



Oxford Cambridge and RSA

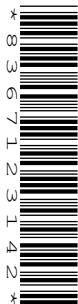
**Wednesday 8 January 2020 – Afternoon**

**Level 1/2 Cambridge National in Creative iMedia**

**R081/01 Pre-production skills**

**Time allowed: 1 hour 15 minutes**

No extra materials are needed.



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

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Last name

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### INSTRUCTIONS

- Use black ink. You can use an HB pencil, but only for graphs and diagrams.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.

### INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [ ].
- Quality of written communication will be assessed in questions marked with an asterisk (\*).
- This document has **16** pages.

### ADVICE

- Read each question carefully before you start your answer.

Answer **all** the questions.

### SECTION A

'Urban DuoTeam' is a new city centre-based sports event that is to be launched in the UK. Teams of two athletes will compete on mountain bikes on a specially built 5km course before running 5km around the city streets. Each athlete completes their ride and run before handing over to their team mate. The aim of the event is to bring a new exciting team sport to cities in the UK to help encourage people to get involved in sport. A sports drink company has already agreed to sponsor the competition which will take place in six cities.

- 1** You have been asked to develop some ideas for an advertising campaign to promote the new event.

- (a)** Identify **four** items that could be included on a visualisation diagram for a promotional advert in a travel magazine for the new 'Urban DuoTeam' event.

1 .....

2 .....

3 .....

4 .....

**[4]**

- (b)** Explain the purpose of creating a visualisation diagram for the promotional advert.

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..... **[2]**

- 2** The 'Urban DuoTeam' events will be filmed and broadcast live both on TV and on the sports drink company's website.

Explain why a script will need to be written for filming the linking segments of the 'Urban DuoTeam' events.

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..... **[2]**

- 3** The first 'Urban DuoTeam' event will take place in May 2021 in Cardiff, with five other events taking place in June (Glasgow), July (Belfast), August (Leeds), September (London) and October (Birmingham). Each event needs to be promoted at the previous event so the posters for the next one need to be ready for that event. An Internet campaign will run all summer from April through to October. The travel magazine adverts need to be ready at the start of March.

A work plan will need to be created to develop the marketing campaign.

- (a)** Identify **two** milestones for the development of the marketing campaign.

1 .....

2 ..... [2]

- (b)** Identify **two** aspects of the work plan, other than milestones and activities.

1 .....

2 ..... [2]

- (c)** Explain what the term 'activities' means when used on the work plan.

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..... [2]

- 4 During the development of the marketing campaign for 'Urban DuoTeam' you use a range of research sources to gather information that will help you develop your ideas.

Place the information source in the correct column according to whether it is a primary or secondary source of information.

- Own photo
- Map
- History textbook
- News report
- Local social media groups
- Sports records

Primary Source	Secondary Source

[6]

- 5 The 'Urban DuoTeam' events will take place in city centres around the UK.

- (a) Explain why the location of the target audience will need to be considered when planning the marketing campaign.

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..... [2]

- (b) The 'Urban DuoTeam' events will be sponsored by a sports drink company.

Explain why the age of the target audience will need to be considered when developing the marketing campaign.

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..... [2]

- 6 The 'Urban DuoTeam' events will take place in city centres around the UK and will be broadcast live both on TV and on the sports drink company's website.

(a) Explain why a location recce will need to take place in each city for a reason other than safety.

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..... [2]

(b) Identify **two** health and safety risks that could occur during the filming of the events and describe how they could be reduced.

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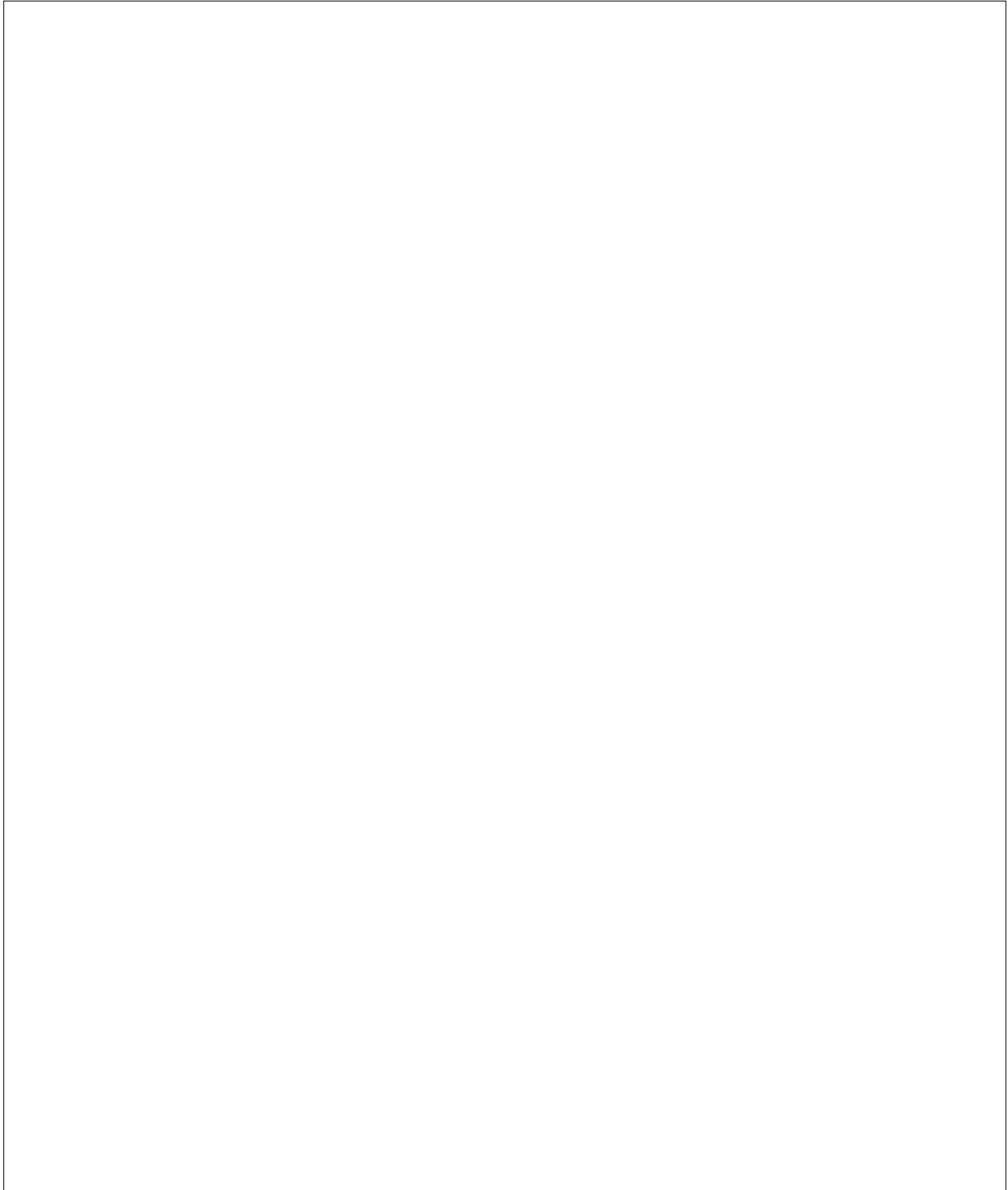
**SECTION B**

- 7 Create a mind map to generate ideas about the content that can be created and included in the marketing campaign.

Marks will be awarded for:

- Content
- Layout

**[6]**



- 8 Each 'Urban DuoTeam' event will be filmed and streamed live on TV and on the sponsor sports drink company's website.

- (a) Create a draft storyboard for the opening title sequence of the broadcast. The sequence will last 30 seconds when broadcast.

Marks will be awarded for:

- Content
- Layout
- Fitness for purpose
- Scene information

[10]

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(b) Identify a suitable file naming convention for the draft storyboard.

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..... [1]

(c) Identify **one** suitable final file format for the streamed video on the sports drink company's website.

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..... [1]



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**Question 9 starts on page 10.**

**Question 9 is based on Fig. 1**

**Fig. 1** is a mood board created for the initial planning meeting. The mood board will be given to the marketing team to create the brand image for the 'Urban DuoTeam' events.



**Fig. 1**

- 9\*** Discuss the suitability of the content and layout of the mood board in **Fig. 1** for the marketing team. You should include any areas for improvement. **[12]**

*\*The quality of written communication will be assessed in your answer to this question.*

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**END OF QUESTION PAPER**

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