

Name:		Candidate ID:	
Paper Number	31489H	Exam Board:	Pearson BTEC.
Title of Exam:	Developing a marketing campaign.	Centre Number:	64395
Date:	2/05/2017.		

Activity 1.

Outline proposal.

The product which Steve is using for his new brand, RokU, is an augmented reality mobile app in which it uses fantasy role play scenarios. An augmented reality app is where games use the cameras within a mobile device to transform player's surroundings into a live gaming environment, rather than playing just on the screen. The app which Steve wants to launch includes collecting virtual rewards in the different quests which are included within the app. The target market which I would advise Steve to go for is 16-24 year olds. They are the largest consumers of mobile apps, which means he can target this audience to get a large number of downloads. The place of this product is a download, in which consumers can find the app in app stores on their mobile phones and the process is instant and very simple. The pricing I would use is freemium as it means there is opportunity for RokU to introduce more advanced versions of the app which can be paid for and also space for the consumers to pay for any additional features which they wish too. Promotion which I'd use is online and digital promotion, as this allows the target market of 16-24 to view any trailers/adverts whilst using their other mobile apps. The product is an app which can be downloaded by mobile app users, anywhere within the globe and it can be used anywhere if

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the user has 3/4G on their mobile device or using WIFI, however some apps do not need internet connection.

Marketing aims and objectives.

AF2

1. Successfully launch a new augmented reality mobile app – to do this Steve must have the right expertise which he does (university graduates) and the fact he has past experience in other mobile app's puts him at an advantage because he knows what the public want.
2. Achieve 50,000+ downloads in the first year of the launch of the app – This is possible as he has the right expertise and again the knowledge of the market. He must focus of the needs and wants of the public. (Big companies such as pokemonGO had been downloaded 500 million times since its debut in July.) This makes it possible as pokemonGO did not spend a large budget on marketing, however they had brand awareness, but Steve has this too as he's produced previous app's.
3. Achieve market share and growth – To do this he must make the right decisions on how to promote his app and get it out there to gain brand awareness which will then intice people to download the app, this will help with market share and growth depending on the success of getting the app out there.

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4. Make a profit – Freemium app’s generates their profit through in app purchases and general advertising. He must make sure he has adverts within mobile phone app’s and promote his game through advertising digitally.

PEST analysis.

AF4

<p><u>Political influences.</u></p>	<ul style="list-style-type: none"> • The games industry is heavily influenced by the government, and is given a £4m boost by the UK government a year (BBC NEWS). This means that games industries are able to expand their businesses, and this would help with businesses such as Roku, as it is a small mobile gaming business which wants to be successful. • Government also support the games industry as it already generates more than £4.5m a day for the UK economy and employs more than 19,000 people. This encourages government support as
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	<p>its helping with issues such as unemployment but with the more jobs available in the games industry, unemployment may decrease.</p> <ul style="list-style-type: none"> • Government support tech research as it may improve things in health or security within the country. They also appreciate transferrable skills as it means people are able to help in many different job areas. • However, governments may disagree with the use of gaming as Politian's have previously blamed gaming apps for issues and tragedies such as; Sexism due to the roles of some women in games e.g. GTA with strippers and prositutes. As well as this, violence in schools due to the amount of violence happening
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	<p>within games. Gaming has also been blamed for the increase of laziness in kids are they may gain an addiction to these games and spend their whole time gaming instead of doing activities. Lastly, even though gaming employs large amounts of people a day, it can also affect employment rates as some people spend their days gaming rather than trying to find a job, they gain benefits for doing nothing.</p>
<p><u>Economic Influences.</u></p>	<ul style="list-style-type: none"> • Economic influences are not massively affected however, the fact the industry contribute £4.5m a day to the UK economy and employ 19,000 a day which helps the economy out as the more people working, the more money coming into the economy.

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	<ul style="list-style-type: none"> • UK games industry contributes 1.43billion a year which again helps the economy overall. • If UK economy is doing well, then all businesses around the UK can continue to be successful and not suffer from financial issues.
<p><u>Social influences.</u></p>	<ul style="list-style-type: none"> • Social influences include mobile phones being a growing trend. Four out of five adults in the UK now have a smartphone, which is the equivalent to 37 million people. This allows the games industry to grow as a market because people will recognise these app's more. • The average age for a child to get their first mobile phone is now 10.3. This allows the UK games industry in mobile apps to target younger audiences by the

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year, which means again they can expand their market and their businesses to different apps depending on what the target audience want.

- The growth in access to WIFI is always increasing around the world, 77% of people within developing countries have internet access, which means adverts and trailers are accessible to these people and they can also gain access to the app due to WIFI in all places such as restaurants, cafes, public transport (commuters).
- The amount of people using apps is also increasing, users spend 90% of their time in apps rather than on the mobile web. This means people are more likely to use this mobile app, and also are

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	more likely to notice it through in app advertising.
<u>Technological influences.</u>	<ul style="list-style-type: none"> • Having a freemium app means that they have room to improve their app and people have the chance to pay for additional features. This positively helps Roku as it means that users of the app will become more and more interested in the app that they will be willing to pay for additional features. However, it does also increase competition as there is many freemium apps already. • The games industry is a growing market, with the UK now having 20m mobile gamers. This again will help with getting the app out there with in app

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