



EXTERNAL INTEGRATED SUMMATIVE ASSESSMENT

EXEMPLAR WRITTEN ASSESSMENT- PAPER 1

MEMORANDUM

CANDIDATE INFORMATION

SURNAME													
NAMES													
ID NUMBER													
EISA REGISTRATION NUMBER													
ASSESSMENT CENTRE													
ASSESSMENT CENTRE ACCREDITATION NUMBER													

QUALIFICATION INFORMATION

QUALIFICATION TITLE	Occupational Certificate: Marketing Coordinator
SAQA ID	118706
NQF LEVEL	5
CREDITS	175
	Exemplar 1 Paper 1 MEMORANDUM
DURATION	3 Hours 30 minutes
TOTAL MARKS	200
PASS MARK	130
DATE OF EISA	May and November

GENERAL EISA RULES

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- b) Candidates can **ONLY** use a **BLACK PEN** for their answers.
- c) Candidates to ensure that their **NAMES, SURNAMES** and **EISA registration numbers** appear on the front of their EISA booklet.
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- g) Unless this is an online examination where access to a computer will be made available to you, the use of any communication devices, including smart watches, cell phones, tablets, iPads, headphones and laptops, are prohibited.
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- i) The invigilator will not assist you with the explanation of questions related to the EISA.
- j) Candidates are prohibited from conversing in any manner with other students.
- k) Candidates may not leave the examination venue within one hour of the start of the examination and in the last 10 minutes of the allotted examination period.
- l) Candidates who are found to be disruptive and unruly in the assessment centre will be requested to leave the assessment centre by the invigilator.

I HEREBY CONFIRM THAT I HAVE READ THE ABOVE EISA RULES AND DECLARE THAT I UNDERSTAND AND ACCEPT THE RULES

SIGNATURE OF STUDENT

Question 1

1.1 Read the following case study and answer the question/s that follow:

Madiba Holdings is a South African conglomerate involved in various sectors, including tourism, hospitality, and renewable energy. Founded in 2015, the company has grown its portfolio through strategic acquisitions and partnerships, focusing on sustainable practices and community development. Currently, Madiba Holdings operates several eco-friendly lodges in Kruger National Park, promoting wildlife conservation and local culture. The company is also investing in solar energy projects to provide sustainable power solutions, aiming to reduce carbon footprints and lower energy costs for local communities.

Madiba Holdings has established itself as a leader in sustainable tourism and energy solutions in South Africa, gaining recognition for its commitment to environmental responsibility and community engagement. In the last fiscal year, the company reported a revenue growth of 15%, driven by increased tourist arrivals and successful renewable energy projects. However, challenges from economic downturns and competition in the tourism sector have impacted profit margins.

Madiba Holdings has a strong brand reputation and is known for sustainability and community involvement, a diverse portfolio offering a range of services in tourism and renewable energy, and strategic partnerships that enhance service delivery. Madiba Holdings also has high operational costs associated with eco-friendly initiatives, dependency on tourism, and limited market reach primarily focused on South Africa.

The environment Madiba Holdings is operating in is characterised by a growing demand for sustainable tourism, which presents expansion possibilities, government support for renewable energy that can enhance growth through incentives. However, the company also faces challenges such as economic instability affecting travel and tourism spending, intense competition within the tourism and energy sectors, and potential regulatory changes that could impose additional costs related to environmental practices.

1.1 You have recently been appointed as the Marketing Coordinator of Madiba Holdings, prepare a SWOT analysis of the organisations current standing. (15)

Learner will get marks for identifying the components of SWOT and linking them to the scenario. Assessor discretion will apply

1.1 SWOT Analysis of Madiba Holdings

Strengths: Strong brand reputation for sustainability and community involvement, Diverse portfolio in tourism and renewable energy, Strategic partnerships enhancing service delivery.

Weaknesses: High operational costs associated with eco-friendly initiatives, Dependency on tourism, making revenue vulnerable to economic downturns, Limited market reach, primarily focused on South Africa.

Opportunities: Growing demand for sustainable tourism offers expansion possibilities, Government support for renewable energy can enhance growth through incentives, Increasing tourist arrivals can drive revenue growth.

Threats: Economic instability affecting travel and tourism spending, Intense competition within tourism and energy sectors, Potential regulatory changes imposing additional costs for environmental practices.

Total 15 marks

1.2 Read the following case study and answer the question/s that follow:

Bojanala Water is a bottled water company located in the Bojanala Platinum District of South Africa, specializing in natural spring water sourced from pristine underground aquifers. The company has gained recognition for its commitment to sustainability and quality, positioning itself as a premium product in the competitive bottled water market.

The bottled water industry presents moderate to high barriers to entry due to capital requirements for production facilities, bottling technology, and distribution networks. Established brands, such as Coca-Cola's Dasani, Nestlé's Pure Life, and local competitors like Aquafina and Bonaqua, enjoy significant customer loyalty, making it challenging for newcomers to gain market share. Additionally, new companies must navigate regulatory compliance regarding health and safety, which can deter potential entrants.

Suppliers of raw materials such as bottles, caps, and labels are fairly fragmented. For example, companies like Nampak and Amcor supply packaging materials, and a variety of local producers provide bottling options. This fragmentation grants Bojanala Water some leverage in negotiations. If suppliers attempt to increase prices or reduce quality, alternative suppliers are readily available, further reducing their power over the company.

Consumers hold significant influence within the market. With numerous alternatives available, including various bottled water brands and other beverage options like juices and sodas,

customers can easily switch brands based on price and quality. This makes the bargaining power of buyers high, as they are often price-sensitive and willing to consider cheaper alternatives, particularly in a price-competitive market.

While bottled water is favored by health-conscious consumers for its perceived purity, economic factors may drive them to opt for tap water or other beverages, which can serve as substitutes. Brands like Coca-Cola also offer alternatives such as flavored waters and soft drinks, which can divert attention from bottled water. This dynamic adds pressure on Bojanala Water to maintain its appeal and value in the eyes of consumers.

There are numerous established competitors such as Coca-Cola and Nestlé, alongside various local brands like Waterberg and Tshipise. While many companies compete primarily on price, Bojanala Water can differentiate itself through its emphasis on quality, sustainability, and local sourcing. This differentiation is crucial for maintaining market position in a crowded landscape, where marketing strategies focused on eco-friendliness and community support can resonate with consumers.

1.2.1 As the Marketing Manager for Bojanala Water conduct a competitor analysis using Porter's 5 Forces Model (10)

Learner will get marks for identifying the 5 forces and also for linking to the scenario.

Threat of New Entrants: Moderate to high barriers due to capital requirements and regulatory compliance. (3)

Bargaining Power of Suppliers: Suppliers are fragmented, giving Bojanala Water leverage in negotiations. (3)

Bargaining Power of Buyers: High, as consumers can easily switch brands based on price and quality. (3)

Threat of Substitute Products: Moderate, with alternatives like tap water and flavored beverages available. (3)

Industry Rivalry: High, due to established brands and local competitors vying for market share.(3)

1.3 Read the following case study and answer the question/s that follow:

Ayzee Breweries specialises in manufacturing craft beer. They are located in Rustenburg and they want to grow their market share nationally. Currently their only method of communicating and sourcing customers is through personal selling. Ayzee Brewery intends to achieve sales of 1 million units within the first year of expansion. A marketing consultant has recommended that they med to broaden their communication mix tools so as to reach a wider market. The

consultant also recommended that for them to grow their business and increase their market share they need to set SMART objectives which they would then use as their guiding compass to achieve their goals.

1.3.1 Describe what other elements of the communication mix Ayzee Breweries can employ to reach their target of taking their product national. (Hint mention at least 5 elements and give examples. (20)

Learner should identify **ANY** 5 elements of the communication mix and link to the case study with examples.

Advertising: Utilize social media ads showcasing the unique flavors and brewing process.(4)

Public Relations: Host local events or tastings to build community engagement and brand awareness. (4)

Sales Promotions: Offer limited-time discounts or bundle deals to attract new customers. (4)

Direct Marketing: Create an email newsletter featuring product updates and special offers. (4)

Digital Marketing: Launch a website with an e-commerce platform for online sales and information. (4)

Accept any other element of the marketing mix. Assessor discretion applies

1.3.2a Define and explain the acronym SMART objectives (Hint: Give clear examples of each) (9)

Learner should explain SMART and give appropriate examples linked to the scenario

Specific: Clearly define the goal, e.g., "Achieve sales of 1 million units."

Measurable: Establish criteria for measuring progress, e.g., "Track monthly sales figures."

Achievable: Ensure the goal is realistic, e.g., "Based on market research, a 25% increase is feasible."

Relevant: Align the goal with broader business objectives, e.g., "Increases brand awareness and market share."

•Time-bound: Set a deadline, e.g., "Achieve this within one year."

Total 9 marks

1.3.2b What timeline or milestone has Ayzee Brewery set for achieving her objective.

(1)

Ayzee Brewery aims to achieve its objective within one year. (1)

1.4.1 Read the following case study and answer the question/s that follow:

You are the Marketing and Business Development Manager for Les Mystique a French retail chain that wants to open branches in South Africa. Mr Molefe the South African Trade Envoy has given you a briefing on the key legislation that gives and affects businesses operating in South Africa.

Answer the following Multiple Choice Questions in the space provided below

1.4.1.1 Which South African act governs how an employer deals with an employee who has been injured at work? **(1)**

- a. CPA
- b. SETA
- c. COIDA
- d. POPIA

1.4.1.2 What does the BCEA primarily regulate? **(1)**

- a. Workplace safety
- b. Employment contracts and conditions
- c. Consumer rights
- d. Labour relations

1.4.1.3 Which act provides for the right to fair treatment and representation in the workplace? **(1)**

- a. OHSA
- b. LRA
- c. NCA
- d. CPA

1.4.1.4 What is the main purpose of the OHSA? **(1)**

- a. To regulate employee salaries
- b. To ensure safe working environments
- c. To protect consumer rights
- d. To manage employee benefits

1.4.1.5 Which act focuses on promoting equal opportunity in the workplace? (1)

- a. BCEA
- b. EEA
- c. LRA
- d. CPA

1.4.1.6 According to the LRA, what is a key principle regarding the right to strike? (1)

- a. It is prohibited under all circumstances
- b. It is allowed only for wage disputes
- c. It must follow a specific procedure
- d. It requires employer approval

1.4.1.7 Under the EEA, what must employers do to comply with the act? (1)

- a. Provide training to all employees
- b. Have a diversity policy in place
- c. Pay a minimum wage
- d. Offer health benefits

1.4.1.8 Which of the following is NOT covered by the BCEA? (1)

- a. Working hours
- b. Overtime pay
- c. Union representation
- d. Leave entitlements

1.4.1.9 What does POPIA aim to protect? (1)

- a. Corporate trade secrets

- b. Personal information of individuals
- c. Government documents
- d. Public domain information

1.4.1.10 What is the primary purpose of the Consumer Protection Act (CPA)? (1)

- a. To promote business interests
- b. To protect consumer rights
- c. To regulate advertising
- d. To enhance competition

1.4.1.1	C
1.4.1.2	B
1.4.1.3	B
1.4.1.4	B
1.4.1.5	B
1.4.1.6	C
1.4.1.7	B
1.4.1.8	C
1.4.1.9	B
1.4.1.10	B

1.4.2 Read the following case study and answer the question/s that follow:

Kagiso Bakeries has recently completed its quarterly review, focusing on several key areas of its operations. The management team gathered data across different departments to evaluate performance and identify areas for improvement.

The review began with an analysis of sales performance, examining total sales revenue for the quarter, which reached R250 000, a 15% increase compared to the previous quarter. The number of units sold per product line included 20 000 loaves of bread, 15 000 Magwinya/fatcakes, and 8,000 cakes. This data highlights that bread remains the best-seller, contributing to 60% of total sales, while cakes showed a promising growth of 25% compared to the previous quarter.

Customer satisfaction was another vital area of evaluation. The team collected customer feedback scores from surveys, achieving an average score of 4.5 out of 5. However, they

noted 50 customer complaints related to late deliveries and product freshness. The repeat customer rate stood at 40%, indicating that while many customers return, there is room for improvement in service delivery and product quality.

Financial health was also a priority during the review. The gross profit margin was calculated at 35%, with operating expenses amounting to R80 000, or 32% of sales. Cash flow from operations showed a positive figure of R20 000, enabling the bakery to invest in new equipment. This financial assessment helps gauge the bakery's overall health and informs budgeting decisions moving forward.

By focusing on these areas, Kagiso Bakeries can extract key performance indicators. These include a sales revenue growth rate of 15%, a customer satisfaction score of 4.5 out of 5 and an employee turnover rate of 10%. This comprehensive overview of various aspects of the bakery's operations not only allows for informed decision-making but also sets the stage for strategic planning for future growth and success.

1.4.2.1 In your own words explain the term key performance indicators (2)

Key Performance Indicators (KPIs) are measurable values that demonstrate how effectively a company is achieving key business objectives. They provide a way to evaluate performance and guide decision-making. (2)

1.4.2.2 Identify key performance indicators and outcomes for Kagiso Bakeries. (8)

Learner should list the KPIs for Kagiso Bakeries and also the outcomes

Learner can list any of the below KPIs

Sales Revenue Growth Rate: 15% increase compared to the previous quarter.

Customer Satisfaction Score: Average score of 4.5 out of 5. (2)

Units Sold:

20 000 loaves of bread

15 000 Magwinya

8 000 cakes (2)

Repeat Customer Rate: 40%. (2)

Gross Profit Margin: 35%.

Operating Expenses: R80 000 (32% of sales).

Customer Complaints: 50 related to late deliveries and product freshness.

Total 8 marks

SUB- TOTAL: 75 marks

Question 2

2.1 Read the following case study and answer the question/s that follow:

Roselyn Enterprise a company based in Senwarabana is launching a ready to drink juice into the market. Their target market for the product is low-income households and their short- term distribution objective is to supply households and families in Limpopo Province.

2.1.1.1 Using the Ansoff matrix, which strategy should Roselyn Enterprise utilise for launching their product. (2)

- a. Market development
- b. Product development
- c. Market penetration
- d. Diversification

2.1.1.2 For their launch to succeed, the Marketing Manager of Roselyn has to manage the elements of the “Marketing Mix”. What are these elements? (2)

- a. Price, Parables, Portable and Precipitation
- b. Positivity, Promotion, Pluralism and Prescriptions
- c. Price, Product, Place and Promotion
- d. Pleasant, Performance, Private and Passivity

2.1.1.3 For them to achieve their goal, Roselyn Enterprise has to advertise on Capricorn FM and other community radio stations. Under which element of the Marketing Mix does advertising fall. (2)

- a. Precipitation
- b. Promotion
- c. Positivity
- d. Price

2.1.1.4 Which marketing framework can Roselyn utilise to better understand the competitive intensity of an industry and make key decisions (2)

- a. BCG Matrix

- b. Porters 5 Forces Model
- c. Ansoff Matrix
- d. SWOT Analysis

2.1.1.5 Which marketing framework can Roselyn utilise to better review the success of their launch and the effectiveness of their marketing (2)

- a. Ansoff Matrix
- b. Gap Analysis
- c. Porters 5 Forces Model
- d. SWOT Analysis

2.1.1.1	C
2.1.1.2	C
2.1.1.3	B
2.1.1.4	B
2.1.1.5	D

2.2 Read the following case study and answer the question/s that follow:

You are the Marketing Manager for Deluxe Cell phones and you are responsible for 2 of their leading brands, the E Meka tablet and the TenDye tablet. The sales figures for E Meka were as follows 2020 sold R500000, 2021 sold R700000, 2022 sold R900000, 2023 sold R1.2 million and the sales figures for 2024 were R1.5 million. On the other hand, the sales figures for TenDye were as follows 2020 sold R1 500 000, 2021 sold R1 300 000, 2022 sold R900000, 2023 sold R750000 and the sales figures for 2024 were R500000. The directors want feedback on the performance of the 2 brands .

2.2.1.1 As the Marketing coordinator you might need to research and gather data. Explain what is primary data and secondary data and give examples of each? (4)

Primary Data: Original data collected for a specific purpose.
Example: Surveys conducted to gather customer feedback on tablet preferences.
Secondary Data: Existing data collected for other purposes.
Example: Market research reports on tablet sales trends from previous years. (4)

2.2.1.2 You are required to prepare a presentation to the directors, the presentation should include comparison of the 2 products as well as an analysis of their performance from 2020 to 2025. (Hint Include graphics) (16)

Learner should present data in table or graph form

YEAR	E MEKA	TENDYE
2020	R500000	R1.5 million
2021	R700000	R1.3 million
2022	R900000	R900,000
2023	R1.2 million	R750,000
2024	R1.5 million	R500,000

Learner should present the statistics in table or graph form (12) and analyse the findings of the research as in the example below (4)

Performance Analysis:

E Meka shows consistent growth.

TenDye exhibits a declining trend. (4)

2.3 Read the following case study and answer the question/s that follow:

Emalahleni Security is a company based in Witbank and offers cash in transit as well as general security services. They are a leading provider in Witbank with contracts with 5 major coal mines in the area. They have a fleet of over 200 vehicles which are well serviced and in good condition. The company is poised for expansion into the North West province with business lined up with platinum mines in Rustenburg. Due to their rapid expansion they are having cash flow problems and this puts them at risk. The security company has about 15 lawsuits pending against them from former employees who allege that they were wrongfully terminated.

2.3.1 You have been appointed as an external Marketing Consultant with a mandate to generate new business and increase market share. Prepare a SWOT Analysis to get an indication of the businesses current standing. (20)

Learner should identify elements of SWOT analysis and give examples related to the case study.

SWOT Analysis for Emalahleni Security

Strengths: Leading provider in Witbank with established contracts, Large fleet of over 200 well-maintained vehicles.(5)

Weaknesses: Cash flow problems due to rapid expansion, Pending lawsuits from former employees.(5)

Opportunities: Expansion into North West province with contracts lined up, Increased demand for security services in new areas.(5)

Threats: Legal challenges affecting reputation and finances. Competition from other security companies.(5)

2.4 Read the following case study and answer the question/s that follow:

Nyanga Corporation specializes in consumer electronics, including smartphones, tablets, and accessories. The marketing department is tasked with analyzing sales data to identify trends and inform future campaigns.

Financial Report Overview

Quarter: Q1 2025

- **Total Revenue:** R2 500 000
- **Net Profit:** R?
- **Operating Expenses:** R1 500 000

Sales Report Summary

Product Sales Breakdown

Product	Units Sold	Price per Unit	Total Revenue
Smartphones	5000	R300	R1 500 000
Tablets	2000	R400	R?
Accessories	10000	R50	R?

Monthly Sales Trends

- **January:** R700 000
- **February:** R800 000
- **March:** R1 000 000

2.4.1 From the information above:

2.4.1.1 Calculate the Net Profit for the Quarter.

(2)

Net Profit = R2,500,000 - R1,500,000 = R1,000,000 (2)

2.4.1.2 Calculate the Total Revenue from sales of smartphones, tablets and accessories from the Product Sales Breakdown table above. (3)

Smartphones	5000	R300	R1 500 000
Tablets	2000	R400	R800000
Accessories	10000	R50	R50000
Total revenue			2350 000 (3)

2.4.1.3 What is the Top Selling Product in terms of revenue earned in Rends? (3)

R1 500 000 in revenue from **smartphones** (3)

2.4.1.4 What are the prevailing trends in sales over the three months? (2)

- Steady increase in sales (2)

2.5 Read the following case study and answer the question/s that follow:

Neo Cosmetics is launching a new line of organic skincare products targeting environmentally conscious consumers, aiming to achieve R1 million in sales within the first quarter. Key marketing activities include a social media campaign featuring influencers, an email marketing initiative aimed at existing customers, in-store promotions with retail partners, and content marketing through blogs and videos.

The marketing team has set specific targets to measure success:

Targeted Values			Expected Outcomes	Baseline Figures	Variance
Sales Target			R1 million	R0	± R1 million
Social Media	Engagement	Increase	30%	1000 interactions	± 300 interactions
Email Open Rate			25%	20%	± 5%
New Social Media Followers			10,000	5,000	± 5,000

Targeted Values	Expected Outcomes	Baseline Figures	Variance
Customer Reviews	500	200	± 300

To evaluate these activities, the team will compare actual sales to the target, analyze engagement metrics, and track follower growth and customer reviews. The assessment will help identify effective strategies and areas for improvement, providing a framework to enhance future marketing efforts.

2.5.1 As the Marketing Manager for Neo Cosmetics prepare a report on the marketing metrics variance and comment on the possible causes of the variance. (20)

Learner should present formal report and marks will be allocated for correct format
 Assessor discretion should be applied Learner can choose any of the metrics

To: CEO
From: Marketing Manager
Date:
Re: marketing metrics variance (2)

Sales Target:
 Neo Cosmetics has a sales target of R1 million and the actual sales from the previous year was R0 and there is a Variance of -R1 million

Possible Causes of variance: Ineffective marketing strategies, lack of awareness, or poor distribution channels. (6)

Social Media Engagement:
 Neo/s Target was a 30% increase and the Actual was 1000 interactions which resulted in a Variance of ±300 interactions
 Causes: Content not resonating with audience or insufficient promotion. (6)

Email Open Rate:
 The Target was 25% while the Actual was 20% which resulted in a Variance of ±5%
 Causes: Unengaging subject lines or poor targeting of email lists. (6)

New Social Media Followers:
 The Target was 10,000 while Actual was 5,000 resulting in a Variance of ±5,000
 Causes: Need for more impactful social media campaigns.

SUB- TOTAL: 80 marks

Question 3

3.1 Read the following case study and answer the question/s that follow:

A start up, QwaqwaBites based in Free State, is preparing to launch a new line of healthy snacks aimed at health-conscious consumers. The company focuses on using organic ingredients and sustainable packaging. The target market includes busy professionals, fitness enthusiasts, and parents looking for nutritious options for their children.

After conducting Market Research the company collected the following data

1. Target Audience:

- Age: 25-45 years
- Health-conscious individuals
- Urban dwellers with disposable income

2. Competitor Analysis:

- Key competitors: Pie City, Snackalekker, and The Bite.
- Competitors' strengths: Established brand loyalty, wide distribution channels.
- Competitors' weaknesses: High prices, limited flavor variety.

3. Trends:

- Growing demand for healthier snack alternatives.
- Increasing awareness of sustainable and organic products.

Promotional Objectives:

1. Increase brand awareness by 30% within the first six months.
2. Achieve a sales target of 10,000 units in the first quarter.
3. Build a community of at least 5,000 social media followers by the end of the launch period.

Proposed Promotional Strategies:

1. Social Media Campaign:

- Platforms: Instagram, Facebook, and TikTok.
- Content: Engaging posts, influencer partnerships, and user-generated content.

2. Sampling Events:

- Conduct tastings at local gyms, health food stores, and community events.
- Collaborate with nutritionists to provide educational sessions.

3. Email Marketing:

- Create a newsletter with health tips, product information, and promotions.
- Offer exclusive discounts to subscribers.

4. Partnerships:

- Collaborate with fitness centers and wellness retreats for cross-promotions.

3.1.1 As the Marketing Manager for QwaqwaRite, you are required to draft a promotional plan for the company using the information above. (15)

Learner should draft a promotional plan that includes the following headings. 1 Mark allocated for heading, 1 mark for explanation and 1 mark for overall synthesis

1. Objective: (2)

Increase brand awareness and drive sales within the target market of low-income households in Limpopo Province.

2. Target Audience:(2)

Low-income households, focusing on families and individuals within the Limpopo Province.

3. Key Messages: (2)

Emphasize affordability, quality, and convenience of products.

Highlight community benefits and local engagement initiatives.

Promotional Strategies: (2)

Digital Marketing: Utilize social media platforms (e.g., Facebook) to reach the audience with engaging content.

Community Engagement: Organize local events and sponsorships to connect with the community.

In-Store Promotions: Offer discounts and loyalty programs in local retail outlets.

Public Relations: Issue press releases highlighting community involvement and product benefits.

5. Budget Allocation (2)

Allocate funds strategically across digital marketing, community events, and in-store promotions.

6. Timeline: (2)

Implement promotional activities over a six-month period, with specific phases for each strategy.

7Measurement of Success: (2)

Track sales growth, social media engagement, and community feedback to evaluate the effectiveness of the promotional plan.

3.2.1 Read the following case study and answer the question/s that follow:

The "Ignite Your Energy" marketing campaign for Firefaya Energy Drink aims to increase brand awareness and drive sales among young adults aged 18-30 who lead active, health-conscious lifestyles. This target audience includes fitness enthusiasts, students, and young professionals who value health and wellness. The campaign's key messages focus on fueling energy, highlighting natural ingredients, and encouraging consumers to unleash their potential.

To reach the audience effectively, the campaign incorporates various elements. Digital marketing plays a crucial role, featuring targeted social media ads on platforms like Instagram, TikTok, and Facebook. These ads showcase dynamic visuals of athletes and influencers enjoying Firefaya during workouts and daily activities. Collaborations with fitness influencers and lifestyle bloggers will create authentic content, showcasing the drink in their routines. Additionally, a TikTok hashtag challenge, #IgniteYourEnergy, will encourage users to share their "Firefaya Moments" while engaging in sports or activities.

Content marketing will further enhance the campaign through blog posts and videos. Articles will focus on energy-boosting tips, hydration benefits, and the advantages of natural ingredients. Short videos on YouTube and social media will explain Firefaya's benefits, featuring testimonials from users and experts. Events and sponsorships will provide real-world engagement opportunities. Pop-up sampling events at gyms, campuses, and music festivals will allow consumers to taste Firefaya and interact with brand ambassadors. Sponsoring local marathons, triathlons, and fitness expos will enhance visibility and connect with health-oriented consumers.

Point of sale promotions will include eye-catching in-store displays in convenience stores and gyms to attract customers, along with discount coupons distributed through social media and email newsletters to encourage first-time purchases. Public relations efforts will include a press release announcing the campaign's launch and media outreach to invite journalists and bloggers to tasting events, generating buzz and coverage in relevant publications. The campaign timeline spans four months, with a pre-launch phase to build anticipation, followed by a three-month launch period executing all elements simultaneously. The final month will focus on gathering feedback and analyzing the campaign's effectiveness, sharing results on social media.

The budget allocates R30 000 for digital marketing, R15 000 for content creation, R25 000 for events and sponsorships, R10 000 for point of sale promotions, and R5 000 for public relations, totaling R95000. Success will be measured through sales metrics, social media engagement, and brand awareness surveys conducted before and after the campaign.

Overall, the "Ignite Your Energy" campaign seeks to connect Firefaya Energy Drink with an active lifestyle, leveraging digital engagement and real-world interactions to build a strong community around the brand.

3.2.1.1 Which psychographic segmentation variable did Firefaya utilise for their target market (1)

- a. Young adults aged 18-30
- b. People who lead active, health-conscious lifestyles
- c. Rich young adults
- d. Students

3.2.1.2 What element of competitive advantage is Firefaya highlighting in their marketing communication (1)

- a. Ignite Your Energy
- b. Natural ingredients
- c. Fitness enthusiasts
- d. Target audience

3.2.1.3 A written, official statement that's prepared for and delivered to members of the media is a..... (1)

- a. advertisement.
- b. press release
- c. promotion
- d. blog

3.2.1.4 Pop-up sampling events at gyms, campuses and testimonials from users and experts fall under which element of the Marketing Mix (1)

- a. Price
- b. Place
- c. Promotion
- d. Product

3.2.1.5 Which promotional element received the lowest budget allocation (1)

- a. digital marketing
- b. content creation
- c. public relations
- d. sponsorships

3.2.1.6 The objective of the Ignite your energy marketing campaign is to..... (1)

- a. increase brand awareness
- b. get people addicted to Firefaya
- c. gain market share in the 0-5 year age group
- d. find suitable packaging

3.2.1.7 What is the primary objective of the "Ignite Your Energy" campaign? (1)

- a. Increase brand awareness and drive sales
- b. Reduce production costs
- c. Expand the product line
- d. Improve customer service

3.2.1.8 What social media platform is NOT mentioned for targeted ads? (1)

- a. Instagram
- b. Facebook
- c. LinkedIn
- d. TikTok

3.2.1.9 What is the purpose of the TikTok hashtag challenge? (1)

- a. To promote discounts on the drink
- b. To encourage users to share their experiences with Firefaya
- c. To collect user data
- d. To launch a new flavour

3.2.1.10 How much of the budget is allocated for events and sponsorships? (1)

- a. R10 000

b. R15 000

c. R25 000

d. R30 000

3.2.1.11 What type of promotions will be used at points of sale? (1)

a. Email marketing

b. In-store displays and discount coupons

c. Television commercials

d. Radio ads

3.2.1.12 How will success be measured in the campaign? (1)

a. By tracking employee satisfaction

b. Through sales metrics and social media engagement

c. By analyzing production costs

d. By the number of products returned

3.2.1.13 What is the campaign's timeline for execution? (1)

a. 2 months

b. 3 months

c. 4 months

d. 6 months

3.2.1.14 What is one of the public relations strategies mentioned in the campaign? (1)

a. Launching a new product line

b. Hosting a press conference

c. Inviting journalists to tasting events

d. Creating a loyalty program

3.2.1.15 What is the main benefit of sponsoring local fitness events? (1)

a. Reducing marketing costs

b. Enhancing visibility and connecting with health-oriented consumers

c. Launching new flavors

d. Expanding to international markets

3.2.1.1	B
3.2.1.2	B
3.2.1.3	B
3.2.1.4	C
3.2.1.5	C
3.2.1.6	A
3.2.1.7	A
3.2.1.8	C
3.2.1.9	B
3.2.1.10	C
3.2.1.11	B
3.2.1.12	B
3.2.1.13	C
3.2.1.14	C
3.2.1.15	B

3.3 Read the following case study and answer the question/s that follow:

Boshoff Holdings is a mid-sized clothing retailer known for its trendy apparel targeted at young adults. In Q1 of 2025, the company launched a marketing campaign titled "Spring into Style," aiming to increase brand awareness and drive sales during the spring season. The campaign utilized social media, email marketing, and influencer partnerships.

The primary objectives were to increase overall sales by 20%, grow the brand's social media following by 30%, and enhance customer engagement through personalized email campaigns. To achieve these goals, Boshoff employed several strategies. They ran targeted ads on Instagram and TikTok featuring vibrant spring collections, collaborated with popular fashion influencers to showcase the new line, and sent personalized offers to their existing customer database through email marketing.

The results were impressive. Sales surged, achieving a 25% increase compared to the same period last year, with the "Spring into Style" collection accounting for 40% of total sales during the campaign. Social media growth was also notable; the brand's following increased by 35% across platforms, exceeding the initial goal. Engagement rates on Instagram rose by 50%, demonstrating a successful connection with the audience.

Email marketing proved effective as well, with open rates reaching 45%, significantly higher than the industry average of 20%. Click-through rates improved to 12%, leading to increased traffic on the website. Customer feedback was overwhelmingly positive, with many highlighting the freshness of the collection and the effectiveness of influencer promotions. Customers appreciated the personalized email offers, which encouraged them to explore the new arrivals. In conclusion, the "Spring into Style" campaign was a resounding success for Boshoff Holdings, exceeding sales and engagement targets. The results indicate a strong market presence and customer loyalty, positioning the brand well for future campaigns. Moving forward, the company plans to leverage these insights to refine their marketing strategies, focusing on digital engagement and personalized customer experiences.

3.3.1 As the marketing manager for Boshoff Clothing prepare a report for the CEO highlighting the accomplishment of the marketing campaign as well as recommendations for further improvements. (15)

Learner should write a formal report showing what the company has accomplished.

Assessors discretion will apply

To: CEO, Boshoff Holdings

From: Marketing Manager

Date:

Subject: Accomplishments and Recommendations from the "Spring into Style" Campaign (2)

1. Campaign Accomplishments: (7)

Sales Increase: Achieved a 25% increase in overall sales, surpassing the 20% target.

Social Media Growth: Brand following increased by 35%, exceeding the 30% goal.

Engagement Rates: Instagram engagement rose by 50%, indicating successful audience connection.

Email Marketing Success: Open rates reached 45% and click-through rates improved to 12%, significantly above industry averages.

Customer Feedback: Positive responses highlighted the freshness of the collection and the effectiveness of influencer partnerships.

Recommendations for Further Improvements: (6)

Expand Influencer Collaborations: Engage with a wider range of influencers to tap into different market segments.

Enhance Email Personalization: Continue to refine personalized email campaigns based on customer preferences and behavior.

Utilize Customer Feedback: Regularly collect and analyze customer feedback to adjust product offerings and marketing strategies.

Increase Digital Advertising: Invest more in targeted digital ads to maintain momentum and reach new customers.

Seasonal Campaigns: Plan future campaigns around key shopping seasons to capitalize on consumer interest.

SUB- TOTAL: 45 marks

GRAND TOTAL: 200 marks