

Pearson BTEC Level 3 Nationals

Wednesday 6 January 2021

Supervised hours: 3 hours

Paper Reference **31489H**

Business/Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part B

You must have:

Calculator, note paper and pen.

Instructions

- Complete **all** activities.
- **Part A** will have been used in preparation for completion of **Part B**.
- **Part B** must be issued to learners as defined by Pearson and should be kept securely.
- **Part B** must be undertaken in 3 hours on the date and time and under the conditions specified by Pearson.
- **Part B** is specific to each series and must only be issued to learners who have been entered to undertake the task in the relevant series. It is to be issued at the beginning of their timetabled supervised period.
- **Part B** should be kept securely until the start of the 3 hour supervised assessment period.

Information

- The total mark for this paper is 70.

Turn over ►

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Instructions to Teachers/Tutors and/or Invigilators

This paper must be read in conjunction with the unit information in the specification and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document. See the Pearson website for details.

The **Part B** set task is undertaken under supervision in a single session of three hours on the timetabled day specified by Pearson. Centres may schedule supervised rest breaks during the session.

Centres must schedule all learners in the same sessions if possible and must release **Part B** to individual learners only for their scheduled session.

The **Part B** set task requires learners to apply research. Learners should bring in notes as defined in **Part A**. The teacher/tutor and/or invigilator needs to ensure that notes comply with requirements.

Work should be completed using a computer. Learners are not allowed access to the internet.

All learner work must be completed independently and authenticated by the teacher/tutor and/or invigilator before being submitted to Pearson.

Refer carefully to the instructions in this paper and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document to ensure that the supervised period is conducted correctly and that learners submit evidence that is their own work.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor and/or invigilator knowledge and approval.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

Maintaining security

- During supervised assessment periods, the assessment areas must only be accessible to the individual learners and to named members of staff.
- Learners can only access their work under supervision.
- During any break, materials must be kept securely.
- Any work learners produce under supervision must be kept securely.
- Learner notes must be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

Outcomes for submission

Two documents will need to be submitted by each learner:

- a rationale for a marketing campaign
- a budgeted plan for the marketing campaign.

Each learner must also complete an authentication form.

Instructions for Learners

Read the set task information carefully.

This session is **three** hours. Your tutor/invigilator will tell you if there is a supervised break.

Plan your time carefully.

You have prepared for the set task given in this **Part B** paper. Use your notes prepared during **Part A** if relevant. Attempt both the activities in **Part B**.

Your notes must be your own work and will be retained by your centre until results are issued.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised assessment period and must not share your work with others.

Outcomes for submission

You will need to submit the following **two** documents on completion of the supervised assessment period:

- a rationale for the marketing campaign
- a budgeted plan for the marketing campaign.

You must also complete an authentication form to declare that the work you submit is your own.

Set Task

You must complete BOTH activities.

You will need to refer to the additional task information on the following pages and your notes from the research and preparatory work undertaken in **Part A**.

Activity 1

Prepare a rationale for a marketing campaign for *Team Ocuppola* to develop brand awareness of its esports team.

This should include:

- marketing aims and objectives
- research data on the market, to include:
 - an analysis of your research, using appropriate tools
 - target market
 - size, structure and trends
 - competition
- an evaluation of the reliability and validity of the information researched
- a justification for your rationale.

(Total for Activity 1 = 34 marks)

Activity 2

Based on your rationale from Activity 1, you must produce a plan for the marketing campaign for *Team Ocuppola*.

The plan should include an appropriate:

- marketing mix
- marketing message
- selection of media
- campaign budget
- timescale.

You must produce this plan in an appropriate written format for the owners of *Team Ocuppola*.

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B Set Task Information

The market for esports in the UK

In 2019 the esports industry was worth \$1.1 billion globally. Over a quarter of this, around \$264 million, was earned in Europe. This is a fast-growing market. It is well established in Asian countries and rapidly growing in popularity in the UK, Europe and the USA. In 2018, revenues from esports in the UK were £22 million. This was a 450% increase from 2014.

The esports industry generates revenue in a number of ways, including:

- events
- merchandise sales
- sponsorship
- advertising

Esports events are a large and growing phenomenon. The biggest of these events are held in stadiums and arenas as well as being broadcast online. These venues are normally used for traditional major sporting events such as Premier League football or concerts by major music stars. In 2019, 'The International' was held in the Mercedes-Benz Arena in Shanghai. The arena holds around 18 000 people and tickets to the event sold out. Prizes for this type of event are large and esports teams compete to win millions of dollars. In 2019, the Fortnite World Cup awarded prizes worth a total of \$100 million.

One of the biggest esports events of the year is the Intel Extreme Masters series. This event is the equivalent of football's FIFA World Cup. The finals are held annually in Katowice, Poland. In 2018 over 2.2 million people watched broadcasts of the events online. This had increased to 5 million in 2019. In 2020 Coronavirus (Covid-19) led to the stadium being closed to the public for the Intel Extreme Masters series final. Despite this, the event still set an all-time record for online viewers.

Broadcasts of esports events are increasingly popular. Globally, over 385 million people watched esports online in 2019 using platforms such as Twitch and YouTube. In the UK, over 4 million people watched esports in 2018. This is equivalent to 7% of the adult population. The majority of the esports viewers in the UK are aged between 18–24 (35%) or 25–34 (37%). Male viewers account for 69% of the audience with female viewers making up 31%. Fans of esports are often physically active and around 59% both watch and take part in traditional sports regularly. Research says that they do not watch much traditional television. Some estimates suggest that they watch just 3.8 hours per week.

The UK has a large number of esports teams that compete in events globally. Some of the most well-known teams are:

- *Team Endpoint*
- *Fnatic*
- *Prophecy*
- *OpTic Gaming*
- *Cloud 9*
- *Team Dignitas*

Team Dignitas is one of the most well-known and successful esports teams in the UK. It was first established in 2003 and has built a strong brand. *Team Dignitas* has gained sponsorship from a number of global brands, including *Alienware* (a maker of gaming PCs) and *Mountain Dew* (an American soft drink manufacturer).

Team Ocuppola

Team Ocuppola is an esports team based in the UK. It has been established for five years and the team has won a number of competitions in the UK and Europe. *Team Ocuppola* is beginning to build a social media following. Its members have over 1000 subscribers on Twitch.

The team is planning to enter more international competitions in 2021 and will be playing in events in Europe and Asia. The team currently has three sponsorship deals with British businesses. It also sells merchandise at events and through an online shop hosted on its website.

Gaining brand awareness

Two of the biggest sources of revenue for an esports team are advertising and sponsorship. In order to attract lucrative sponsorship deals, *Team Ocuppola* will need to build strong brand awareness. This will also help the team to sell merchandise.

The members of the team play a number of different games including League of Legends, Overwatch, Call of Duty and Fortnite. They are not planning to compete on any other games, but they do want to enter more competitions globally. The owners of the team believe that if the team wins tournaments it will help build a buzz on social media that will improve awareness of their brand.

The owners of the team are considering two main options for building awareness of their brand:

EITHER

1. Direct marketing activity targeting potential sponsors

OR

2. Promoted posts on social media aimed at increasing the number of followers for the team.

The marketing budget for the campaign is £250 000. The campaign is expected to run for 12 months.

What is an esports?

When multiplayer computer games are played competitively by professional players for an audience of spectators.