

## **Activity 1 – Rationale for Ocuppola**

Ocuppola is an e-sports team who ..... The market they exist in has many competitors and it is important that they are able to build brand awareness in order to make their business a success. They have decided to do this through (option that you have chosen).

### Marketing aims and objectives

The marketing aims and objectives of Ocuppola will be focussed on building brand awareness. Their first aim will be to increase the awareness of the brand in their target market by 20% in the next six months. This is because they are trying to build awareness and as their target market is ..... it would make sense for them to start by increasing the awareness in the group that they have knowledge of. This will help them to succeed because .....

(second aim)

The objectives will need to link to the aims by ensuring that Ocuppola are completing activities in the short term that will link to their aims. For example they will need to ensure that all of the promotional activities can be linked to the target market. This will help them to make sure that they are able to meet the first aim.

### Research data on the market

**An analysis of your research, appropriate tools – target market – size, structure and trends – competition**

Target market – how large it is, how much it is worth, the target market. Is there anything in the case study.

Competitors – from your research – is there anything in the case study.

SWOT analysis – expansion – full explanations relating to Ocuppola

PESTLE analysis – expansion – full explanations relating to Ocuppola

### An evaluation of the reliability and validity of the information researched

The research that I have collected comes from reliable sources because....

However, some of the data may be biased as it comes from competitors websites which could be a problem as they want to show their business in the best way.

The data that I have collected is valid because ..... (how up to date)

However, it is a constantly changing market which means that, particularly in the current climate with the Coronavirus Pandemic, there may be changes to the research as people will be logging onto online platforms and there may not be the opportunity for live events.

### A justification for your rationale.

In my opinion I think that Ocuppola should focus on (option chosen) because ....

However, (the other option, why it may become a good option for them).

**Activity 2 – The Marketing Plan for Ocuppola**

In order for Ocuppola to successfully achieve their aims and objectives they will need to have a comprehensive marketing mix that will build the awareness of the brand.

Marketing mix

Product – What is it that they are offering? Relate to building brand awareness.

Price – Use your research on competitors, what do they charge for different things. What price should Ocuppola charge?  
 Price taker, price penetration, price skimming?

Place – Online – social media (read the case study)

Promotion – promotional mix – what should they be doing. PR campaign, adverts on social media, viral advertising campaign. Link to the option you chose.

People – Target market, who will need to be involved in creating the marketing plan.

Process – online, easy to use, quick access.

Physical environment – Covid, online, need for equipment at home.

Marketing message

The marketing message for Ocuppola will be communicated through ..... The focus on this will be building brand awareness through (option chosen). The marketing message needs to be ..... This is because

Selection of media

Social media, adverts, radio advert – justify why

Campaign budget

The budget for the campaign is (take from the case study). If Ocuppola were to complete the activities that I have talked about in the selection of media and the promotional campaign they would be spending ???.

The breakdown of this is ....

	£
Online advertising (£1 a click)	5000

Justify the costs – online advertising from my research costs £1 a click, therefore if Ocuppola are wanting to complete an online advertising campaign

Timescale

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Social media												
Create advert												

Explain why they should do everything that you have said in the Gantt chart. Make sure that you justify why it must be done at this point, relating to increasing brand awareness. For example – it is important that Ocuppola launch their social media campaign in the first week of month 2 as it will .....