

Pearson BTEC Level 3 Nationals

January 2022

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 timetabled date 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 and time. Centres may schedule a supervised rest break during the session.

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

Work should be completed using a computer.

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 teacher/tutor and/or 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 and annotations 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 the notes and annotations from **Part A**.

Activity 1

Prepare a rationale for a marketing campaign for the owners of *Decreal Gear* to promote their sportswear.

This should include:

- marketing aims and objectives
- analysis of research data on the market and competition
- a justification for your rationale.

(Total for Activity 1 = 34 marks)

Activity 2

Based on your rationale from Activity 1, develop a budgeted plan with a timescale for your marketing campaign.

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

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B Set Task Information

UK sportswear market

The UK sportswear market is estimated to be worth £6.7 billion by 2023. This amount represents a growth of nearly 21% between 2018 and 2023. The growth is influenced by three main factors:

- an increase in people doing exercise to get fit
- more people working from home and choosing to wear comfortable sportswear
- the impact of celebrities and influencers being photographed wearing sportswear.

The UK sportswear market is well established. Adidas and Nike dominate the UK market and other well-known brands, including Puma, Lululemon, Gymshark, and Sweaty Betty compete for market share. The market includes a number of independent brands. These brands often focus on a particular target market such as yoga, skate, gym or dance enthusiasts.

Many brands use social media to build customer relationships. Nike has an app that features over 190 different workouts, including gym, yoga and cardio training. Nike also publishes running tips on its website. It offers a progress tracker app with a facility to share achievements with friends. Gymshark features training workouts and nutritional advice from influencers and bloggers on its social media platforms. Gymshark also provides information about mental health and wellbeing to support customers.

Around two thirds of sportswear consumers exercise several times a week. Brands typically launch new products linked to the staging of major sporting events. There is usually a short-term increase in the level of exercise during and after those events.

Sportswear brands sometimes partner with fashion designers or celebrities to extend their product lines. Nike collaborated with four leading female designers to create a range of football inspired sportswear for the 2019 FIFA Women's World Cup. Adidas has a lifetime sponsorship deal with footballer Lionel Messi. It offers a range of competitively priced sportswear featuring the Messi brand.

Most major sportswear brands sell through retail outlets. They also sell online via their own websites and through other websites such as Amazon. The amount of online sales as a percentage of total sales has continued to rise in recent times. Smaller independent brands often sell directly to customers online. Some also sell through online clothing retailers.

Figure 1 shows the average price of sportswear.

Product	Average price Spring 2020	Average price Spring 2019
Hoodies	£68	£60
Sports leggings	£61	£53
Joggers	£57	£55
Shorts	£35	£32
T-shirts	£29	£28

Figure 1

Sportswear brands offered discounts of an average of 38% off products in April 2020. Many sportswear brands offer discounts to students, apprentices, fitness industry workers and other key customers. Some brands offer discounts on the first purchase. Other brands provide a customer loyalty scheme collecting points that can be used to obtain a discount on future purchases.

Decreal Gear

Decreal Gear is an independent sportswear company that designs and makes its own products.

Figure 2 shows the price range of different products for *Decreal Gear* in Spring 2020.

Product	Price Spring 2020
Hoodies	£40–£50
Sports leggings	£25–£45
Joggers	£30–£45
Shorts	£20–£35
T-shirts	£15–£30

Figure 2

Decreal Gear has an excellent reputation for quality and its clothing range is stylish. The company collaborates with a number of graduate designers.

Decreal Gear sells exclusively through its own website. It aims to deliver within 48 hours. Delivery is free and customers can also return items free of charge if they are not happy with them.

Research undertaken by *Decreal Gear* suggests that its customers are mainly fitness enthusiasts, aged 25–35. A few customers are fitness influencers in the UK, with their own YouTube and Instagram accounts. Despite this popularity amongst fitness enthusiasts and influencers, sales revenues at *Decreal Gear* have not grown over the past three years.

Increasing revenue

The owners of *Decreal Gear* want to increase revenue through increased brand awareness and loyalty. They want to build relationships with their existing customers. They believe that the trend for staying healthy and wearing sportswear for exercise and everyday use will continue. They want to increase sales from existing customers by encouraging them to interact with the company's social media platforms. They also want to attract more new customers.

The owners of *Decreal Gear* are considering two options to help them achieve their goals.

EITHER

1. To create content for social media to provide information about fitness, training programmes and other useful advice.

OR

2. To introduce a loyalty scheme for existing and new customers.

The marketing budget for the campaign is £20 000. The campaign should run for thirty weeks.

What is sportswear?

Clothing worn for sport or physical activities or casual indoor or outdoor use.