persuade and inform ○ two basic aspects of advertising – the message (what the communication needs to say) and the medium (how to get the message across) ○ methods, including: <ul style="list-style-type: none"> – moving image, e.g. television, cinema, DVD, video – print, e.g. newspapers, magazines, billboard posters, direct mail, press releases – ambient, e.g. bus and taxi sides, desktop items such as pens – digital, e.g. SMS texts, podcasts, blogs, pop-ups, banners, social networking – audio, e.g. radio, podcasts, public address systems ● Sales promotion – provides incentives to customers or the distribution channel to stimulate demand for a product <ul style="list-style-type: none"> ○ methods, e.g. price promotion, coupons, competitions, money refunds, loyalty incentives ● Personal selling – involves interpersonal interactions between salespeople and individual customers for the purpose of closing a sale; can be more effective than advertising in more complex selling situations <ul style="list-style-type: none"> ○ methods, e.g. face to face, by telephone, via email, through video or web conferencing ● Public relations activities – promotion of a product, brand or business by placing information about it in the media without paying for the time or media space directly <ul style="list-style-type: none"> ○ methods, e.g. exhibitions, sponsorship, press releases <p style="text-align: right;"><i>continued</i></p> |

What needs to be learnt

- Direct marketing – establishing an individual relationship between the business and the customer
 - methods, e.g. direct mail (junk mail), mail order catalogues, magazines, telemarketing

Topic A.4 Promotional activities in business

- How businesses identify which customers their promotions will target, including:
 - types of market, e.g. Business to Business (B2B), Business to Consumer (B2C)
 - different ways of segmenting the market, e.g. by age, family status, gender, income, attitudes, lifestyle
- The use of promotional activities in business, including:
 - setting SMART (specific, measurable, achievable, realistic and time-related) objectives
 - selecting an appropriate promotional mix
 - benefits of selecting an appropriate promotional mix
 - communicating with the selected market segment using the AIDA model (Awareness/Attention, Interest, Desire, Action)

Learning aim B: Develop and promote a brand for a business**Topic B.1 Branding methods and techniques**

- Effective branding methods and techniques in business, including the use of logos, straplines and celebrity endorsements
- Planning ideas for a brand for a business, including:
 - type of brand – concept or commodity
 - considerations, e.g. race, nationality, religion, children, people with disabilities, environmental
 - brand personality
 - brand objectives
 - target market

Topic B.2 Promoting a brand

- How businesses promote their brand image, e.g. use of different types of media
- Planning a promotional campaign for a business, including:
 - promotional objectives, e.g. to raise awareness of product or service, to remind, differentiate, persuade or inform, to create market presence, to increase market share
 - developing the most appropriate promotional mix
 - justifying the choice of promotional mix
 - designing promotional activities

Assessment criteria

| Level 1 | Level 2 Pass | Level 2 Merit | Level 2 Distinction |
|--|--|--|---|
| Learning aim A: Explore the use of branding and the promotional mix in business | | | |
| 1A.1 Describe the importance of branding for a business. | 2A.P1 Explain how branding is used in two businesses. | 2A.M1 Compare the use of brand promotion in two businesses. | 2A.D1 Evaluate the effectiveness of the promotional mix for a selected branded product. |
| 1A.2 Identify elements of the marketing mix for a selected branded product. | 2A.P2 Assess the marketing mix for a selected branded product. | 2A.M2 Explain the importance of selecting an appropriate promotional mix for a selected branded product. | |
| 1A.3 Identify elements of the promotional mix used for a selected branded product. | 2A.P3 Describe the purpose of elements of the promotional mix used for a selected branded product. | | |

| Level 1 | Level 2 Pass | Level 2 Merit | Level 2 Distinction |
|---|---|---|--|
| Learning aim B: Develop and promote a brand for a business | | | |
| 1B.4 Outline an idea and select a target market for a brand. | 2B.P4 Use branding methods and techniques to recommend a brand personality and a target market for a brand. | 2B.M3 Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand. | 2B.D2 Evaluate the effectiveness of a promotional campaign for a brand and recommend improvements. |
| 1B.5 Outline elements of a promotional campaign for a brand. | 2B.P5 Plan a promotional campaign for a brand. # | 2B.M4 Justify the choice of promotional mix for a brand. | |

*Opportunity to assess mathematical skills

#Opportunity to assess English skills

Teacher guidance

Resources

No special resources are needed for this unit.

Assessment guidance

This unit is assessed internally by the centre and externally verified by Pearson. Please read this guidance in conjunction with *Section 8 Internal assessment*.

Level 2

For 2A.P1, learners must explain how businesses use branding and investigate two businesses which have a brand or brands. For 2A.P2, learners will apply their knowledge by assessing the marketing mix for a selected branded product. For 2A.P3, learners must describe the purpose of elements of the promotional mix used for the selected branded product used in 2A.P2.

For 2A.M1, learners need to compare the use of brand promotion in two businesses and, in 2A.M2, build on this evidence to explain the importance of selecting an appropriate promotional mix for the branded product used in 2A.P2. In 2A.D1, learners will use all of their evidence generated for the assessment criteria in learning aim A to evaluate the effectiveness of the promotional mix of their selected branded product.

For 2B.P4, learners need to use branding methods and techniques to recommend a brand personality and a target market for a brand. They will then plan a full promotional campaign for this brand in 2B.P5. This will involve selecting appropriate promotional activities to effectively communicate the brand to customers. For 2B.M3, learners should explain how branding methods and techniques were used to recommend a brand personality and target market for their brand, and, for 2B.M4, justify their choice of promotional mix. This will lead to 2B.D2, where learners must evaluate the overall effectiveness of their promotional campaign and recommend improvements.

Level 1

For 1A.1, learners should describe the importance of branding for a business. Learners' descriptions should refer to brand definition, brand personality, types of brand, value-added issues, benefits of branding (e.g. image) and effects of unsuccessful branding. Learners must relate their descriptions to a real brand which they should research in order to generate good evidence for this criterion.

For 1A.2, learners need to identify elements of the marketing mix for a selected product and, for 1A.3, they need to identify elements of the promotional mix used to promote a selected brand. As for 1A.1, evidence should refer to a specific brand which will assist learners with their descriptions. The brand referred to in 1A.3 can be the brand used to promote the selected product in 1A.2.

To achieve 1B.4, learners must outline an idea and select a target market for a brand. These ideas may emerge from the research undertaken for learning aim A. For 1B.5, learners must outline the elements of a promotional campaign for their brand, to indicate how the brand will be communicated to customers. This should include branding methods and techniques (e.g. logos) they would use to promote their brand.

Suggested assignment outlines

The table below shows a programme of suggested assignment outlines that cover the assessment criteria. This is guidance and it is recommended that centres either write their own assignments or adapt any assignments we provide to meet local needs and resources.

| Criteria covered | Assignment | Scenario | Assessment evidence |
|--|-----------------------------------|--|--|
| 1A.1, 1A.2, 1A.3, 2A.P1, 2A.P2, 2A.P3, 2A.M1, 2A.M2, 2A.D1 | Branding and Promotion | <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> | <p>Presentation or written report completed in a promotional style</p> <p>Teacher/peer reviews of presentation</p> |
| 1B.4, 1B.5, 2B.P4, 2B.P5, 2B.M3, 2B.M4, 2B.D2 | Developing and Promoting My Brand | <p>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.</p> | <p>Presentation of the plan for a promotional campaign with supporting evidence</p> |

