**Level 2 First Award in Business**

**UNIT 4 Promoting a Brand**

**Learning Aim A: Explore the use of branding and the promotional mix in business**

**Assignment 4.1: Exploring Brand Marketing and Promotion**

You have been employed as a marketing assistant for a marketing agency.

Your manager has asked you to gather information on how businesses use branding and the promotional mix. Your research will be used to help develop the agency’s approach to branding and the promotional mix for their clients.

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**Task 2**

You have also been asked to produce a report on the **marketing** and **promotional mix** for a selected branded product.

**Part A**

**For question P2**

The first part of your report should assess **Kitkat’s marketing mix.** You should include how Nestle, the business that makes KitKats uses the 4 Ps in relation to Kitkat:

* product
* price

THE MARKETING MIX

* place
* promotion

You must include a conclusion which identifies which aspects of the **marketing mix** are most important or relevant to KitKat, giving reasons for your decisions. **P2**

**Part B**

**For question P3**

In the next part of your report, you need to include information on **KitKat’s promotional mix.**

You will need to identify the different elements of the **promotional mix** that Kitkat uses. This could include:

* advertising
* sales promotion

THE PROMOTIONAL MIX

* public relations activities
* direct marketing

For each of the elements identified you should give the reasons why each of the identified elements of the **promotional mix** are used. **P3**

**Part C**

**For question M2**

You should then explain **why selecting an appropriate promotional mix is important** to the business. You should consider:

* The type of market in which KitKat is operating - B2B as it sells to retailers (shops). Why would a shop want to sell KitKats on its shelves? It has to be popular with consumers, which means trying to attract the attention of MILLIONS of individuals all over the world. This is very hard to do well. What role does KitKat’s **promotional mix** have in this process?
* The degree of competition – There are so many other chocolate bars and biscuit brands to choose from! There is SO MUCH COMPETITION! Why is important to draw customers’ attention to KitKat rather than a competing chocolate bar or biscuit. How does the **promotional mix** help KitKat achieve this?
* The target market for KitKat – Mass marketing at people wanting a quick snack / a biscuit with their tea / coffee. How does the promotion used by KitKat attract this group? **M2**

**For question D1**

**Part D**

You will then need to evaluate the effectiveness of the **promotional mix** for KitKat. You should include:

* the strengths and weaknesses of the promotional activities used including how they have used promotional tools such as AIDA.

You should include a conclusion, that covers:

* which elements of the **promotional mix** that have been effective
* which elements of the **promotional mix** that have not been effective
* how well the **promotional mix** effectively target the selected target market. **D1**

Bibliography

Keep a note of books and websites used