

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

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apply this to their decisions. 2015 is only 2 years ago which means that most of the technology from then until now in 2017, hasn't changed massively and still applies to the current situation of the UK games industry. Adding on to this, I feel my research is reliable because I got my findings from places such as BBC news which is a government body, as well as websites with accurate findings of UK game industry information. I looked at many websites to get my statistics and more often than not I found the same statistics which shows that my data is valid and RokU as a company can apply these statistics to their decision making for their apps.

Activity 2.

Whilst Steve is wanting to expand his expertise and knowledge of mobile gaming app's and creating a business called RokU to launch a new augmented mobile gaming app, he must consider the marketing mix which includes the product, pricing, place and promotion of the app to ensure that this app is going to be successful and he spends his budget of £30,000 wisely.

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Product – The app is an augmented reality mobile app which is based around a fantasy role play scenario in which the players using the app can take on different roles of different characters. This app enables players to collect virtual awards, and as well as this due to the different characters which can be used, it means that if the app uses freemium pricing

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strategies then they can pay for additional characters or additional virtual rewards. I think this app should be targeted at the ages of 16-24 year olds. They are the biggest consumers in the market, and due to the trends of amount of time they spend on their mobile phones, they will be the ones to hear about this app first through using other apps. For example, social media advertising and trailers will be spotted first by this age group as they spend more of their time on mobile apps than any other age groups. This age group are the ones using public transport (18-24 year olds on the way to college, university, apprenticeships and day to day jobs). They also have the sparest time due to being in education and having the earlier finishes (16-18 year olds). The functions of this app is to entice people into this app by having the virtual rewards up for grabs and also having the experience of living in the life of all these different characters, which can sometimes be therapeutic if the younger ages are having tough times with school and college work and it can take them out of reality and into another world of imagination. Another function of this augmented reality app is that they are able to relief stress in time of exams, and distract themselves on a break from revision for example.

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Pricing.

For this augmented reality mobile app, the business RokU should use the pricing strategy of competitor based strategy. Competitor based pricing means they can look at their close

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competitors which provide the same kind of product as themselves, and see the way they generate a profit. PokemonGO was a freemium app with additional fee's, and they managed to generate a profit through in app purchasing and advertisement. As well as this, another big competitor for augmented reality is Ingress, which is a free app too. Both of these apps use geolocation augmentation which is a more sophisticated version, which means that RokU should use freemium pricing as they are just that less advanced. Freemium means that they do not have to pay a price for the initial download of the app but if they want to pay for additional features e.g. characters or rewards then they have the opportunity too. RokU would receive a larger number of downloads as people are more likely to want to download a free app, because if they realise they do not like the app and it is not for them then they have not had to pay an overall price. Adding onto this, freemium pricing strategy allows the company to generate a profit through additional features, the consumers of this app may like it so much that they are willing to pay additional fees. Not forgetting that RokU using freemium pricing strategy means they have the opportunity to improve and update the app if they feel like they got a large amount of people downloading it because then these people may be willing to pay an extra fee to download a newer and improved app of the same app but in better quality. Freemium app's generate their profit through in app purchasing and advertising, and if they get enough money for this then they can carry on to expand their business further and maybe even launch new apps within the future.

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Place.

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The placement of apps are digital downloads, found in app stores and websites. This makes the process of downloading the app very advanced and easy, because unlike a physical product, it does not have to go through distribution and you can download it on the go if you have access to wi fi or 3/4G. The process of an app means that it does not have to travel anywhere and everyone across the globe can download, and the process is cheap, instant and very simple. This means that people will be willing to download the app as its just click and it is there on your mobile device.

Promotion.

For promotion, RokU has the budget of a marketing campaign of £30,000 for the first year of his launch. I would advise Steve to use 4 types of promotion and those types of promotion would be setting up a website for his app, using social media advertisements such as a trailer on Instagram and Facebook, Setting up a press release for the launch of his app to get it out there and having billboards around large cities.

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Type of media	Justification
<u>Website.</u>	The first type of media which I would use is a website for this app as there is no cost for

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setting up a website to launch this new app and as they have expertise of technology they would know how to set up this website for the app. RokU should use this website regularly and efficiently to get their app out there and explain the functions of the app and if there are any queries they should have a contact option so consumers can feel like they are there to help if anything is wrong. They should use a website as the app is recognised as a digital method, as a website is too. On the website the consumers can see all you need to know about the app and any upcoming launches. This would help the app get out there as it could be linked to different types of advertisements which are used. A website may also mean that if their app

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	continues to grow then there could be stuff such as merchandise.
<u>Social media advertisements.</u>	The second type of media which I would use is social media advertisements such as trailers on Instagram, Facebook, YouTube and google ads. Instagram ad's cost per thousand views average around \$3.00, which means RokU could use around 5% of their budget on Instagram advertisement which would get their app out there and the users of social media and mobile users would notice their app just by going on an app they use every day. Adding on to this, they could use Facebook as another social media advertisement as well as setting up a Facebook page. Facebook advertising would cost around \$0.16-\$1.00 per click and facebook's suite of deep targeting

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options, you are getting a highly valuable targeted audience at a very reasonable price. Again I would use 5% of the budget to use Facebook advertisements, as well as setting up a page which links it to the website too. Adding on to this, I would use google ads and YouTube trailers for the app. These YouTube and google apps allow the people using other app's to see the trailer for this app. YouTube trailers average from \$0.10-0.30 per view. I would use 10% of my budget on these trailers as many people watch gaming videos and these could be linked on there. Google ads cost on average per click \$1-2 on the search network. I would use 10% of my budget on this too as relevant searches could trigger this trailer.

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