MAKT5112 Final POE:

Promotions Strategy Student Guide (100 Marks)

PLEASE USE THIS GUIDELINE IN CONJUNCTION WITH YOUR ASSIGNMENT & RUBRIC

What This Is About

You did the research in Part 1 and built the strategy in Part 2. Now you complete the final piece: **promotions**. Your campaign message should bring your value proposition to life and show customers why they should choose your energy drink.

Before You Start

1. Get your lecturer's feedback on Parts 1 and 2. You must action it.
2. Have your positioning statement, survey data, and strategy decisions from Parts 1 and 2 ready.
3. Groups stay at 2 to 3 people. Working alone without permission loses 20%.
4. If you use AI, attach live chat links in an annexure. No links means possible 0%.
5. **Task B should be about 1,000 words. Reflection about 750 to 1,000 words.**

TASK A: Video Advert (40 Marks)

Create a video advert **under 90 seconds** promoting your energy drink.

Question	What the marker checks	Marks
Q1: Does the video work and look good?	Clear, professional, under 90 seconds, accurate for your market	15
Q2: Does the message persuade people?	Informs, persuades, has a call to action, uses Part 1 survey data	10
Q3: Is it creative and does it match your positioning?	Reflects Part 2 positioning statement, creative appeal to target market	15

If you film your own footage, you will not lose marks for video quality. The marker looks at your idea and concept.

How to Make and Submit Your Video

Plan first. Revisit your positioning statement, target market, survey findings, product features, and lecturer feedback before you start editing.

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Pick a tool. Use Canva or PowerPoint, or another tool of your choice.

Your advert must include:

Element	Requirement
Visuals	Stock footage, images you made, or a mix. Clear and professional.
Sound	Music and/or sound effects that fit your brand mood.
Fonts	Clear and readable. Match your branding from Part 2.
Colours	Match your brand visual identity from Part 2.
Duration	Maximum 90 seconds.
Call to action	The viewer must be told to do something.
Target market fit	Must speak to 16 to 21 year old, price sensitive, energetic South Africans.

Save and upload:

1. Save as an **MP4** file.
2. Name it: **Video advert_Group Number** Example: Video advert_Group_17.mp4
3. Upload to your **RI OneDrive**.
4. Create a **share link with edit access** for your lecturer.
5. Paste the link into your POE under the heading **Video Advert**.
6. **Test the link** before submitting on Turnitin.
7. After submitting, **do not edit the video**. This could give you 0%.

TASK B: Written Promotions Strategy (40 Marks)

Write about 1,000 words explaining the decisions behind your video advert and how you would launch it.

Golden Rule

Every answer must link back to your **Part 1 recommendations**, your **Part 2 decisions**, and your **lecturer's feedback**.