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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Friday 16 May 2025 – Afternoon

Level 3 Cambridge Technical in Digital Media

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Unit 2: Pre-production and planning

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INSTRUCTIONS

Use this Insert to answer all the questions.

Do NOT send this Insert for marking. Keep it in the centre or recycle it.

ADVICE

Read this Insert carefully before you start your answers.



CONTEXT

Breswick Kitchen is a new Italian restaurant in Edinburgh. To advertise their launch, they have approached marketing firm NOVA Media Ltd to produce a campaign including a social media promotional video, a printed flyer, a radio advert, and a website.

NOVA Media Ltd have three members of staff:

Ling – main production manager. They are also responsible for checking legal and ethical issues, and health and safety considerations when filming.

Charlie – graphic and web designer. They plan and produce all the print and website materials.

Gabi – audio-visual producer. They plan and produce the audio-video content for social media as well as other advertising platforms.

You are volunteering with NOVA Media Ltd and have been asked to support the product research process and assist in the creation of pre-production documentation.

PRODUCT BRIEF

The main Unique Selling Point (USP) of the restaurant is that there is an open plan kitchen that can be seen by customers.

The restaurant's target audience has been identified as:

Aged 35 and over

Socio-economic grades A, B and C1

Culturally diverse

Enjoy fine dining

Breswick Kitchen want the social media promotional video to be 45 seconds long. The printed flyer, that will form part of their direct mail campaign, must be A5 size and full colour. The radio advert should be 30 seconds long and should tell customers about the open plan kitchen and the quality of their food. The website should provide the restaurant opening times, links to the menu and information about the owners.

The restaurant wants to launch the promotional campaign in three months' time, so the drafts should be ready within six weeks.



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