Feedback on the January 2018 exam paper (including selected exemplar candidate answers and commentary)

Unit 25 – Research for product development

Version 1

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INTRODUCTION

This resource brings together the questions from the January 2018 examined unit 25, the marking guidance and the exemplar answers into one place for easy reference.

We have also included exemplar candidate answers with commentary for questions 2(a), 6 and 9.

The Question Paper and Mark Scheme are available from:
https://interchange.ocr.org.uk/Modules/PastPapers/Pages/PastPapers.aspx?menuindex=97&menuid=250

PRE-RELEASE MATERIAL

The question paper is based on a pre-release research brief which is issued to centres 6-8 weeks before the examination. Learners should refer to this pre-release material to answer questions in the question paper.

The pre-release Research Brief can be found on Interchange.

Resources which might help address the examiner comments:
From the link below, you’ll find ‘The OCR guide to examinations’ (along with many other skills guides)
http://www.ocr.org.uk/i-want-to/skills-guides/

Command verbs definitions
Question 1

1 (a) (i) From your research, identify three programmes that provided you with information about the content and technical conventions of youth magazine shows.

1. Three from e.g.:
   - Blue Peter (1)
   - What’s Up (1)
   - Soccer Saturday (1)
   - Top Gear (1)
   - The One Show (1)  

(ii) Explain two reasons why one of the above programmes was useful to help you prepare for the development of ‘Life in Between’.

Programme: ...........................................................................................................................................

1. Two marks for suitable reason and justification e.g.:
   - Ideas for content (1) that will interest the target audience (1)
   - Technical conventions of youth magazine shows (1) have a recognisable studio set up (1)
   - Style of delivery by presenters (1) reflecting youth audience culture/language (1)

2. .........................................................................................................................................................

(b) Identify two sources of secondary information that you could use to find out information about the popularity of youth magazine shows.

1. One mark for each source e.g.:
   - BARB figures
   - Social media forums

2. .........................................................................................................................................................

[2]

(c) Pick one technical convention of youth magazine shows and justify why you would need to plan to use it when producing ‘Life in Between’.

One mark for the technical convention e.g.:
   - Filming in the studio (1st)

Two marks for justification e.g.:
   - The studio setting provides a familiar and regular location (1) to encourage the audience to build a relationship with the presenters (1)

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[3]
Mark scheme guidance

Question 1(a)(i):
Programme identified must reflect the youth audience context.

Question 1(a)(ii):
Programme identified must reflect the youth audience context.
Any appropriate reason with supporting justification should relate to the genre of magazine programmes.

Question 1(c):
Technical conventions are also likely to include camerawork, editing and sound techniques such as wide shots, cutaways, theme music.
Answer must refer to technical and not content conventions.
Question 2

2 The target audience requirements of 'Life in Between' need to be clearly researched so that the content is appropriate and engaging.

(a) Identify four ideas for original content for 'Life in Between'. Justify your choices using findings from your research about target audience requirements.

6-8 marks
• All ideas are wholly appropriate. Suggestions are given for the content for 'Life in Between' is provided showing a comprehensive understanding of genre. The suggestion is justified based on research findings and audience of the programme. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

3-5 marks
• Most ideas are appropriate. Suggestions are given for the content for 'Life in Between' is provided showing a proficient understanding of genre. The suggestion is sometimes justified based on some research findings and audience of the programme. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.

1-2 marks
• Few ideas are appropriate. Suggestions for the content for 'Life in Between' is provided that is only partly appropriate. It shows a basic understanding of genre. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.

0 – no response or no response worthy of credit.

(b) Explain how the target audience will have an impact on the choice of distribution channels for 'Life in Between'.

Two marks for distribution suitable expansion e.g.:
• The show will be available as a weekly webisode (1) owing to the preference of young people to access television via on demand services (1)
• Show will be distributed on distribution channels commonly viewed by the target audience range (1) (such as e.g. iPlayer, CBBC, CITV, online services) which target that age group(1)
Mark scheme guidance

Question 2(a):
Candidates should demonstrate knowledge of age, gender, interest as part of their discussion about content.
There may be a variety of research findings referenced and any valid secondary or primary source should be credited.

Question 2(b):
 Candidates may also give a specific service in relation to the brief (e.g. iPlayer).
Exemplar Candidate Work

Question 2(a) – Low level answer

Commentary

The response by the candidate is a low level answer because, whilst they have clearly used Level 3 terminology (such as Citizen Journalism, Viral Segments), they have only answered the question correctly with their last example for suggestions for content for the show 'Life in Between'. This suggestion was 'Fun Skits about a live action game' and they have linked the idea to the brief.

To improve the response to a medium level answer, the candidate would need to further suggest at least one more correct idea for content for 'Life in Between' (such as games reviews, healthy eating interviews) and link it to research they have completed on existing magazine shows to justify their idea.
Commentary

The response by the candidate is a medium level answer because whilst they have successfully given four correct suggestions for content for the show ‘Life in Between’ they have not explicitly linked it to specific research sources.

To improve the response to a high level answer, the candidate would need to link their ideas for content for ‘Life in Between’ to research they have completed on existing magazine shows to justify their idea. For example, the candidate’s idea of ‘Gaming Hacks’ was linked to the fact that 80% of boys aged 12–17 own a console was correct but the research source would need to have been cited for higher marks.
Exemplar Candidate Work

Question 2(a) – High level answer

2. The target audience requirements of ‘Life in Between’ need to be clearly researched so that the content is appropriate and engaging.

(a)* Identify four ideas for original content for ‘Life in Between’. Justify your choices using findings from your research about target audience requirements.

Because life in between is a national public service show, a variety of topics need to be discussed however young people, life in between’s audience may find the topics boring such as health. To prevent this a person in the public eye could be invited to the show to discuss their positive opinions on health which means more percentage of the audience may watch. They could also get a celebrity on each episode to discuss celebrity gossip, the celebrities must be suited to the audience so for example someone such as Rita Ora because gaming reviews are a subject within the show a competition could be held where...
2. a. Somebody is able to win a chance to win one of the gaming consoles in the studio. But to do this they need to send an email to live in between stating their address and phone number and name, and age. However and putting the hashtag "#life" which stands for live in between on Twitter. However, when doing this live in between need to make sure they keep every person's information safe (data protection act) otherwise life in between could end up being sued which will financially damage the company.

2. a. Another something else that could be added to included in life in between could be that the film reviews are filmed in different locations around the country by different celebrities however they would have to be a different mix of ethnicity and genre to appeal to the audience. For example, George, Adele, and Jessie from Little Mix. These are all people the audience may see as idea selves or ideal.
Commentary

The response by the candidate is a high level answer because the candidate has successfully given correct suggestions for content for the show ‘Life in Between’ and explained their responses in relation to the values and interests of the target audience. For example, the candidate has written in depth about how to make a section on health content interesting and suggested that the celebrity Rita Ora could be used as an anchor. This is also a long response and each idea is justified in the same way.

To improve the response to a full high level answer, the candidate would need to link their ideas for content for ‘Life in Between’ to research they have completed on existing magazine shows to justify their idea; research sources would need to have been cited for full marks.
Question 3

3 (a) ‘Life in Between’ has been commissioned by a public service distribution channel. Considering the type of company that commissioned the programme, identify four elements, other than budget, that a proposal for ‘Life in Between’ would include. Explain why each is required.

1. Up to **TWO** marks for each identified element in the proposal with suitable expansion e.g.: 
   - Breakdown of specific content/synopsis (1) to cater for a variety of audiences based on the PSB ethos (1)
   - Legal and ethical considerations of content, distribution and scheduling (1) against regulatory guidelines and PSB ethos (1)
   - Gender and ethnicity of presenters (1) so that audiences are represented based on PSB ethos and spirit of inclusion (1)
   - Methods of promotion (1) taking into consideration cross promotion and audience (1)

2. …………………………………………………………………………………………………………………………………………………

3 …………………………………………………………………………………………………………………………………………………

4 …………………………………………………………………………………………………………………………………………………

3 [8]

(b) Flashbang Productions have been given a set budget to produce ‘Life in Between’. Identify one source of information that could guide you on the budgeting of magazine shows and explain why this source would be useful to you.

**One** mark from e.g.:
- IMDB for similar productions, such as What’s Up (1st)
- Past producers (1)

**Two** marks for explanation of why the source was useful in the context of the creation of the proposal e.g.:
- total costs for production techniques and values will be similar for a programme of same genre (1) and the information is easily accessible (1).
- Explain how they budgeted their production(1) so that Flashbang can learn from their processes (1)
Mark scheme guidance

Question 3(a):

There are other elements included in the proposal, such as personnel, equipment and milestones and these would be acceptable answers.

At least one answer should show consideration of the type of organisation commissioning the show.
Question 4

(a) Identify one method of sharing the research online and explain why it is useful.

Two marks for method/technology and explanation e.g.:
• Shared work area (1) that can be password protected (1)
• Co-Working (1) and suitable expansion (1)
• Can be password protected so only accessible by members of the team.

[2]

You used a quantitative data collection method when researching the target audience of ‘Life in Between’.

(b) Identify one way that you could present this quantitative data and explain why this is useful.

Three marks for presentation method with suitable expansion e.g.:
• Graphs or pie charts are effective ways present quantitative data (1) that has come from audience research such as questionnaires (1) as they are easy to see immediate audience preferences (1).

[3]

Mark scheme guidance

Question 4(b):

For full marks the explanation must take into consideration the methods used to conduct audience research, such as questionnaires, e-surveys, likes on social media.
Question 5

The producer needs to hire specialist equipment for ‘Life in Between’. From your research identify three pieces of equipment required to produce the magazine programme and explain why each is needed.

1. Up to two marks for each identified piece of equipment with suitable expansion e.g.:  
   • Boom microphone (1) for specific use in studio environments (1)

Mark scheme guidance

All equipment must relate to the medium of television production.

Explanation of equipment use should be correct.
Question 6

6. Flashbang Productions will need to create a studio set design before the production of ‘Life in Between’ can start.

Identify three areas that Flashbang Productions need to consider when creating their set design. You should justify your answers based on your research.

1. Up to THREE marks for each area identified with suitable justification e.g.: 
   - Colour scheme for the set design and studio needs to be considered (1) because of the specific youth audience of 12–17 (1) it needs to be vibrant and engaging (1)
   - Space in the studio needs to be considered (1) because the main set is usually in one place (1) to cut down production costs (1)
   - Health and safety considerations in the studio (1) so that no equipment is placed (1) where a crew member, presenter or audience could be hurt (1).

Mark scheme guidance

Answers should relate to the constraints of set design of a studio location in relation to research undertaken.
Exemplar Candidate Work

Question 6 – Low level answer

6 Flashbang Productions will need to create a studio set design before the production of 'Life in Between' can start.

Identify three areas that Flashbang Productions need to consider when creating their set design. You should justify your answers based on your research.

1. **Visual Aesthetics** - When creating the set, Flashbang Productions should consider the colours they use. The colour scheme should be visually appealing whilst also appealing to the target audience (12-17 yrs, both genders). To achieve this, colours that aren't specific to any gender should be used in an eye-catching way.

2. **Health & Safety** - When designing the set, Flashbang Productions need to keep health & safety in mind to avoid a lengthy risk assessment. They must make sure all electronic wiring is out of the way where the presenters could trip over. They need to make sure all fixtures have been fitted properly in order to avoid any accidents.

3. **When designing the set, they need to ensure that the main stage area is large enough to fit all the equipment that will be needed for each section of the show (e.g. large TV for gaming section). They must also ensure that the stage is accessible so all the equipment can be moved safely and quickly as the section of the show changes.
Commentary

The response by the candidate is a low level answer because whilst they have successfully given two areas that need to be taken into consideration when Flashbang Productions design their set (visual aesthetics and health and safety) and given expansion as to why these areas needs to be considered, they have given an incorrect third area (large TV screen).

To improve the response to a medium level answer, the candidate would need to give a further correct area (such as lighting) or link their ideas to research they have completed on the set layout and design of existing magazine shows to justify their ideas.

To improve the notes, specific sources and research would need to be cited.
Exemplar Candidate Work

Question 6 – Medium level answer

6 Flashbang Productions will need to create a studio set design before the production of 'Life in Between' can start.

Identify three areas that Flashbang Productions need to consider when creating their set design. You should justify your answers based on your research.

1. Lighting is important to set because it needs to create a sense of mood in the set and lighting work because if too much lighting it make too bright and could affect the camera too little light on set no one can see anything.

2. Colour is important so you can create an brand so incorporate into the set so the audience associates the colour with 'Life in Between' brands immediately. Like yellow reminds you of MacDonald’s. Also you consider natural colours like greens, purples, little blues so it doesn’t feel like it’s more about one gender.

3. Health and safety needs to be considered because it is keep people camera person and presenters safe. They need to consider is there is a risk with the set like could fall down or how could a person get hurt. This makes safe and unsuitable should happened because no one could get hurt.
Record the summary of your research findings here.

Primary research - TV guides, Geogoset
Secondary research - BARB, Social media,
Analysis logo, Target Audience, Presenter - zoelle,
Helen Skehan, Tyger Drew-Honey, Presenters, Proes
Setting:
Feedback - Social media - Pros - easy, easy to distribute,
quick, reson Con - Target Audience (TA) narrow, no
qualitative question, "FOCUS groups", pro - honest
responses, get a range of opinions. Cons - No show
later feedback. Mail - lists - qualitative, quantitative
questions Cons - Feedback is slow, not everybody
responds
Audience analysis - organisations - BARB
Public archives, libraries, Press archive, newspaper,
Media database - access given to journalist
Content library, Social media library
Proposal - A working title -"... in Between
Genre & Purpose (gap in the Market). TA
An indication of style, Synopsis
of what going on. the show.
Scheduling - SATurday 7-9 am
Weekends - No work/school
Most people are eating on TV or
Prime time 7 pm since everyone is
Home.
Laws - Watershed & no swearing,
No graphic content
Content - citizen journalist
Commentary

The response by the candidate is a medium level answer because they have successfully given three areas that need to be taken into consideration when Flashbang Productions design their set (lighting, colour scheme and health and safety) and given expansion as to why these areas need to be considered.

To improve the response to a high level answer, the candidate would need to link their ideas to research they have completed on the set layout and design of existing magazine shows to justify their ideas.

To improve the notes, specific sources and research would need to be cited.
Exemplar Candidate Work

Question 6 – High level answer

6 Flashbang Productions will need to create a studio set design before the production of ‘Life in Between’ can start.

Identify three areas that Flashbang Productions need to consider when creating their set design. You should justify your answers based on your research.

1. Lighting. The studio will need to be high key lighting to attract their audience. Because their audience is young (12-17), the set needs to capture their attention and lighting is one way to be able to do this.

2. The studio should be bright and colourful but gender neutral as the audience are both male and female. This will appeal to the 12-17 year old audience as colours connote happiness and the set will be eye-catching when audiences are skipping through channels and come across Life in Between’s set.

3. The studio should include a sofa for the presenters to sit on to connote that the show is in an informal manner and the audience will feel as though they can relate as they are young and may often spend time also on a sofa relaxing.
Record the summary of your research findings here.

**Audience Requirements - 12-17 year olds - magazine style**
- News - educate at national park service.

**Broadcast Scheduling - before new direct (eg. Jem)**
- Flyers. Clients. Ads. (School)
- Budgeting - high budget for anchors/fees.

**Timescale**
- Assets needed for production.
- Legal / ethical.

**Production Methods**
- Advertising. Distribution.

**Planning - Reading competitiveness. Goes in market.**
- Risk assessment. Asset log.

**Contact - Gaming. Reviews. Celebrities. Health.**
- Name or address. Involvement. Direct. Mgr. Contact.
Commentary

The response by the candidate is a high level answer because they have successfully given three areas that need to be taken into consideration when Flashbang Productions design their set (lighting, colour scheme and iconography) and given thorough expansion as to why these areas need to be considered in relation to target audience, presenter choices and brief.

To improve the response to a full mark high level answer, the candidate would need to further link their ideas to research they have completed on the set layout and design of existing magazine shows to justify their ideas.

To improve the notes, specific sources and research would need to be cited.
Questions 7 and 8

7 Flashbang Productions have been asked to put a production plan together that will inform the team about timescales and deadlines.

(a) Using your research, identify two secondary sources of information that might be used by Flashbang Productions to help them identify appropriate timescales for the production activities.

One mark for each source e.g.:
- Previous production plan information from similar productions (1)
- BFI (British Film Institute) (1)
- Recorded interviews from experienced producers (1).

(b) Choose one of the sources you identified and explain why it is appropriate in supporting the planning of timescales for a magazine show.

Three marks for reason and suitable expansion e.g.:
- First-hand knowledge from experience production staff (1) can give guidance based on practice of working to deadlines (1) and can offer strengths, weaknesses and suggestions.

8 Lighting will be used in the studio where 'Life in Between' is being filmed.

Identify one contingency that could be used if the lighting failed. Use your research to support your answer.

Two marks for contingency and suitable explanation e.g.:
- If the lighting fails a contingency would be to have portable or on camera lights (1) which provide a flexible, cheap and portable alternative that camera operators can work in a studio (1)
- Move outside with presenters (1) and use natural lighting (1).

Mark scheme guidance

Question 7(a):
Candidates may reference specific similar magazine programmes to support points.

Must refer to secondary sources.
Question 9

9 * A targeted advertising campaign will need to be created so that the launch of ‘Life in Between’ is successful and reaches the target audience. The plan will be informed by the research you have undertaken.

Choose four methods of advertising that will encourage 12-17 year olds to watch ‘Life in Between’. Justify your answers based on your research.

Method 1...

**Level 4**

16–20 marks

- An excellent discussion of four suitable methods of advertising to reach the target audience is demonstrated. The methods suggested to advertise the programme are wholly appropriate and justified and research has been fully considered. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

**Level 3**

11–15 marks

- A good understanding of at least three suitable methods of advertising to reach the target audience is demonstrated. The methods suggested to advertise the programme are appropriate and sometimes justified and research has been considered. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.

**Level 2**

5–10 marks

- A basic understanding of at least two suitable methods of advertising to reach the target audience is demonstrated. The methods suggested to advertise the programme are only partly appropriate. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.

Method 2...

**Level 1**

1–5 marks

- A limited understanding of suitable advertising methods is demonstrated. Few, if any, methods suggested to advertise the programme that may not be appropriate. There will be some errors of spelling, punctuation and grammar which are noticeable and intrusive.

0 – no response or no response worthy of credit.

**Mark scheme guidance**

A candidate can only gain a level 4 if four methods have been assessed in relation to target audience of the programme.

A candidate cannot get level 3 even with good examples of advertising methods if only two areas have been assessed.

However, a best fit approach should be applied to level 1 and level 2 answers with credit to candidates given based on the quality of their ideas for advertising methods.

All answers must reference the research they have undertaken.
Exemplar Candidate Work

Question 9 – Low level answer

9. A targeted advertising campaign will need to be created so that the launch of ‘Life in Between’ is successful and reaches the target audience. The plan will be informed by the research you have undertaken.

Choose four methods of advertising that will encourage 12-17 year olds to watch ‘Life in Between’. Justify your answers based on your research.

Method 1. Social media has like Twitter hashtag is use by target audience a lot. You can track the conventions with social media such as Keyhole will get data on a hashtag or keywords. Also you use start a conversation. Also it is can be free advertising since people will tweet and retweet about to their friends so it become well know it get shared and it and talk about. Also if can social media get make it viral topic with going to top trending which means that a lot of people will talk about it.

Method 2. Pop up advertisement on the video on demon site. They will have people who are on site and not know about it aware and want to think click and watch more.
Commentary

The response by the candidate is a low level answer because whilst they have successfully provided four methods of advertising to market ‘Life in Between’ that would specifically reach the target audience (social media, pop up ads, TV advertisements and magazine adverts) and given some expansion as to why these methods are suitable, they have not given sufficient explanation (particularly for methods 2-4) to specifically say how the method would target the audience.

To improve the response to a medium level answer, the candidate would need to give creative ideas of content for the chosen method, explicitly state why it links to the target audience and link their ideas to research they have completed on how existing magazine shows are advertised.
A targeted advertising campaign will need to be created so that the launch of ‘Life in Between’ is successful and reaches the target audience. The plan will be informed by the research you have undertaken.

Choose four methods of advertising that will encourage 12-17 year olds to watch ‘Life in Between’. Justify your answers based on your research.

Method 1. Snapchat: In my research I found that a prominent amount of students use Snapchat and are 12-17 years old. Using Snapchat as an ideal tool when advertising this product. The filter will be an ideal push for users to use, with a voice note, the lighting and a microphone to look as if they are on the show. The filter will also include their name, with Life in Between and the time/day it is on. The spotlight tool and microphone should also include the house style, colours and logo of ‘Life in Between’ to build up brand identity. We will also have a pop-up event with people of stories, showing the host talking to a camera, while Reggie does ‘selling them money’ it is on. This is a below-the-line technique.

Method 2. Twitter: In my research, I noticed that many 12-17 year olds enjoy following celebrities on Twitter. These fans become prior to launch of ‘Life in Between’. We should have the house between should be set up along with a Twitter page and have celebrities tweet about their experience on the show. Using ‘Life in Between’ to gain a greater following of fans, cultures, i.e. Spotify fans or fashion fans. This is an above-the-line technique.
Commentary

The response by the candidate is a medium level answer because whilst they have successfully provided two methods of advertising to market ‘Life in Between’ that would specifically reach the target audience (social media and TV advertisements) and given justified expansion as to why these methods are suitable, they have repeated themselves re: social media by providing specific social media channels (Snapchat, Facebook and Twitter for methods 1–3).

To improve the response to a high level answer, the candidate would need to give creative ideas of content for four different methods across different mediums (such as print adverts, radio adverts/competitions) and link their ideas to research they have completed on how existing magazine shows are advertised.
Exemplar Candidate Work

Question 9 – High level answer

9. A targeted advertising campaign will need to be created so that the launch of ‘Life in Between’ is successful and reaches the target audience. The plan will be informed by the research you have undertaken.

Choose four methods of advertising that will encourage 12-17 year olds to watch ‘Life in Between’. Justify your answers based on your research.

Method 1: Social media advertising – Twitter

As the target demographic have been shown to spend around five hours a day using mobile devices; and the social network that 12-17 year olds use most is Twitter, I would say this would be one of the best methods for advertising ‘Life in Between’. Twitter’s use of hashtags to try and get a post trending could also be advantageous as young people are likely to watch or do something because other people are talking about it as they don’t want to miss out on a trend / something popular.

Method 2: Public domain – billboards, posters, etc;

Two thirds of the target audience (12-17 year) use public transport at least once a week; so a good place to advertise ‘Life in Between’ would be at bus stops, in areas that have a high population of young people. Billboards could also be used on bus routes that are popular with the target audience, e.g. school bus routes. Billboards and posters could also be placed near recreational places used by young people such as leisure centres, parks and football grounds.
Method 3: Sponsorship

This is an excellent form of advertising as it would make the target audience associate Life in Between with products and services they already use and enjoy, which would in turn give it positive connotations. Life in Between could sponsor drinks brands like Robinson's Fruit Shoot, mobile games like Clash of Clans or YouTubers that are popular with their target audience, such as PewDiePie. This would encourage the target audience to watch Life in Between as they will associate it with something they already like.

Method 4: Radio

It is a common myth that young people don’t listen to radio. Radio 1, extra, & XFM are two stations that play music that is mostly listened to by young people. These stations in particular would be a good place to advertise Life in Between, especially as the programme is set to have a music segment. Some form of cross promotion could be achieved between the promotion and programme and one of the previously mentioned radio stations. This will encourage 12-17 year olds to watch Life in Between as it will make them associate the programme with their favourite music. They may see it as a way to access more of the music they like, as well as other elements of the programme they may also have an interest in.
Record the summary of your research findings here.

Online questionnaires: Facebook, Twitter, Snapchat, gaming websites—hobbies/interests, health products. Celebrities, favourite games, pop-up shops—fashion, luxury, lifestyle. School visits, focus group discussions, youth centres, social media, teamwork.

Life Tabatha...would...Schedule around 5:30 pm on weekdays as this is when the student...would be home from school. It would be distributed on popular kids TV channels like CBeebies, Disney Junior,...would be on-air...between 30-45 minutes. The...would...run for several weeks, each with a...commercial break. It will include multiple sections: framing, music, fashion, viral videos, video production, etc. How well...to reach out?...Contact details, social media, websites, etc. across a...number of small stages (one for each section of show). It will be presented by...people of varying genders, ethnicities, etc. (e.g., Reggie Yates, Helen Skelton.)


Miscellaneous observations: clothes, leisure, props, choreography.

API: TV, radio, print, social media. BTL: News, videos, social media, text-based stories. Sponsorship: Accuracy of research programming, private sponsorship, possible cross-references from relevant websites only. Spelling or grammatical mistakes? Recently published?

Elements of a proposal: Genre, purpose, target audience, synopsis, budget. Function conventions research sources. Top Gear, Loose Women, Moto, Soccer Saturday, The Weather, Research online, etc. Online Spreadsheets/Document: Such as Zoho.com can be edited by multiple people at the same time.

Research, data: WIKI, Streetmap.com, www.jobskillset.co.uk, www.diesgo.com. UK effect of regulations: OFCOM - Can't glamourise illegal activities, can't state false facts that could be potentially dangerous (e.g., prePPaR, websites, etc.) Must use racial stereotypes. Shows no political bias. Has broad influence children.

Production paper: Script, storyboard, budget, schedules, checklists, list organization, constant review, risk assessment, focus shooting.

Risk assessment: Identify the hazards, who might be harmed? How do I evaluate risk? Decide control measure, record findings. A number of pressures. Appropriate social media marketing: Hashtags, TV/VR week, emails, behind-the-scenes content.

Equipment: Video cameras, tripods, lighting, microphones, sound mixer, boom pole, variety of lenses, lighting, memory cards, cameras, headphones, extended hard drive, cameras - RPR, Steadicam, etc., etc.

Job roles: Action, Actors, research, script editor, director, camera operator, production manager, researcher, social media, etc.


Media databases: BFI, IMDB - include multiple types of influencers, journalists, bloggers, analysts, columnists, etc.

Press archives (e.g., Press Association) - A back catalogue of press releases, newspapers, content libraries (e.g., Getty Images). A website where images, videos, music can be accessed freely.
Commentary

The response by the candidate is a high level answer because they have successfully provided four methods of advertising to market 'Life in Between' that would specifically reach the target audience (social media, public/above the line methods, sponsorship, radio advertisements) and given thorough expansion as to why these methods are suitable for the target age group.

This is also a high level answer because their responses reference real media brands/products (such as XFM) to show their research.

To improve the response to a full high level answer, the candidate would need to explicitly link to the sources of research that informed their ideas (e.g. putting the URL of the research, Harvard referenced production details of an advert).
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