

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Unit 2: Pre-production and planning

INSERT

Tuesday 23 May – Afternoon

Time allowed: 2 hours

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Context

Raven is an independent cinema, based in a busy city centre looking to generate revenue from a variety of new activities and services. The cinema's Chief Executive wants the marketing team to create a promotional video and brochure that will advertise these new activities and services.

The marketing department has three members of staff:

- Ismail – the Marketing Manager, responsible for co-ordinating the projects, contacting clients, signing off marketing material and meeting final deadlines. He has a Master's degree in business and marketing and is excellent at working within specified timeframes.
- David – the Production Co-ordinator, responsible for designing and producing marketing material. He has a HND in media production, specialising in video products.
- Michelle – the Marketing Assistant, responsible for contacting printers, the press and liaising with other external stakeholders and helping the Production Co-ordinator. She has a Diploma in graphics and web design and has excellent communication skills.

When you leave college you want to join the marketing department at Raven. You have been offered a part time voluntary placement so you can develop your planning and production skills. If the team are happy with your work on the promotional video and brochure, then there is the possibility of a permanent position.

Product Brief

Raven have recently started to branch out and offer a variety of activities and services beyond screening independent films in an attempt to increase their revenue. These include:

- Hosting corporate and private events
- Running media and film workshops for 14-19 year olds
- A film noir club with a weekly evening meeting.

The promotional video must be no more than five minutes long and the brochure will need to be a four page A5 sized guide advertising the cinema's new activities and services.

The Chief Executive requires the video to have a title sequence featuring the logo of the cinema. There will be a voiceover explaining about the cinema's current film screening and how each of the new services will build on this. The video will feature a montage and cutaways to the local area, groups of learners, the cinema and bar area and production equipment. There will also be some backing music.

Due to the range of activities and services being offered, the target audience demographic for the promotional materials is wide. The ages being targeted, range from school and college students to adults who run businesses, and cover a range of different cultural groups.

The Chief Executive wants to launch the promotional material at the end of July, by distributing the brochures to local schools and businesses, together with publishing the video on the Raven website. This will allow teachers to plan education workshops for the new academic year and allow businesses to plan to hire the venue for Christmas events.

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