

READY TO RESEARCH

Unit 2 Developing a Marketing Campaign

*To be used in conjunction with Part A only of the
tutor2u practice assessment*



Student Name:

KEY ESSENTIALS OF UNIT 2

How will I be assessed?

External assessment in January or May.

Total Marks 70 marks

Split 34 marks for the rationale
36 marks for the budgeted marketing plan

Timing 6 hours to complete research task Part A
3 hours final assessment

Outcome To produce 2 documents
Rationale for a marketing campaign
Budgeted plan for the campaign

Assessment objectives

A01	Demonstrate good knowledge and understanding of marketing terms, concepts, principles and data sources.
A02	Analyse marketing data and information. Show an ability to interpret the information and assess the potential impact and influence on marketing campaigns.
A03	Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted to changes in circumstances.
A04	Develop a marketing campaign that is fully justified bringing together ideas and evidence from a variety of sources to support arguments.

What is the Structure of the Assessment?

The assessment contains 2 parts – Part A and Part B

Part A – The Research Brief

- Part A is the research task and will be given to you before the assessment date.
- You will be given 6 hours to complete your research.
- At the end of the 6 hours your aim is to create 6 sides of research notes. The notes can be taken into the final assessment and used to complete Part B
- Part A will contain the task brief (which will outline what you need to research) and task information on the market you will be investigating.

What will I need to research?**a) The Market**

- Competitors
- Market size, share and structure
- Target market
- Trends
- External influences

a) Other marketing campaigns

- Costs
- Timescale
- Media used
- Message communicated
- Marketing Mix
- Appropriateness of the campaign

Part A

Set Task Information

The Market for Health and Fitness

The Health and Fitness industry in the UK has experienced strong growth in recent years, with 2016 seeing an increase in the number of fitness businesses by 4.6% and an increase in the overall market value of 6.3% to an estimated £4.7bn. More people than ever are joining gyms, and now 1 in every 7 people in the UK is a member of a gym.

The growth of this market is largely being driven by low cost gyms, offering more flexible memberships and opening times that suit a busy lifestyle. Low cost gym providers now account for 35% of the overall market.

Research into customer motivations shows that over half of members (54%) have joined their club to improve general fitness and health, 44% have done so to lose weight or tone up. One in four (26%) say they are looking to relax or de-stress and 14% are looking to meet people and socialise.

While the fitness market is dominated by large national chains, there is a growing trend for specialised fitness classes and gyms that are gaining popularity across the UK.

Part A provides an overview of the market you need to research and also gives a brief outline of the business you will be given further details of in Part B.

In this case you have been told:

“You have been asked to write a proposal for a marketing campaign for a small independent fitness business who are looking to diversify by offering classes for new mums to exercise with their babies”

ACTIVITY 1 MAKING USE OF THE TASK INFORMATION

Read through Part A and annotate where the potential opportunities and threats lie. Remember the information in Part A must be used to support the points you make.

All about research

Where to research?

When you receive your Part A task information, you will need to carry out research into that market. Useful sources of secondary data may include newspapers, company accounts, company investor reports, reports from professional organisations, government reports, industry magazines. Primary research may take the form of interviews and focus groups for example.

ACTIVITY 2 RESEARCH BLAST

Using the Part A Set Task Info you need to research the Health and Fitness market.

For this activity we will just focus on the market. Remember during the research period ahead of the assessment you need to research the market and other marketing campaigns.

You will need A3 Unit 2 research mats to complete this activity
Access to the internet

The research mats provide a guide as to what to research. Use the mats to collate your research. Be prepared to feedback the key findings of your research.

(Note: the A3 mats are part of this activity, when you receive your actual assessment you can only use 6 sides of A4).

Possible sources of research for the wider Health and Fitness Industry:

- Health Club Management Magazine (2015-2017)
- The Gym Group plc – Investor Prospectus 2015 & Investor Presentations
- Newspapers – FT, Guardian, Telegraph
- Leisure Database Group: State of the UK Fitness Industry 2016
- European Health & Fitness Market Report 2016 (Deloitte)
- Passion for leisure - A view of the UK leisure consumer 2016 (Deloitte)
- UKActive Reports (2015-2017)

- Register of Exercise Professionals
- The 2016 IHRSA Global Report: The State of the Health Club Industry
- Working in Fitness 2015: An analysis of the Fitness Industry in the UK
- Mintel Group Limited Health and Fitness Clubs UK July 2015

Possible sources to research competitor activity and marketing campaigns of other mother and baby fitness class providers:

- Websites and social media pages of other providers of mother and baby classes
- Local sources of advertising where these classes are being promoted (local press, radio, notice boards)
- Newspaper reports about the trend and popularity of mother and baby classes
- Visit and interview (or telephone interview) a local provider of classes for mother and baby (primary source)
- Possible interviews with any mothers who have/have considered attending these classes (primary source)
- UKActive Reports (2015-2017)



ACTIVITY 3 RESEARCH SUMMARY

In the table below, note down the research findings you believe to be the most significant to support the development of a marketing campaign for a business who want to diversify into offering mother and baby classes.

	Key findings	How will this impact/influence the marketing campaign
Competitors		
Market size, share and structure		
Target market		
Trends		
External influences		

Using your research

TIP 1**MANAGE YOUR TIME AND BE SELECTIVE**

You have 6 hours to carry out your research and produce 6 A4 sides of research notes. Make good use of your time and be selective with the information you have found. Use the bullets in task A as a guide of what you need to research.

As you find information, think about **why** this is useful to the business scenario and **how** it may influence the marketing plan.

TIP 2**USE DATA THAT IS RELEVANT AND UP TO DATE**

Don't forget as part of your assessment you need to comment on the reliability and validity of the research you present. Note down the source of your research, check it's up to date and relevant to the market. Example if task A is based on the UK market and the business is seeking to expand in the UK, do not include data on the US market.

TIP 3**USE THE RESEARCH TO SUPPORT YOUR ARGUMENTS – REFERENCES ARE KEY!**

Both in the rationale and the budgeted marketing plan you need to consistently refer to your research, the case study and the market it operates in. Show your research is from a variety of sources.

For example - *An article in the Guardian on mother and baby classes pointed out... this mean... this is important to (name of business /situation in case study) because...*

TIP 4**GOOD RESEARCH**

Will help you discuss different markets and strategies used by other companies to justify points made.

ACTIVITY 4 HEALTH AND FITNESS RESEARCH SNIPPETS

The table below contains a number of research snippets on the health and fitness industry. Read each one, rank its usefulness, explain what it shows and why/if it is significant to the Part A brief and market

Research snippet	Rank the significance of the info on the slide rule (L=Low H=High)	What does it show and why is it significant to this situation	Opportunity or threat?
1 There are almost 200,000 fitness & health clubs worldwide and the global market is growing strongly.	L H		
2 The US is the world's biggest fitness club market with over 55 million members.	L H		
3 The UK is the world's 3rd largest market for fitness club membership, with around 9 million members. The market is growing at about 5% per year (membership).	L H		
4 The rapid growth in the overall number of health & fitness clubs in the UK has mainly been due to organic growth strategies pursued by the leading chains and new entrants to the market.	L H		

Research snippet	Rank the significance of the info on the slide rule (L=Low H=High)	What does it show and why is it significant to this situation	Opportunity or threat?
<p>5 The UK has seen an increase in birth rate of 17% between 2001 and 2016.</p>	<p>L H</p>		
<p>6 Budget / low-cost chains in particular have been able to invest in a rapid roll-out of new locations, taking advantage of their more flexible space requirements. Former office blocks and warehouses are just two of the kinds of space that have been converted into gyms.</p>	<p>L H</p>		
<p>7 Overall, the average size of health & fitness clubs has fallen (both in terms of space and average membership). However this mainly reflects the increasing number of small budget gyms and small providers of fitness classes.</p>	<p>L H</p>		
<p>8 The recovery in the UK economic growth in recent years, fueled by higher consumer spending, has been a positive factor in driving increased demand for health & fitness services.</p>	<p>L H</p>		

Research snippet	Rank the significance of the info on the slide rule (L=Low H=High)	What does it show and why is it significant to this situation	Opportunity or threat?
<p>9 Increasingly obesity and awareness of the benefits of a healthier lifestyle have broadened the number of potential users of health & fitness facilities. The UK government has supported growth in demand by funding exercise memberships for adults with obesity problems who might otherwise not be able to afford membership.</p>	<p>L H</p>		
<p>10 A 2013 study by slimming world identified that 57% of women wanted to lose weight in the months after having their baby to increase their confidence and improve their health.</p>	<p>L H</p>		
<p>11 Budget / low-cost fitness chains have also embraced digital channels, for example enabling memberships to be managed online as well as participation in exercise classes.</p>	<p>L H</p>		

ACTIVITY 5 HEALTH AND FITNESS DATA DROP

Study the A3 Health and Fitness Data Drop.

For each data set, identify what the research shows and how it may be useful for this situation.

	What does it show?	Briefly explain whether or not this data could influence the marketing plan for a business who want to diversify into offering mother and baby classes
Data 1		
Data 2		
Data 3		
Data 4		
Data 5		
Data 6		
Potential issues with the validity and relevance of the data – identify which one(s)		

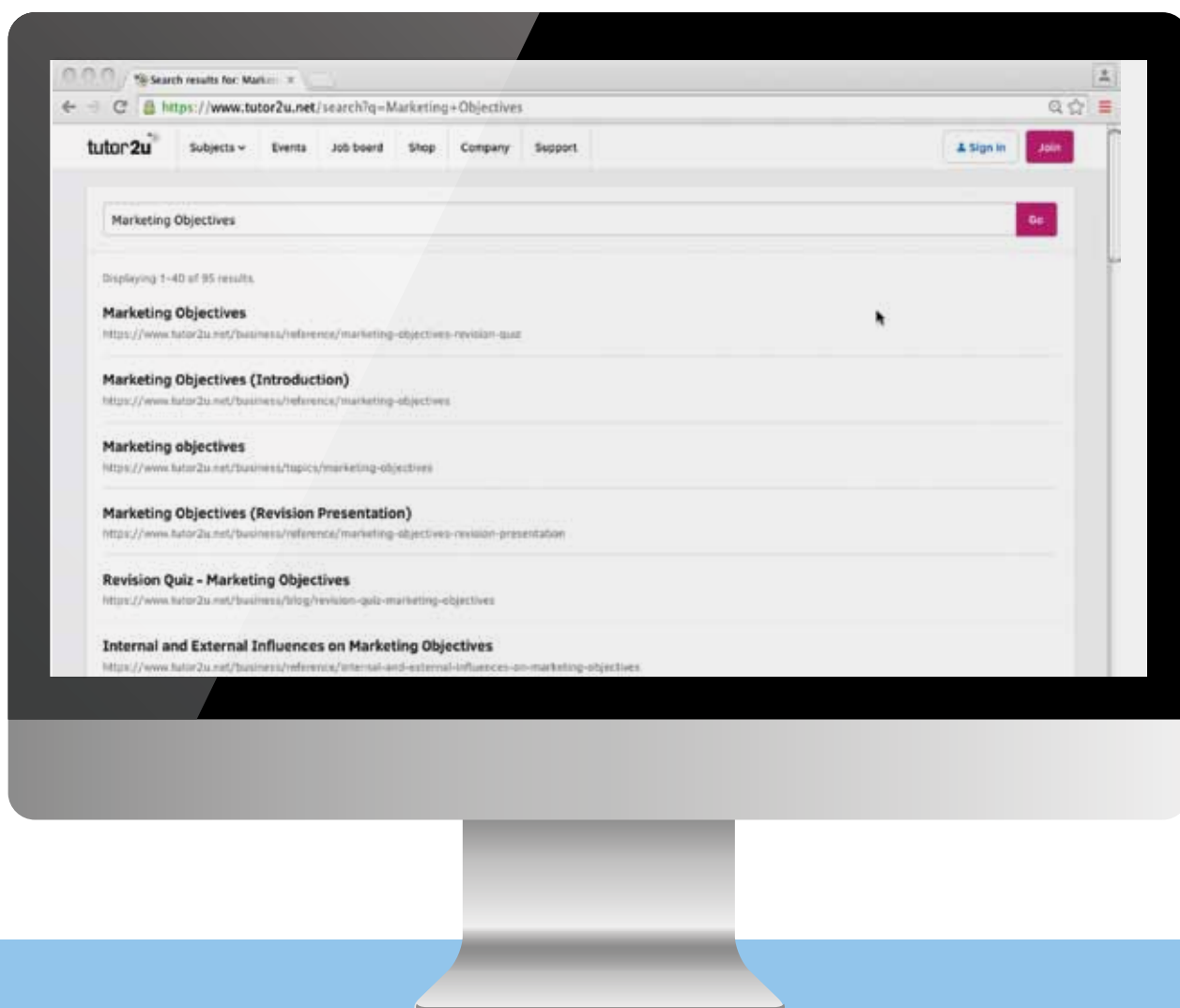
Build your knowledge

During your study of Unit 2, your teacher will take you through the key terms, concepts and principles of developing a marketing campaign. It is essential that you learn these concepts thoroughly to use them in your assessment.

The tutor2u website has study notes, revision quizzes, revision presentations and useful blogs that will help support your study of unit 2.

Simply go to www.tutor2u.net, click on subject, Business and type in the topic you would like to study.

Here's an example



ACTIVITY 6 HEALTH AND FITNESS – RESEARCHING MARKETING CAMPAIGNS

You need to research examples of other marketing campaigns.

Looking for information on

- Media used
- Message communicated
- Marketing mix
- Appropriateness of the campaign

Working in pairs, research two contrasting providers of classes for mother and baby. For example, you could look at a larger national franchise such as onefitmama.co.uk or buggyfit.co.uk; and contrast this against a small local business providing these classes in your local area.

Create a presentation discussing their marketing campaigns (using the bullet points above) and feedback to the class.

Remember for the Part A research task set by Pearson you will also need to research and consider

- Costs
- Timescale
- Appropriateness of the campaign

You need to be ensure that the campaign is appropriate to the business, the objectives, stage of the product life cycle and the budget! Mars have allocated a £5m budget therefore can afford to advertise on the TV as part of their promotional mix. The business in your Unit 2 assessment is likely to have a much smaller budget, therefore the choice of media needs to be entirely appropriate.

That's not all!

The content is one part of your study. The other is building your knowledge and understanding of marketing campaigns, this will come through the second part of your research but also by becoming more aware of how other businesses market their products. Whilst studying the content, try to find real business examples, this will develop your understanding of marketing.

EXTENSION ACTIVITY

With growing concerns over the levels of obesity in the UK, many companies are adapting their marketing to respond to this change. McDonald's have launched a premium gourmet burger and confectionary companies are also taking note.

Let's take a look at the confectionary market

It is anticipated that UK consumers will chomp through £6.2bn worth of chocolate this year. Euromonitor says that whilst the market for snack bars is growing the overall spend is less and sales are expected to fall to £5.8bn by 2022.

Confectionary companies need to be dynamic to remain competitive. Mars has launched a new snack bar called Goodness Knows. They claim it will be their biggest product launch in the UK since Celebrations back in 1997. They have invested £5 million into advertising the brand in its first year, the initial phase of its product life cycle.

Source: www.theguardian.com/business/2017/jul/14/goodness-knows-what-mars-has-made-just-dont-count-on-chocolate

Quick research challenge

Research the launch of a new confectionary product.

You will need to find examples of how the business has promoted the new product. What different forms of media have been used? How have they used social media?

Feedback your finding to the rest of the class.

