

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

<p><u>Press release.</u></p>	<p>I would use a press release for another one of my media choices for the app. A press release is a type of meeting which gets the trailer out there and tells interested parties and audiences what the game is all about and how it works. It informs them about when the app is out and would also show the trailer of the app but would not ruin it so the audience would still be enticed and interested. For this, I'd get relevant vloggers, bloggers and other forms of people to come to the press release and then they can feed back on their websites/videos/social media websites about the app and raise awareness. Parties who have previously been interested in apps of a similar function would attend these press releases and they would then</p>
------------------------------	--

Signature	
------------------	--

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

AF5

	<p>be able to spread the word through word of mouth. I would spend 25% of my budget to get these parties involved and in the release of the app so it's talked about lots.</p>
<p><u>Billboards.</u></p>	<p>Lastly, I would use billboards to attract consumers around big cities where these games would be popular as there are large amounts of gaming industries in big cities as they are the place to promote something largely. Billboards attract the eye of customers and they take time to read and acknowledge big posters in stuff which they are interested in. If they see stuff on social media, through a press release, through trailers and on websites then they will notice this game is a big deal. I would use billboards on bus shelters which costs £265 in a big city such as London (6 sheet). As</p>

AF6

Signature _____

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

	<p>well as this, I'd use billboards in cinemas, because again cinemas are a digital method and this would attract consumers if they are going to watch a film which is relevant to this application, This would also cost £265 in a place such as Glasgow which is a big city and the cinemas would be on a larger scale so would attract more customers. Adding on to this, I would use billboards in a place such as Birmingham, on a larger scale (48 sheet) within the city which would cost £590. Lastly, I would use two digital billboards in Birmingham and Portsmouth which attracts a lot of people due to the tourist attractions of shopping and other activities. These would cost £144 each. This would leave me with £92.</p> <p>Billboards are a good form of media as they</p>
--	---

AF6

Signature _____

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

AFS

	are constantly seen by people such as commuters as they are always using public transport and often working in big cities such as these.
<u>Radio.</u>	I would not use radio as a type of media for a gaming app as the advertisement is short and it costs a lot to get it onto a larger scale radio, as well as this, it does not justify the app as I would use something visual for the type of game which this is (augmented reality which means it focuses on visual aspects mostly).
<u>Magazine.</u>	I would not use a magazine article as again it would not target my key audience, nowadays the audience which I am trying to attract is the age range of people constantly using digital devices and the idea of using apps and digital methods to promote the app shows the relevance as it is all visual and constantly ties in with the theme of the augmented reality app.

Signature _____

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

Timescale.

AF7

Jan	Feb	March	April	May	June	July	August	Septem	Octo	Novem	Decem
Press release	→					N/A	N/A	N/A	N/A	N/A	N/A
Social media ad	N/A	N/A	→						N/A	N/A	N/A
Website	→										→
Billboards	→		N/A	→				N/A	N/A	→	

My press release would start in January when the app is about to be released and then it would carry on for the two months after it is release to keep everyone up to date about any updates and changes and give everyone a chance to see the press release and the success so far.

Social media and ad would not apply for the first couple of months of the launch as the website and the press release would be the thing to get it out there and inform all interested parties. They would happen in the 6 following months so people are reminded about the app and the advertising never dies down so people can download it once people have spoken about it.

Signature	
------------------	--

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

My website would run all year round so the people can always look at the website for information and any queries all year round.

AFM

Lastly I'd have some billboards at the first few months of the release, I would then stop them for a couple of months and start them up again so people are yet again reminded of the app and what it is all about, it would be happening at the same time as social media advertisement and also some of the press releases. As well as this theyd run for a long period of time in the summer as people are out and about in the hot weather so they are constantly reminded by the big billboards about the app.

Signature