



Question 1 (12 marks)



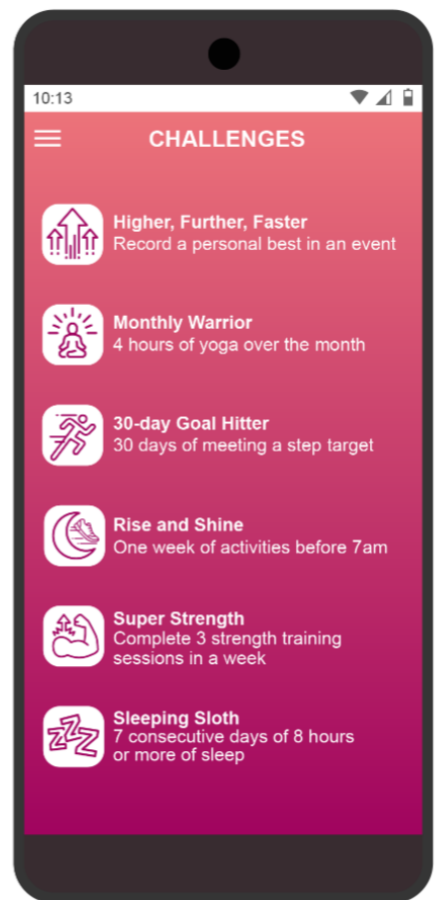
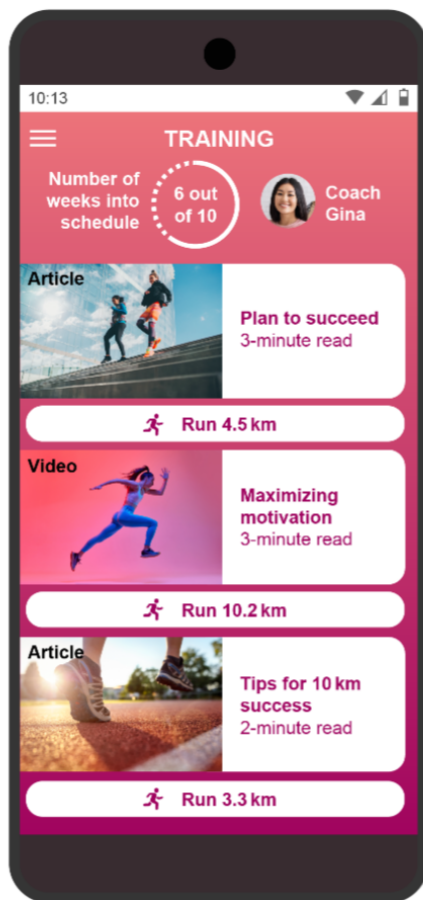
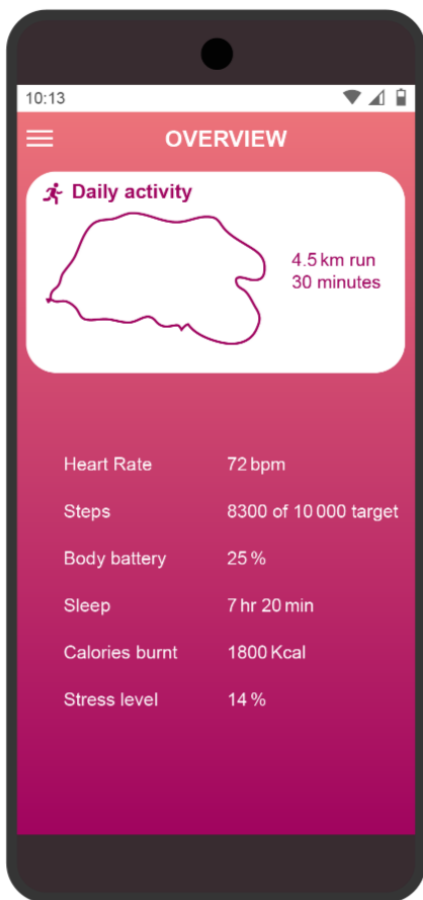
Reference 1: Smart watch and smart heart monitor

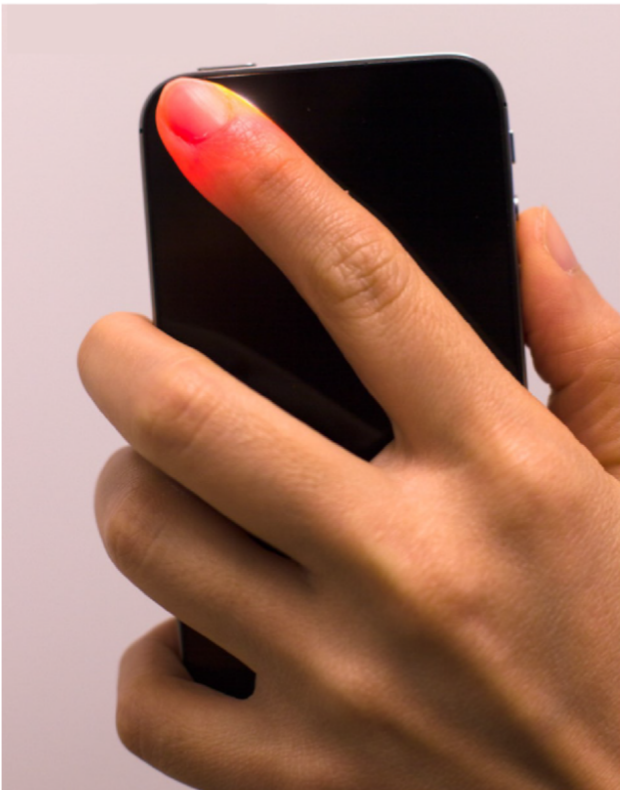
This media is interactive

Click on the image of the device to reveal the phone app

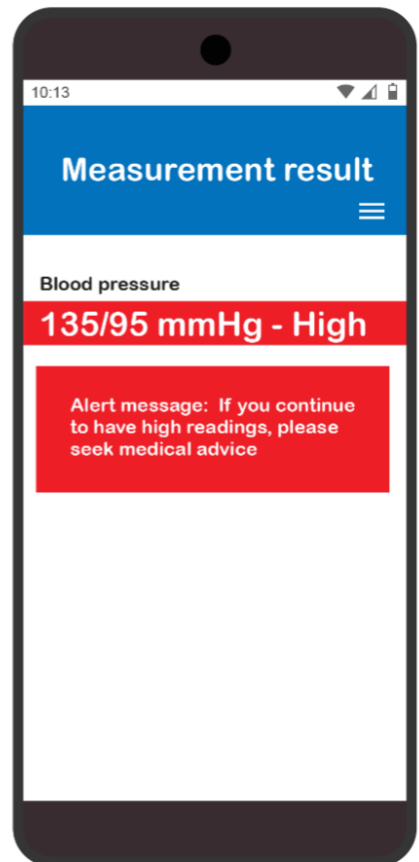
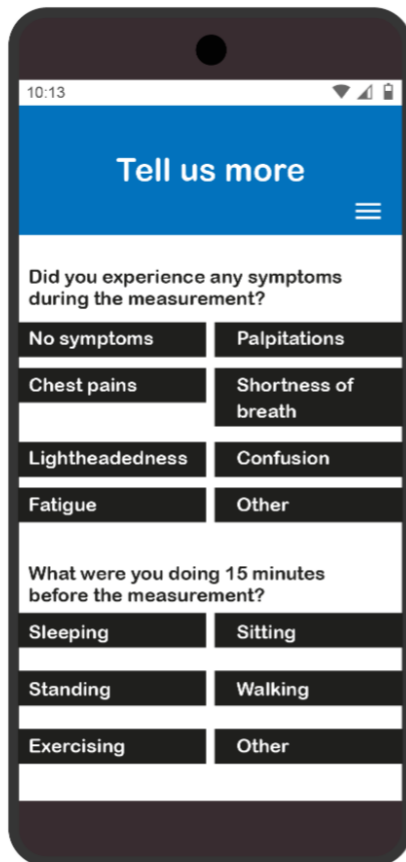
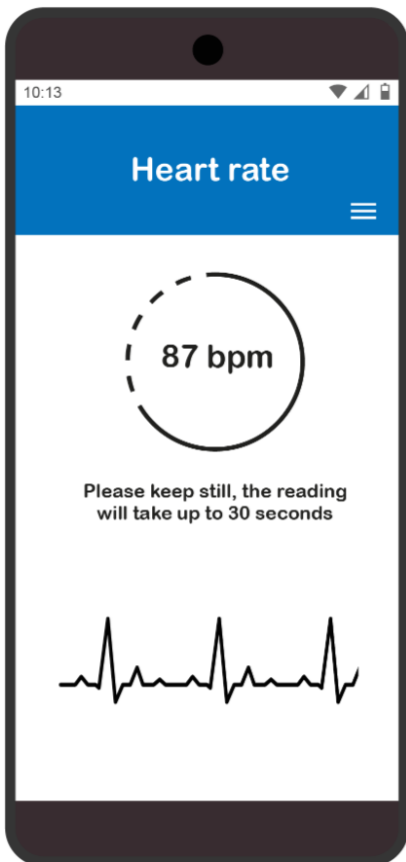


SMART WATCH





**SMART
HEART
MONITOR**





Question 2 (12 marks)

[Reference 1 - Smart glucose monitor](#)

[Reference 5 - Poster advert](#)

[Reference 5 - Video advert](#)

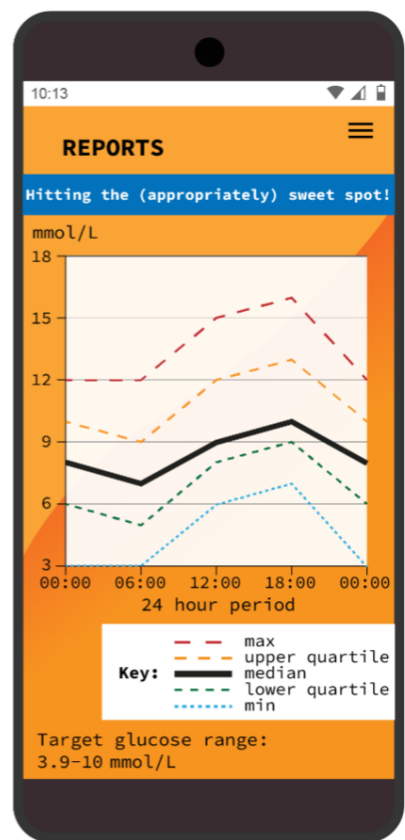
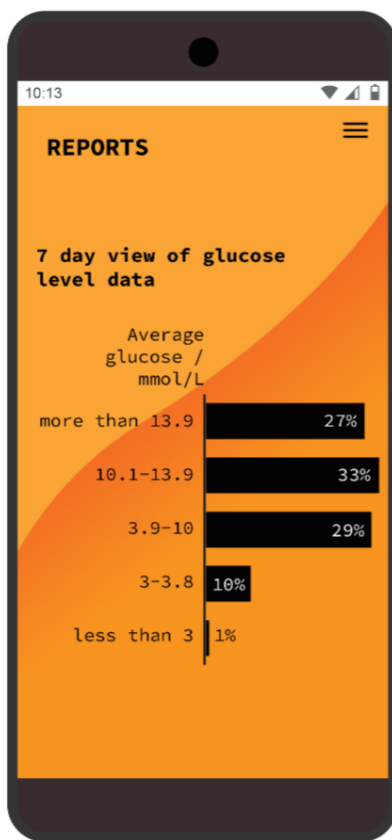
[Reference 5 - Video advert transcript](#)

This media is interactive

Click on the image of the device to reveal the phone app



**SMART
GLUCOSE
MONITOR**



Glossary

Smart glucose monitor:

Blood glucose concentration - millimoles per litre (mmol/L)

Parts of an advertising campaign

Rationale What is the purpose of the advertising campaign?	Poster This will be an image, displayed at bus stops, railway stations and on buildings. A poster is designed to be <u>eye-catching</u> and highlight the key features of your product.
Jingle This will accompany an advertisement. A jingle is a memorable song designed to highlight the key features of your product.	Justification An explanation of how the poster and jingle meet the rationale.

Create an advertising campaign for “The smart glucose monitor”.

In your answer you must:

- develop a rationale for your advertising campaign
- create a poster and jingle utilizing both language and literature and science that aligns with the rationale
- justify how your use of both language and literature and science allows your poster and jingle to meet your rationale.

Video transcript:

One small step for man, one giant leap for mankind

One small step (*continually repeating*)

Jingle starts

One small step on the scale, one giant step for your health

Even the biggest dreams start with one small step.

Jingle repeats

One small step on the scale, one giant step for your health

Even the biggest dreams start with one small step.

All it takes is one small step for you to reach your goals

Here to help you on your way

Step, by step, by step

