

How to evaluate

2005 PP Q HL

In the case of a particular product/service of your choice, evaluate the role of (i) Advertising (ii) Public Relations and (iii) Personal Selling in the promotion of the product/service.

There are a couple of things to take from the way this question is asked:

1. You need to pick a particular good or service, so worth practicing and prepping in class for real life examples that students can come up with so its easier for them to remember. With examples, its important to choose products or businesses that are generally known by people, not small town businesses that the examiner may not be sure it a real life example or not e.g. Use Beshoffs chipper, not Johnny's Chipper, even if that is a real chip shop where your students are from. No marks are awarded for examples that aren't deemed to be real-life examples.
2. Evaluate, so give your opinion, after showing you've studied the course with your keywords/examples. The focus of this worksheet is to look at how you can help students give opinions, rather than the common error of repeating keywords given in the explanation.

An evaluation should be signposted and clear, and a student should make a statement of their belief or feelings on something, and then justify their stance.

3. Headings are given, so keywords and examples to should understanding are necessary to get full marks, showing how they promote the product/service you picked.

So lets get to it:

Develop the idea of giving their opinion.

I like to watch an ad in class, and let them write out what they think of it in groups, with a structured prompt:

Vodafone's Irish Rugby ad:

<https://www.youtube.com/watch?v=RuJW4mKes5I>

(the Panda Cheese ads are good to use also

<https://www.youtube.com/watch?v=3zZE0HLrxZw>)

Get them to try to take 2 different positions on it:

1. I think it's a good ad because it makes people feel _____

This should help Vodafone because _____

2. I think its not a good ad because if a lot of their target market don't like rugby _____

This wouldn't be good for Vodafone because _____

For an evaluation, you don't need to worry about keywords from the course as they'll have been given at the start of your answer, we're looking for a judgement and a backing of that judgement. Hopefully from that worksheet, you'll have got them to come up with things like:

Gavin Duffy

www.thebusinessguys.ie

Positives:

Makes people feel inspired, creating a feel good around the Vodafone brand

People link Vodafone and a successful team/brand of Irish Rugby, so it's a positive relationship

The farmer (Tadhg's Dad) is very Irish and makes you think Vodafone are very Irish, encouraging you to like/buy from them.

Negatives:

If lots of phone users don't like rugby, the ad won't be that effective in increasing sales

People might think the Vodafone service has nothing to do with rugby so they are trying to jump on the bandwagon, which people might resent.

Try to have them give opinions, without thinking about the context of the Leaving Cert, and have a discussion / debate over different student's positions on the ad.

Then try to tie it in to the course...

Advertising

Vodafone advertise to awaken the public's interest and persuade them to use their network, by communicating information using various media e.g. their tv ad for Irish Rugby that is also used on youtube.

Their advertising can be persuasive, competitive, generic or informative.

Evaluation: In my opinion, Vodafone's Irish Rugby tv ad is good / bad because...

Good evaluation for full marks:

Advertising

Vodafone advertise to awaken the public's interest and persuade them to use their network, by communicating information using various media e.g. their tv ad for Irish Rugby that is also used on youtube.

Their advertising can be persuasive, competitive, generic or informative.

Evaluation: In my opinion, I love watching Vodafone's Irish Rugby tv ad, my friends all talked about it when it came out, so it has helped Vodafone get good exposure/word of mouth

Bad evaluation for zero marks:

Advertising

Vodafone advertise to awaken the public's interest and persuade them to use their network, by communicating information using various media e.g. their tv ad for Irish Rugby that is also used on youtube.

Their advertising can be persuasive, competitive, generic or informative.

Evaluation: In my opinion, advertising is essential, and when you use advertising, it can encourage sales by persurading, competing and informing your market.

The first evaluation clearly deals with the ad itself and Vodafone, while the second evaluation just re-uses keywords and doesn't have a proper opinion and justification of Vodafone's ad.

Then you could get your students to look at Vodafone and try to link in to the other promotion techniques (Worksheet 2 below) and evaluate whether they like/don't like or think the methods are good/bad.

Public Relations:

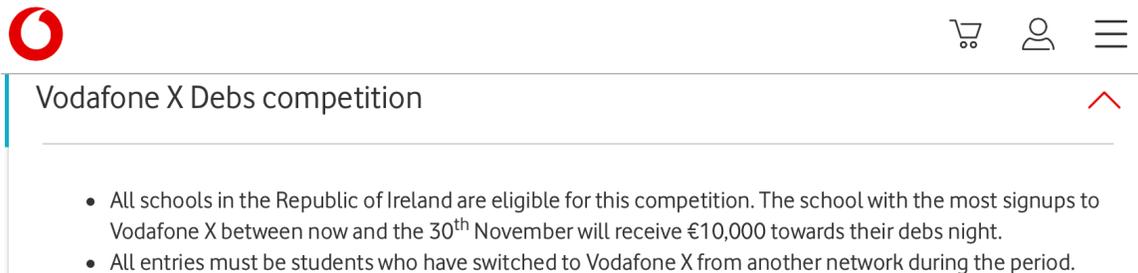
Sponsor Triathlon Ireland and the Vodafone Dublin City Triathlon
Sponsor Ireland Rugby Team



Look for charity work, social media, events online...

Sales promotions:

Search their website for deals on bundles etc...
Their app gives free highlights of Ireland Rugby matches



Which short term gimmick gets you to buy more of their products?

Personal Selling:

Sales reps working in their shops
Live chat online

Whats good about chatting to a sales rep in store?

What do you not like about chatting to them in store?



Worksheet 1

Exercise 1:

Watch the ad shown and complete the following exercise:

1. I think it's a good ad because it makes people feel _____

This should help Vodafone because _____

2. I think its not a good ad because if a lot of their target market don't like rugby _____

This wouldn't be good for Vodafone because _____

Exercise 2:

Choose which evaluation you think gives a personal opinion, and then backs it up from the choices below:

Advertising

Vodafone advertise to awaken the public's interest and persuade them to use their network, by communicating information using various media e.g. their tv ad for Irish Rugby that is also used on youtube.

Their advertising can be persuasive, competitive, generic or informative.

Evaluation: In my opinion, I love watching Vodafone's Irish Rugby tv ad, my friends all talked about it when it came out, so it has helped Vodafone get good exposure/word of mouth

Evaluation: In my opinion, advertising is essential, and when you use advertising, it can encourage sales by persurading, competing and informing your market.

Worksheet 2

Complete this sheet, giving your opinion on each of the promotion techniques used by Vodafone

Sales Promotion

Sales promotion involves the use of short term gimmicks to encourage purchase. It is great to attract new customers or to get people to try out a new product when it is launched. E.g. 2 for 1, coupons, vouchers, loyalty cards.

Evaluation: In my opinion

Personal Selling

This occurs when a salesperson is in direct contact with the customer and tries to verbally persuade customers to buy a product or service. Usually used with higher technological goods or expensive goods e.g. cars, phones, where a consumer can benefit from being more informed by them.

Evaluation: In my opinion

Public Relations

A business can use press releases, send out statements on their official social media accounts as well as sponsorship, endorsements and charity work to help build and maintain a good public image for their product.

Evaluation: In my opinion
