City Rocks Challenge is a new urban climbing sports event that is to be launched in the UK. Teams of athletes will compete to be fastest to complete courses around city centres. The courses will include climbing and scrambling on artificial climbing walls and on existing buildings and other obstacles. The aim of the event is to bring a new exciting sport to cities in the UK to help encourage people to take up climbing and scrambling as a sport. A sports drink company has already agreed to sponsor the competition.

Figure 1 is a mood board created at the initial planning meeting. The mood board will be given to the marketing team to create the brand image for the City Rocks Challenge events.

Figure 1

(a) Discuss the suitability of the content and layout of the mood board in Figure 1 for the marketing team. You should include any areas for improvement.

[12 marks]

- *The quality of written communication will be assessed in your answer to this question.*

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