

Bridging Resources for
Year 11 Applicants:

BTEC

Extended Diploma in
Business



St John Rigby College

Btec Extended Diploma in Business

Background

One of the Core examined units on the new BTEC specification is Developing a Marketing Campaign. There are 4 objectives for this unit;

- AO1 Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions
- AO2 Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns
- AO3 Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances
- AO4 Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments

The purpose of this task is for you to start thinking about marketing and developing your skills when analysing large pieces of information.

Marketing is about understanding and stimulating demand – what do customers want and how can we get them to what it more? It is incredibly important for marketing professionals to develop new products as markets are constantly changing. The products they sell must also be profitable. The Vegan and Vegetarian market is one that is currently experiencing a period of rapid growth. This activity will be based on those markets.

Greggs and a Vegan sausage roll

Greggs was founded in Newcastle nearly 80 years ago and is now a FTSE250 company. The bakery chain has kept its longstanding working class customer base and expanded by becoming a food-on-the-go retailer winning over different types of customer. Nearly 40% of its shops are in non-high street locations like train stations.

In 2018, Greggs opened 100 new stores in carefully selected locations. Only 28% of its shops have another Greggs within a 10 minute walk (this compares well with 42% for Costa Coffee cafés) which means that it has low cannibalisation rates (where stores compete against each other).

Greggs sells about 1.5 million meat-filled sausage rolls each week but January saw the launch of its vegan sausage roll in about half its outlets. Greggs has used social media in its marketing campaign: its humorous launch video has had more than 5m views and hundreds of people have commented on twitter.

The Greggs vegan sausage roll campaign was officially launched to support the Veganuary campaign that encourages people to give up animal products for a month and has demonstrated how social media can be used to engage with a social trend. The extensive publicity lifted sales significantly in January and prompted management to upgrade their profit expectations for the year.

(Adapted from articles in the Financial Times, [8 January 2019](#), [9 January 2019](#), and [19 February 2019](#))

Activities

1. Design a new promotional campaign for Greggs and their Vegan sausage roll. Consider
 - a. Their target market – this will influence the method you choose e.g. if you are targeting younger people social media would be best.
 - b. What information will be important to the buyers? Price, ingredients, taste etc.... make sure you highlight this in the advert.
 - c. How much will it cost – TV adverts can be incredibly effective but are also expensive. Posters at a bus stop are cheap but can they show all of the features of the product? will it send the right message? Will people actually see it?
 - d. Are there any legal or ethical issues you need to consider? You can not say that eating the vegan sausage roll will lead to weight loss – this is misleading

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