



Examiners' Report Lead Examiner Feedback

June 2022

Pearson BTEC Nationals
In Business (31489H)
Unit 2: Developing a Marketing Campaign

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A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade, at Distinction, Merit and Pass.

Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the external assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark is for a particular grade.

When our experts set the grade boundaries, they make sure that learners receive grades which reflect their ability. Awarding grade boundaries is conducted to ensure learners achieve the grade they deserve to achieve, irrespective of variation in the external assessment.

Variations in external assessments

Each external assessment we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each assessment, because then it would not take accessibility into account.

Grade boundaries for this, and all other papers, are on the website via this link:

<http://qualifications.pearson.com/en/support/support-topics/results-certification/grade-boundaries.html>

Awarding BTEC qualifications in 2022

Ofqual has [set out their plans](#) for awarding qualifications in 2022 and intend to return to a normal, pre-pandemic, approach to grading standards over by 2023. They have confirmed that 2022 will be a transition year, to reflect that we are in a pandemic recovery period and students' education has been disrupted.

Our guiding principle and approach to awarding BTEC qualification results in 2022 will be to ensure parity in relation to the approach being taken for GCSE and A level learners. BTEC courses have a different structure and design to academic qualifications - BTECs are modular qualifications (with assessments taking place throughout the course) compared to GCSEs and A levels which are linear (assessed and awarded at the same time at the end of the year), and therefore our approach needs to be different.

In 2022 we will return to the usual method of calculating BTEC qualification results, however adaptations including, U-TAGs and reduced internal assessment, are in place to provide a comprehensive package of support for students.

The basis of our awarding approach to BTECs this year is to ensure it is as fair as possible for all learners. We will use a range of evidence to set grade boundaries for the external units. Part of this evidence will be to closely monitor learner performance in all assessments that contribute to learners' final qualification grade, to ensure parity with A level and GCSEs.

Further information can be found [on our website](#) and via our Social Media channels.

Unit Code: Unit title

Grade	Unclassified	Level 3			
		N	P	M	D
Boundary Mark	0	12	25	39	53

Introduction

This was the ninth sitting of this unit. This was the second series where learners were provided with a research pack containing primary and secondary data alongside costings and information linked to promotional methods. In this series, the Part A pre-release element of the assessment required learners to use the research provided to analyse the market for food boxes and to select key information and data to support them in planning a marketing campaign; details of which were provided in Part B. The use of the research provided in the pack was essential to Part B of the assessment, and most learners were able to successfully select and use data from all areas of the research pack provided.

This unit is synoptic within all sizes of the level three BTEC Business qualification. Learners are expected to use content from across all units within their qualification when completing the set task for this unit. For example, when producing a budget for assessment focus 6, students might draw on knowledge that they have acquired from studying unit 3 – Personal and Business Finance.

Many learners continue to struggle to demonstrate sufficient understanding of all the concepts covered within the unit to allow them to access higher marks. However, there is a highlighted improvement in the detail and application of marketing concepts, terminology and processes within the work submitted for this unit. Learners should be able to demonstrate a depth of knowledge and understanding commensurate with a level three qualification and should be able to put that understanding into context. Using content from both this unit and other units to justify the marketing decisions that learners make in their plan. Many learners are unable to provide sufficient depth and detail in their justifications and explanations of decisions and choices and are not able to construct marketing plans that reference and link back to aims, objectives and research findings which are important when accessing higher marks.

The assessment of this unit is based on 8 assessment focuses, each carrying a different weight. The assessment foci are split into two groups of four with activity one worth 34 marks and activity two worth 36 marks. In activity one, the majority of the marks are divided between assessment focus 2, aims and objectives, 3, research, and 4, justification. In activity two the majority of the marks are gained for assessment focus 5, the marketing mix and assessment focus 6, budget.

Learners are required to produce work for this unit using a computer. Submission of learner work is requested in electronic format and many centres have followed such requests within this series. When submitting work electronically, many centres submit Activity One and Two as separate files and in editable formats which is incorrect. When submitting, work should be saved in PDF format as per the administration guide.

Most centres complete all the required paperwork when submitting work and have completed the attendance register and centre checklist accurately in line with the administration guide. Centres are advised to review the administration guide for this unit, which is available on the BTEC subject pages, or in the Unit 2 assessment administration guide, prior to submitting work to ensure that all administrative requirements are met. Failure to do so can lead to a delay in the assessment of work while these documents are requested from centres.

Introduction to the Overall Performance of the Unit

Work produced by around 20,000 learners was assessed during this window, with learners achieving the full range of marks from 0 to 65. The standard of work in this series was largely consistent with previous windows, although the average mark achieved by learners increased slightly, reflecting a slight improvement in the ability profile of learners taking this using during this series.

Learners appear to be managing their time more effectively when sitting this unit assessment, with incidents of incomplete work being submitted becoming increasingly rare. Most learners also appear to be managing their time better within Activity 2 which is enabling them to produce more material although this is not always as detailed or creative as seen in previous series.

The use of a standardised research pack for all learners has proven successful in supporting learners with their consideration and selection of data. Food boxes appear to have been an engaging and accessible topic and many learners have used the research provided alongside their own knowledge of the context to enhance the work submitted. The best pieces of work appear to have used their own experiences and knowledge to form a cohesive analysis of the information provided. Many learners who have utilised both secondary and primary data from the research pack have presented more comprehensive findings and used these effectively to support judgements and decisions throughout and have therefore accessed higher marks.

In contrast, large numbers of learners continue to present ineffective use of data within Activity 1, and instead simply repeat the facts that they have selected from the research pack as we have seen in previous series. Being able to draw links between research data and the types of marketing activities that might be appropriate for the business is an essential part of gaining higher marks for Activity 1, but too few learners are able to do this confidently within the work submitted.

Learners are also starting to transfer towards marketing campaigns which contain limited amounts of creativity and innovation in their suggestions and ideas. Most learners are not considering a range of promotional methods and are limiting their choices to social media platforms with little or no justification as to why such methods are appropriate, or how they will link to the aims, objectives and target market. Being able to provide

justification for choices within the marketing mix are essential to gaining higher marks for Activity 2. Learners should be considering a range of promotional methods and exploring the reasons for and against options to fully justify their marketing plan.

Year 13 learners have continued to outperform year 12 students on this paper in most centres. This is likely to be because this is a synoptic paper which gives learners a chance to use knowledge and understanding gained from a wide range of other units. Where learners have had additional time to study topics related to marketing, they are, in many cases, able to use that deeper knowledge to produce more sophisticated analysis of the different topics in this paper.

Assessment Focus One: Structure

Marks gained for this focus related to three key aspects of learners work on Activity One:

- The structure of the work
- The accurate use of marketing principles and concepts
- The accurate use of technical vocabulary

Most learners were able to structure their work using relevant subheadings and/or dividing their work into discrete paragraphs, each with their own focus. These learners tended to use appropriate marketing terminology to justify their aims and objectives and to analyse their research, drawing on unit content from the specification. In these cases, learners achieved either three or four marks.

Most learners tend to achieve either three or four marks for this assessment focus. It is relatively rare to get lower marks on this aspect of the work. Where learners do underperform it tends to be because their work is not well structured for example, it does not deal with different issues in a logical order and because it does not use technical vocabulary. A minority of learners do not use business terminology – for example, using money interchangeably to refer to profit, costs and/or revenue.

Assessment Focus Two: Marketing Aims and Objectives

Marks were gained for this focus based on two key pieces of evidence:

- The production of appropriate marketing aims and objectives, relevant to a marketing campaign for a small-medium food box business.
- The provision of a rationale for the proposed aims and objectives.

Learners are increasingly presenting relevant aims and objectives but are not providing a justification for those aims and objectives and therefore are unable to access marks above mark band two. A common mistake, which has been more prevalent than in previous series, is for learners to explain why their objective is SMART rather than explaining why it is appropriate in the context of the business. A small proportion of learners also simply lifted reiterated the aims detailed within the Part B and offered no further development or breakdown.

Learners who are accessing higher marks are offering detailed justification for their aims and objectives which are supported by research data or analysis throughout their work; they make clear links back to the aims within the marketing mix and ensure that choices have relevance to the aims and objectives outlined. In contrast some learners continue to present generic aims and objectives with little or no relevance or application to the context.

In this example, the learner was awarded six marks. The learner has provided three objectives each of which is linked to the context of the business and their campaign. The first and second objectives like to customer retention with the final objective being linked to increases in sales volume. All the objectives are supported by research but are not revisited throughout the work.

Aims and objectives

My first objective is to offer monthly offers of 20% to existing customers after they been subscribed for more than 5 months. This is a long term objective, as stated in Delish.com which is an online magazine focusing on trends in food. The magazine stated that on average less than 20% of UK customers have kept their subscription services for more than an year, with research showing that the average consumers cancels their subscription within five months. By doing so, it allows my business to not grow any further and just focus on existing customers, as it allows to also improve the quality of the service.

My second objective is to introduce and sell to existing customers themed and seasonal dishes once per every two months until the end of the 52 weeks promotional campaign. This offers customers to be more open to more options and always have a variety of dishes to choose from to not create repetitions in the meals. It was reported from a research that most consumers highlight that the reason for cancelling is that the food boxes become repetitive and the meal choice is not sufficient. This makes existing customers cancel their subscription after a while that they had it.

My third objective is to increase the sales volume by 5% by the end of the promotional campaign. The food box market is estimated to exceed 1.5 billion within the uk in 2022, this shows that wholly Nutritious needs to take advantage of the growing market therefore, attracting more customers on a long-term. This because

the food-box market is on a growth stage. In-fact in the past three years have led to changes in social trends, which made more people attracted to the food-box market.

This piece of work could have gained a higher mark if the learner had provided a more detailed justification for all the objectives presented and if they had considered the impact that these would have on the marketing mix and revisited these throughout the work.

In this example, the learner was awarded eight marks. There are comprehensive, relevant and rationalised marketing aims and objectives with a good level of development which is contextualised and supported by research. The learner refers to their aims throughout the work and reinforces their relevance and appropriateness throughout.

Marketing objectives

The first objective for Wholly Nutritious is to increase their brand awareness, this is because it can help them increase their target market if they brand is being promoted in lots of areas including rural. It is shown on part A that “less than 20% of UK customers have kept their subscription services for more than a year, with research showing that the average consumer cancels their subscription within 5 months”, this information shows that in the food box market customers a high percentage of customers do not keep a subscription. It also shows that they may not be able to maintain their revenue if customers cancel their subscription and go elsewhere, therefore by increasing the businesses brand awareness will allow them to reach more customers and to maybe increase their target audience. With the current budget they have, they are able to spend a percentage to increase brand awareness.

The second objective is to increase the average consumer subscription duration by 2 months with 15 months, this can be done by reviewing past customer reviews and improving on what customers have said on the past. By listening to your customers and replying back to their reviews it will show to the customer that the Wholly Nutritious wants to keep their customers and wants to have their customers being happy. Another way this can be done is by adding offers and discounts, by this I mean offers such as 2 for 1, this can help the business keep their customers from cancelling their subscription or not buying products. Another method that can help increase the average consumer subscription is having discount codes on first purchase, this can help persuade customers purchasing from the business if they have a discount code that will affect the price.

The third objective is to develop more products into the market and for their customers, this is because currently customers are only offered 10 different types of food boxes and 50 different recipe boxes. A competitor such as Hellofresh offers weekly food boxes and 37 recipes each week along with offers and seasonal dishes throughout the year. For each product Hellofresh has a variety of different selections for their customers, this helps them to provide more options for their customers to pick from and to not have them tasting the same selection all the time. By developing and increasing the product range can help maintain revenue as it provides their customers more options to choose from and can potentially increase their customers.

Assessment Focus Three: Research and Analysis of Marketing Information

Work for this assessment focus requires learners to address several different points:

- Reference to the research pack in the Part A pre-release materials
- Evidence of selectivity of research information and data from within the Part A pre-release materials and additional information in the Part B task brief
- Analysis of some or all of the research data
- Consideration of the validity and reliability of the research data

This was the second series where learners were not required to carry out independent research and were instead provided with a research pack to use in the assessment. This resulted in learners accessing a broader range of marks within this assessment focus. Learners were not awarded marks for gathering research, but for the selectivity of research and the analysis presented.

Many learners continue to predominantly use secondary data although there has been a greater coverage and usage of primary research data within this series. Learners do however simply place the research within the work or rewrite large sections of the research material without consideration of the appropriateness and relevance in context.

Analysis of the research continues to be limited with a large proportion of learners making simple statements based on the research with little further development or expansion. There has also been a significant decrease in the number of learners who are considering the reliability and validity with many simply stating that it is reliable because it has been provided as part of the assessment.

Learners accessing higher marks tend to focus on key themes that have impacted the food box market and competitors to the business. Learners then use these to provide a structured and cohesive analysis with clearly selected and relevant data.

In this example, the learner was awarded eight marks, the middle of mark band 3. Within the work there is evidence of appropriate selectivity of research and the learner has used a variety of information from the research pack provided. The inclusion of the impact on the business enabled the learner to access higher marks through demonstration of analysis.

Information	Key data	What it means for Wholly nutritious
Market size	The market is growing rapidly with an expected rise yearly in sales of 55%, the food box market is due to exceed £1.5 billion within the UK in 2022.	This means that Wholly nutritious need to consider customer retention to ensure that they don't find cheaper alternatives just because there are more companies joining the market.
Market growth	The market is growing rapidly because of more competitors joining in this section of the market. According to the case study (CS) there has been a recent drastic change in the market when it states on page 5 there has been an increase by 144% in April 2022 alone and that the amount spent on these products has increased by 36% therefore many people are opting for the simplicity of a food box and will pay higher rates for better quality foods.	This means that Wholly nutritious will have to ensure that they are staying on top of their orders and know that there may be a rise in subscriptions. To avoid over-saturating Wholly nutritious they could try offering their boxes to members only therefore they are maintaining their customers and their revenues without having to cater to others.
Competition	According to the RP it states that supermarkets have challenged the food box market by adapting to the current demand in food boxes, Morrisons and M&S have created their own fresh food box which can be bought in stores and online. CS page 5 states that Amazon has joined in on creating a mix of online shopping and supermarket shopping which is the checkout-less food store	This means that Wholly nutritious will need to ensure that they maintain their customer retention and this will be done by only catering to their customers and ensuring that their needs are met so that they don't unsubscribe from Wholly nutritious to find a better opposing company.

In this example, the learner was able to gain ten marks. The learner has selected and then analysed appropriate and relevant points from the research pack to present findings and conclusions, although these are not always balanced. The learner has considered a wide range of research data including the primary research provided to make judgements that are analytical and appropriate to the context of the business.

Primary Research

Wholly Nutritious conducted primary research in the form of a questionnaire. They sampled 80 customers aged 20-50 who happened to be in a local food market in a busy city centre. Following the questions within the questionnaire they found that they had more male customers than female, the most common age range was 30-39 and least common was those aged over 50. This narrows down the target audience as the business can decide on which media would be best to entice this age range and gender. Additionally, the business discovered from the questionnaire that orders were commonly placed once a week, this helps the business organise delivery. They also found that customers were willing to pay between £16 and £25 for 2 mains for 1 person. They found that the most common box choices were the mixed box, low calorie box, the quick cook and family box. From these categories and the age range, the business can infer that its most popular customers are those with young children. This is an advantage to the business as they can now specifically target their customers appropriately. They found that customers were somewhat interested in watching online tutorials and celebrities sampling their boxes. This links to Public relation promotion, therefore the business will sample their products to celebrities to build awareness and trust in the business. They found that seasonal dishes, special offers and new recipes were most likely to maintain subscriptions in the business, this information gathered is vital to keep their customer enticed. Therefore, Wholly Nutritious intends to update their recipes weekly, include special offers such as purchasing the family box which is a reduced price to a regular box and will include seasonal dishes. The seasonal dishes can link to events such as Easter themed foods or even just winter dishes which are warm and traditional British whereas summer dishes should include cold foods such as salads. The use of a questionnaire is a valid and reliable method of conducting research this is because it gathers information directly from customers. The research conducted was located at a food market which conveniently links to business and had targeted the correct age group which gives very representative data.

Secondary Research

According to Statista HelloFresh has shown an increase of 48% of food box subscriptions globally in the past year. This suggests that the market for food boxes is growing, so Wholly Nutritious has a large target market. Financial Times said that people purchase food boxes due to the: ease of new foods and recipes, the cooking enjoyment, the surprise of delivery, new foods and experiments, high quality products and restaurant standards. This is useful information to Wholly Nutritious as they can use these reasons in marketing to entice customers. They will emphasise the idea that their boxes are organic, fresh, quality and experimental. Providing customers with recipes they would

have never tired without their online orders. Despite this Delsih.com said that on average less than 20% in the UK kept their subscription longer than a year and 46% said that it was due to a lack of variety. This information is valid to Wholly Nutritious as the business can attempt to retain their customers. The business will offer a large variety of recipes that get changed weakly on the website and seasonal recipes will also be uploaded to keep customers excited. All of the above information is reliable and valid because all of the websites are food related and subscription related. This helps the business develop new ideas to retain customers from criticism and help them continue their successes to maintain customers.

Market size, share and structure

Food boxes businesses are part of a very competitive market. There are many online businesses that deliver food boxes such as HelloFresh, Gousto and Mindful Chef. HelloFresh is the market leader with 94.76% of their sales delivered within the UK. However, as a whole food boxes are estimated to exceed £1.5 billion within the UK in 2022. This means that they are expected to rise by 55% each year with 26% of UK households purchasing them weekly. During 2020, in the pandemic, sales increased by 114% in April alone.

Target market and Market segmentation

Wholly Nutritious' target market is people aged between 25-34, which was proven in their primary research which is show below. wholly nutritious began as a farm, growing organic fruit and vegetables and delivering to customers within 50 miles. Between the year 2000 and 2015 the business has grown. Having brought a new premise, they have expanded to cover the whole UK. Therefore, the business currently intends to target customers from the UK only. The business mainly wants to target two groups of people. One being young professionals (aged 21-45) who lead busy lives and want easy fast recipes and the other being households with at least one child that are aiming to eat healthier.

Therefore, Wholly Nutritious has decided to segment their market demographically. They will segment their market into different age groups in order to attract new customers. Their target market is people aged 25-34, however are interested in getting younger cooks involved. They aim to begin targeting parents with young children to encourage them to learn how to cook. Additionally, the business is also attempting to draw in customers over the age of 50. Those aged over 50 are the least common buyers of food boxes, so Wholly Nutritious attempts to draw them in with their "quick, easy recipes".

Additionally, Wholly Nutritious intends to segment their market psychographically. This is related to customers attitudes and lifestyles. Wholly Nutritious wants to target more vegan customers and dairy free customers to be a more inclusive business. They are also going to be introducing low calorie meals, to meet dietary requirements for their customers. Additionally, they want to target busy professionals that wasn't easy to make recipes and don't have to trek around a supermarket to find the ingredients.

The analysis of the research was evident throughout the majority of the work presented, although there was a limited consideration of reliability and validity. The careful consideration and strategic sequencing of the analysis throughout the work supported the learner in moving into the higher mark band, but as the coverage of impacts on the marketing mix were not sustained throughout the work marks were limited to the bottom of the band.

Assessment Focus Four: Justification

For this assessment focus the following evidence was required:

- The use of one or more analytical tools
- An evaluation of the meaning of research and its considered impact
- A justification for the use of specific marketing techniques based on the analysis of research data.

Most learners have used the SWOT and PESTLE models of situational analysis during this series. The use of five forces analysis has been relatively low in this series, although an increasing number of learners are now including an analysis of the product life cycle, either in addition to SWOT and PESTLE or instead of one of these tools.

Most learners are continuing to provide detail and relevant data within their analytical models which is appropriately placed and referenced. Learners accessing the higher marks are then using the research data to make supported judgements which are in context and are clearly aligned to statistics and research findings.

In this example of part of the work produced for the assessment focus, the learner gained four marks. There is evidence that an analysis tool has been used in the form of PESTLE but the detail provided is generic and could be applied to any market and context limiting the marks that can be awarded.

PESTLE

Political- taxation the taxes of bringing different products from different countries would mean their taxes will sky rocket.

Economical – inflation rate the easy liquidity in the market.

Social – demographics for the transportation products it has demographic on its side as the UK is a young and popular country.

Technological – technological innovation is fast disrupting the supply chain as it is providing greater access to information for customers online. They can use social media to their advantage too.

Legal- food safety legislation

Environmental –using environmentally friendly products that can be reused.

In this example of part of the work produced for the assessment focus, the learner was given nine marks. The work provides a series of clear judgements and detail linking to relevant sections of PESTLE. The learner has considered the impact of each of the sections and then made references where appropriate to adaptations that the business in context could make to overcome or align to these changes. Similar development across other tools would have allowed for higher marks to be awarded.

Economic = During The pandemic, all businesses have struggled to keep their number of customers at the same level and retain revenue, as the delays of deliveries, pricing of raw materials increase etc. To keep your existing consumers interested in your products, you will have to tailor the food boxes to fit the current climate including seasonality and keeping up with celebratory holidays. This can be by posting home videos for people to follow along with from regular customers or influences to create a personal touch. By having free shipping and delivery can mean that you receive less revenue through having to pay these fees yourself, but I believe it is necessary for Wholly to do as free deliveries is an attractive plus on their company that customers will be impressed and sold by. The free refunds can be incorporated into the business as these types of aspect will also help as it will make people more likely to buy the products as they know that if the boxes come damaged or certain ingredients are in a bad condition they can get a refund for that specific item as well as making it more likely for them to return and buy another.

Social = A big current social trend is a focus on diversity and inclusivity. By marketing your products to a wider audience as well as towards your current customer base, you will be able to gain the interest of different types of people. A way to gain this interest can be through advertising the food on certain special holidays for different religions and cultures such as ramadan. If a new customer is looking at Whollywebsite and all the food is basic and only advertising Uk driven recipes, it will likely put them off wanting to purchase if they do not fit in that category and it's not to their taste. Enforcing the idea that cooking from home is for everyone and the flexibility of the boxes can easily fit into your lifestyle will help encourage those who do not currently cook from home to want to be included by buying the products, even if they do not use it to eat healthier but try out different cultures food. This is important through who you choose to be an influencer for your brand online, as picking people of the same race and physical appearances could limit the people who are interested and you want to be hitting as many different target market sectors as possible. By diversifying your representatives, you are showing that your brand is for everyone.

Assessment Focus Five: The Marketing Mix

This assessment focus required learners to consider:

- How the 7P extended marketing mix could be applied to the marketing of sportswear products
- An appropriate marketing message for a marketing campaign run by a business that is looking to increase revenue and brand awareness
- A selection of appropriate media and promotional activities for the marketing campaign.

Most learners now tend to produce a 7P marketing mix, and the marketing mixes produced are more likely to be contextualised. Contextualisation is an essential part of the work for this assessment focus. Unless the majority of the 7P's are in context to some extent. Learners cannot be awarded marks in bands three or four.

A significant majority of learners still lose marks for this assessment focus because they appear to have significant gaps in their knowledge of the marketing mix. For example, a surprising number of learners write about the target market for the business under people instead of talking about the employees of the business and the service that they provide to customers. Many learners are not including a marketing message, or they are providing a slogan or strapline instead of a marketing message.

Where learners gained higher marks, they have produced a detailed marketing mix which accurately references each of the '7Ps' with clear links to the context of the business and the food box market. Learners at higher levels were presenting an appropriate range of promotional activities which were clearly selected and relevant to the context of the business in question and were justified. Furthermore, the best pieces of work, especially those gaining marks in mark band four, tended to propose an appropriate marketing message that they then consistently linked throughout the marketing mix to provide a detailed, contextualised and appropriate marketing campaign that aligned to aims, objectives, budgetary and time constraints.

In this example, the learner was awarded marks at the top of mark band two. This was because the marketing mix is covered in full with a consideration of the extended marketing mix. However, the work is not fully applied in context and does not offer clarity of decisions throughout therefore limiting the marks awarded. For example, within pricing the learner considered three different strategies but there is no clear selection or conclusion as to the most appropriate.

The 7p's

The product what Wholly Nutritious sell is food boxes. Food boxes are a collection of fresh food which are delivered to your door. This product is a premium product and are usually bought by people who can afford other premium items. Food boxes can have lots of food items within them and can make meals from different cultures cuisines and more. This links to the marketing message because the idea of a premium product is great for younger people as it becomes a treat or a luxury to have and are instantly drawn to it. This means that the social media presence will grow significantly.

I think that the pricing strategy Wholly Nutritious should use is price penetration. Using price penetration allows new products a quick way into the market and generates sales, revenue and attention very quickly. Furthermore, I think that Wholly Nutritious should use psychological pricing as it is easy to implement and a great way of generating more sales. Likewise, I think that Wholly Nutritious should also use competitive pricing to attempt to gain an edge over the other businesses. This links into the marketing message because a competitive price will draw the attention from users on social media and will all be drawn to the products. This means that the revenue will be much higher than usual meaning that Wholly Nutritious gain more of a market share.

One way that Wholly Nutritious should promote is through social media. Social media is a very easy to use popular modern-day solution to having poor advertising. With it being free to obtain it is a very cost-beneficial way to show your business. Furthermore, paid advertising on most sites and applications can be cheap and certain demographics can be targeted. This will maximise your revenue and be extremely beneficial for your company. This means that Wholly Nutritious will gain more of a market share. This links to the marketing message because the promotion will lead to more people seeing the products and in theory purchasing them.

This business will be held online. This gives the customers the advantage to order their food at any time and any place if they have an internet connection. This provides both servers to communicate with each other and allows when orders are placed data to be sent to the seller to know what, where and who they are selling to. This means that they are going to repeatedly buy from Wholly Nutritious which links into the marketing message of increasing the following on social media so the customers can see latest flavours and/or boxes.

Had the learner consistently applied the work in context to the business and food box market, the work would have been placed in mark band two.

In this example, the learner was awarded 16 marks, the top of mark band three. This was because all '7Ps' were considered within the work with most aspects being covered in detail and being applied in context; not all aspects were as detailed as those in the excerpt and application was in some areas limited. There was a clear marketing message presented but this did not then thread throughout the work and the justifications were not always balanced.

Price: The price of the boxes will depend on the individual meals that the customer orders. Each meal will be priced from £5. For example if two people order from a box and order 3 meals each it will cost the customer £30 for a box. This allows for the customer to be spontaneous and budget their financial expenditure. The price of the box will also take into consideration of competitive pricing. 46% of the market suggest that the cancelled subscription was because of financial reasons, therefore Wholly Nutritious should make their boxes cheaper than the competitors to retain the customers. As there will be a more specific product being sold within supermarkets, competing with Morrison's pricing of £35 to cater for three meals for a family of four, Wholly Nutritious should price their specific meal catering for two individuals for £10. This meal box will contain two meals of the same recipes however there will be a variety of boxes for customers to choose from within the retailer.

Promotion: Because the business doesn't want to grow any further as it will ruin the quality of the food I think it would be sensible for the business to use the promotional activities of Food festivals involving stalls and local markets. Wholly Nutritious personal Niche market is highlighted of the demographic segmentation of ages 21 to 45 yet the mass market of the industry is 18 to 34. If the business promotes within the BBC Good food show they will reach their targets market as the BBC Good Food shows target market is 30-65. This food show attracts around 150 000 visitors over four days and will allow for the business to demonstrate their food to persuade people to subscribe to the business. This food show is a good way to engage with potential customers, enabling them to create reputations and therefore a way to maintain revenue. Another promotional method that Wholly Nutritious should consider would be the Farmers market. This activity is cheap to promote as stalls range from £10 to £75. The farmers market also allows for the business to engage and persuade individuals to subscribe to the business and to maintain revenues. To reach to the younger audience using digital platforms would be effective. As Wholly Nutritious believe the business should not grow using social media to create awareness would not be suitable. Instead the business should use google ads to promote their website. Google ads allow for Wholly Nutritious to do their own demographic targeting and has a monthly budget of £200 per month which will generate 180-270 clicks. Using this digital method is effective as 36% of the market use the internet to search for ingredient sources and recipes. Using an SEO as a digital marketing strategy will allow for customers to become more aware of the website therefore the business will be able to maintain ore revenues.

Place: Because Wholly Nutritious is within a very competitive environment the business should consider putting specific meal boxes within retail supermarkets which can compete against the supermarkets products. This would highlight that the products will go from the producer (Wholly Nutritious) to the retailer (UK supermarkets) to the customer. Wholly nutritious will also create more of a variety boxes within their personal website that subscribed individuals can choose from. This suggests that the product will go straight from the producer to the customers.

Had the learner provided similar detail across the marketing mix with balanced judgements with a consistently linked message, the work would have achieved higher marks and be placed in mark band four.

In this example the learner was awarded mark band four – 18 marks. This is because the marketing mix presented was applied throughout and had a good level of detail across all '7Ps' with clear references to research and analysis findings, justifications of media choices and a marketing message which linked in most areas.

Product

Wholly Nutritious will offer 'surprise me' food boxes to their customers. This is where they will enter their dietary requirements and any allergens they have and then the employees will create a special recipe for them. This unique selling point will enable them to stand out from their competition by offering more variety. This will enable Wholly Nutritious to achieve their aim of maintaining their revenue because it will retain customers by giving them some more options. This will also enable the business to achieve their objective of creating two social media posts a week because they will produce and upload videos showing customers how they can make their surprise meals at home. This is appropriate because the primary research shows that the important factor for a majority of people when ordering a food box is the range of meal choice and it showcased that new recipes was the main contributing factor in persuading people to maintain their food box subscriptions. As a consequence this will help Wholly Nutritious to achieve their aim of maintaining their revenue because they are creating more variety in their subscription selection which will ensure their customers will continue to use their services. This also reinforces their marketing message because they are demonstrating to their customers that their food boxes can also be interesting.

Price

The pricing strategy that Wholly Nutritious will use is competitive pricing where they will set their prices based on what the competition is charging. Research has indicated that market price for food box subscription varies depending on the type of box itself so the prices will be between £20 to £30 depending on how many people the box is aiming to feed. Due to the nature of the fast growing market there is limited room for growth but this pricing strategy focuses on retaining customers. Considering the business is not looking to grow their customer base they do not have to be concerned about generating a profit so therefore this price will ensure they are able to cover their cost and do not lose their customers to the competition which will help them to achieve their aim of maintaining their revenue.

People

The people employed by Wholly Nutritious will affect the customer experiences and could impact on the likelihood of them keeping their food subscription. Staff will be recruited who have an interest and appropriate knowledge in food and cooking, and they will have practical experience which they will share with customers when they create the cooking videos. This will help Wholly Nutritious to achieve their objective of posting two cooking videos a week on Instagram... customers need support so the employees will be trained on how best to help customers and answer their questions and solve any issues on their social media pages.

Promotion

One of the promotional methods I will be using for Wholly Nutritious is the use of Influencers. I will use influencers who have a substantial following that promote cooking and healthy lifestyles, such as Joe Wicks. They will create a video on them cooking the meal provided in the businesses' recipe box and one of them creating a meal using the fruit and/or vegetable box and post this on their Instagram account. They will offer their following a unique discount code where people can get 20% off their box. This will reinforce the marketing message on how easy it is to cook using the boxes as the audience will see how another person cooking it. This will be effective at helping Wholly Nutritious to achieve their aim of maintaining their revenue because the people who watch the influencers videos are likely to look up to them and want to copy them so they may decide they want to order their own food box to try it out. Additionally, they will trust their recommendation and opinions and the discount code offered will be an added incentive to persuade them to order from the business. We will be using three influencers who will each create a separate meal and the repetition will help to reinforce the marketing message.

The next promotional method I will use is Youtube. Wholly Nutritious will create a YouTube channel where they will invest celebrities on and teach them how to cook one of the recipe meals they offer. Videos will be uploaded once a every four months and they can advertise this channel through their existing social media platforms. This method is appropriate because the primary research revealed that 57 people believed that celebrity recommendations were important when selecting a food box. This will reinforce their market message because by teaching a celebrity how to cook a meal it will demonstrate to the audience how quick and easy it is to cook it. The employees in the video and the celebrity will make comments throughout the video on how healthy the meal is and the different ingredients you can add to make it more interesting to continuously reinforce the marketing message through the video. This will enable Wholly Nutritious to achieve their objective of posting on social media twice a week because they will post clips of the YouTube video onto their Instagram page to grab their customers' attention and entice them to watch the fully video. This will help the business to achieve their aim of maintaining their revenue because customers are more likely to stay subscribed because a celebrity likes the meals, and a majority of people are influenced by them, and they have been reminded of how easy the meals are to make and how they can change them.

Had the learner provided further balance within their justifications for their choices and included consistent and clear links to their marketing message throughout their campaign they could have been awarded full marks. The learner did demonstrate selectivity within the media choices and this is an example of one of the more developed pieces of promotion within the marketing mix.

Assessment Focus Six: Budget

This assessment focus requires learners to demonstrate a detailed understanding of the costs of all aspects of their proposed marketing activity in context.

It is becoming increasingly common for learners to gain marks in mark band three by providing a breakdown of the different costs of their campaign in detail, reflecting the cost of producing promotional material or running a promotional activity. Learners in this series have frequently considered wider costs of promotional activities such as insurances, staffing costs, stock and equipment which has enabled them to access higher mark bands.

Learners are often gaining marks by using calculations to show how they have arrived at the figures in their budget that consider all aspects of the marketing campaign and production costs, meeting the requirement of mark bands three and four for a detailed budget. The best pieces of work, that achieve mark band 4 include a clear breakdown of all of the costs for the promotional activities including preparation costs, materials and wider factors with realistic values and calculations which are appropriate for the business and the budget provided.

In this example, the learner was given five marks for demonstrating an understanding of different costs for individual promotional methods. There is a clear consideration of wider costs for delivery, wages and insurances. Costs are not always realistic and calculations are not fully accurate and therefore the work was not awarded higher marks.

Promotional technique	Individual Price	Amount of times used	Total price
Snapchat ads	0.56 per click	12,000	6,720
TikTok ads	0	15,000	0
Farmers market	Stall = £75	2 each month	1,950
leaflets	0.12 per leaflet	30,000	3,600
Food festivals	£1500	1 a month	19,500
Delivery drivers petrol	Full tank = 150 that lasts half a week	52 weeks	15,600
Wages	£9.50 per employee	700 employees paid for 20 hours a week	9,880
Fixed, variable costs	500 per week	52 weeks	26,00
Insurances	For the 52 weeks = 30,000	52 weeks	30,000

In this example, the learner was given seven marks, for producing a budget that demonstrates a clear understanding for costs of all of the marketing activity in context. Every aspect of the marketing campaign explored within the marketing mix has been costed and wider costs have been considered for a large proportion of the marketing activities. Had the learner provided a further breakdown of the production costs for every aspect of the campaign (social media breakdown, design costs, insurance etc) then full marks could have been awarded.

<u>Marketing Budget</u>	<u>Prices</u>
<u>Purchasing stalls</u>	<u>£500</u>
<u>Food</u>	<u>£1,000</u>
<u>Decoration</u>	<u>£250</u>
<u>Make posters</u>	<u>£150</u>
<u>Hire professional chefs to cook live x3</u>	<u>£800 x 3 = £2,400</u>
<u>Music (speaker,dj kit)</u>	<u>£500</u>
<u>Paying a celebrity to advertise the food boxes</u>	<u>£8,000</u>
<u>Stall business name</u>	<u>£1,000</u>
<u>Take card payments purchase card readers</u>	<u>£250</u>
<u>Introduce new products</u>	<u>£350</u>
<u>Marketing activities</u>	<u>£500</u>
<u>Create a website</u>	<u>£7,000</u>
<u>Hire employees to run the website</u>	<u>£3,000</u>
<u>Get special customer service robot</u>	<u>£500</u>
<u>Advertisement on YouTube, tiktok, snapchat, Instagram, Facebook</u>	<u>£100,000</u>
<u>Total</u>	<u>125,400</u>
<u>Saving for emergencies</u>	<u>£24,600</u>

Assessment Focus Seven: Timescale

For this assessment focus, learners are required to produce a timescale that is realistic in the context of their marketing plan, and one which should consider all promotional activities.

Many learners are continuing to present a simple GANTT chart style table where they shade in boxes with no apparent link to their marketing campaign. However, in this series learners are starting to provide justification for their table with clear reasoning behind the start and end dates of different promotional activities or accurate anchor points within the timescale (for food festivals / BBC Good Food) which allows them to access higher marks. The best pieces of work, that achieve 4 marks, mark band four, are producing a timescale that includes start and end dates for all the promotional activities detailed within the campaign plan along with durations and justification for their choices.

There continues to be learners who simply provide the total duration of the campaign without any further detail which limits them to 1 mark.

In this example, the learner has been given two marks, mark band two for a simplistic timescale presented in a GANTT chart. There is some realism in the context of the wider marketing campaign but to gain higher marks the learner should break down 'promotion' over different time periods and consider timing for preparation and planning for activities as part of the campaign such as video production time, resourcing etc.

Timetable:

	Pre-launch	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Facebook Promotion							
Instagram Promotion							
High street shops launch							
Increase production areas.							
Google ads							

In this example, the learner has been awarded three marks for a timescale which considers both the promotional activities and the preparation activities that are required. The learner has also included a brief supporting statement to justify their timescale. To achieve mark band four the learner should consider providing anchored dates and months in the timescale and including further development and justification with a breakdown of specific social media.

Timetable

	Pre-launch	Months 1-2	Months 3-4	Months 5-6	Months 7-8	Months 9-10	Months 11-12
Create film for social media							
Locate farmers markets for each of the 52 weeks							
Ensure that a stand at the BBC Good Food Show has been booked							
Post film on social media							
Attend farmers markets							
Attend BBC Good Food Show							

In the pre-launch phase of the timetable, the goal is to ensure that all of the campaign medias will be able to go ahead smoothly and not experience any problems. After that, farmers markets will be attended each of the 52 weeks (totalling 1 year), and the film will be posted on the social media page permanently, including after the marketing campaign is complete. Finally, the BBC Good Foods show will be attended roughly half way through the 52 weeks, hence why it is placed within the months 5-6 section of the timetable.

Assessment Focus Eight: Presentation

For this assessment focus, learners needed to produce a piece of work that has:

- A professional format
- No major errors in communication
- Use of appropriate marketing terminology

This assessment focus relates to work produced in activity two.

The presentation of the marketing plan continues to become stronger as learners are becoming more adept at presenting documents in a professional format with appropriate terminology and structuring.

Most learners were able to gain mark band three or four for this assessment focus. Most work is well structured and makes good use of marketing terminology throughout activity two. Learners can use the language from the specification accurately and use several different methods to give their work structure such as subheadings and bullet points.

Where learners lose marks, it tends to be through inaccurate or insufficient use of technical marketing terminology or where learners have misinterpreted the marketing mix and the requirements of activity two and have presented work in note format. Most learners can use the headings from the Part B brief to give their work structure, creating separate sections for the marketing mix, budget and timescale.

In this series, many learners presented work in tables or diagrams which meant that the professionalism of the format and structure of the work was not sufficient in allowing marks above mark band two. Learners may use tables within their work, but this should not be the predominant structural tool as this limits the professionalism of their work.

Summary

Based on the performance of learners during this series, centres should consider the following when preparing future exam series:

- Learners should be given the opportunity to practice writing SMART aims and objectives linked to a given business context or scenario with careful consideration of how data can be used to justify the aims and objectives set. This might help learners access higher marks in this area.
- Provide learners with opportunities to work with seen and unseen case studies and research materials to support their analytical and evaluative skills when using a range of different types of marketing data.
- Ensure that sufficient focus is given to the marketing mix so that learners can understand the theory underpinning each of the 7 P's and how these link to different contexts. For example, Place is about distribution channels, not the actual location of the business, although this can be linked, People is not about the target market or the customer, but the staff that work for the business.
- Provide learners with opportunities to apply the marketing mix to familiar and unfamiliar businesses, brands and products in order to support them in developing their understanding and awareness of each of the 7 P's in practice.
- When exploring promotional methods, learners should be given sufficient time to consider the benefits and drawbacks of different methods so that they can practice justifying choices that are relevant to given contexts and scenarios. Similarly, learners should also be encouraged to explore a variety of promotional methods to broaden their creativity and understanding of relevance when selecting methods.
- Learners should be reminded that the budget should reflect their choices of promotional methods and refer to the wider costs of each method selected as demonstrated in examples above. For example, the cost of a trade stand is much wider than simply the cost of the stand when considering human and physical resources, insurances, licenses, travel etc.
- The timescale must relate to the marketing mix proposed in the work, and detail should be provided to support the reasoning behind scheduling particular promotional methods at different stages. Simply colouring in boxes in a table as a GANTT chart is likely to be mark band two.



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