**TOPIC: Investigate how antiperspirant/deodorant products are marketed.**

**Task 1**: Compare how antiperspirant/deodorant products (at least 2) are advertised on television and in print. You should use examples of existing advertising, and consider:

* The channel or publication in which the adverts appeared
* Who produced the product
* the use of key slogans or logos
* The main images or text, and the message this gives
* The style and tone of the adverts

[20 marks]

This task requires you to comment critically on the way in which certain brands are marketed to a specific target audience, across two different media platforms. You must make use of the proper media language in your analysis, and highlight your points with specific examples.

**Analyse and Respond (AO2 20 marks)**

**Level 6 17–20 marks**

Candidates produce convincing and effective analyses of media texts. Media terminology is used extensively and effectively. The nature and impact of media representation is explored convincingly. There is a convincing and clear understanding and appreciation of institutional aspects of media production. Responses, including the explanation, are cogent and well structured with precise and accurate use of language and arguments clearly supported by evidence.

**Level 5 13–16 marks**

Candidates produce good-quality analyses of media texts. They are able to use technical terminology with confidence. Candidates show a sound understanding of issues of media representation and institutional aspects of media production. Responses, including the explanation, are clear and well-organised with generally accurate use of language and evidence used to support points.

**Level 4 9–12 marks**

Candidates produce a solid analysis of media texts and are able to use appropriate technical

terminology. Candidates demonstrate some understanding of representation and institutional aspects of media production. Responses, including the explanation, are well organised with reasonably accurate use of language and arguments are usually supported by evidence.

**Level 3 5–8 marks**

Candidates show a basic grasp of textual analysis and use technical terminology occasionally. Candidates show basic understanding of the representations offered by media texts and a basic awareness of institutional aspects of media production. Responses are organised and points are sometimes supported by evidence.

**Level 2 1–4 marks**

Candidates tend to describe media texts to demonstrate limited understanding of forms and conventions. There may be limited awareness of representations offered by media texts or some understanding of institutional aspects of media production. An attempt has been made to organise responses.

**Level 1 0 marks**

No work worth the award of a mark.

**Task 2:** Design one storyboard and one print based advert for a new antiperspirant/deodorant product. You will need to include a written analysis of your adverts, which explains:

* Where your adverts would appear and why
* Who your target audience is, and how you made this obvious
* How you plan to represent your product (what message do you want associated with your product)
* How you used the codes and conventions typically employed in this type of advertising
* How you adhered to any regulations that may be placed on your product

[10 marks]

This task requires you to use the codes and conventions studied this term to create a realistic print and film based advertisement. It requires you to comment critically on how your adverts will be effective in targeting a desired audience, and how they adhere to the common conventions used by others within the same industry.

**Research, Planning and Presentation (AO3 10 marks)**

**Level 6 9–10 marks**

Candidates research and plan independently and effectively. They demonstrate flair and creativity through their pre-production work which is convincing and engaged and uses appropriate forms and conventions. The two planned pieces clearly complement each other. Material is presented skilfully.

**Level 5 7–8 marks**

Candidates research and plan successfully. There is evidence of imagination in the pre-production work which is clearly fit for purpose and uses many appropriate forms and conventions. The two planned pieces complement each other. Material is presented effectively.

**Level 4 5–6 marks**

Candidates have researched and planned their pre-production work appropriately. Ideas are apt and mostly use appropriate conventions. There is a recognisable relationship between the two planned pieces. Material is well presented.

**Level 3 3–4 marks**

Candidates show evidence of research and planning. Their ideas show some understanding and involvement with the task and use some appropriate forms and conventions. Two planned pieces have been offered and a connection between them is evident. There is a basic attempt to present the work in a straightforward way.

**Level 2 1–2 marks**

Candidates use minimal research and planning to inform their pre-production work. They have some ideas that are at least partly relevant or appropriate to the task. Some forms and conventions may be employed. Where two pieces of work have been planned a connection between them may be evident although this may be implicit. Presentation of the material is limited.

**Level 1 0 marks**

No work worth the award of a mark.