

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.*

Question is level marked. The answer is looked at as a whole and the best fit is taken using the grid below.

The mind map will be given to a **MARKETING TEAM** to help develop the brand identify. It is the suitability of the diagram for this purpose which is the important aspect of the question – **are they given enough information and the right information?**

Marks	Answer	Answers may reference:
Level 3 (9-12 marks)	<p>Excellent understanding of the question with clear explanation of the suitability of the mood board to help develop brand identity</p> <p>Both strengths and weaknesses included, with good balance between these</p> <p>Well thought through improvements suggested with some explanation in the context of the marketing team as the audience</p> <p>QWC: good use of subject-specific vocab and few errors in spelling and punctuation</p>	<ul style="list-style-type: none"> • Ideas to do with theme, look and feel – e.g. urban sports and climbers • lack of sports drink images – logos etc.. would be useful • layout generally clear and suitable • some images not wholly suitable – e.g. buses or clip art style image of walker
Level 2 (5-8 marks)	<p>Good understanding of the question with strengths and weaknesses both included, although the answer may be unbalanced. These generally apply to the marketing team as the audience</p> <p>Suggestions may be made for improvements, but may not be wholly suitable or explained</p> <p>At the top end of level 2 answers will clearly reference the product and use by the marketing team</p> <p>QWC: May be some errors in spelling and punctuation</p>	
Level 1 (1-4 marks)	<p>Limited understanding of the use of a mood board</p> <p>Vague answers with some strengths or weaknesses but not both</p> <p>Answer presented as a list</p> <p>QWC: May be errors in spelling and punctuation</p>	<p>ALL lists are Level 1 max.</p> <p>To get beyond level 1 an answer must be written in sentences and paragraphs</p>

