

Media Studies: Revision list for mock exam

You will be tested on your knowledge of the fragrance industry and will have to answer four questions, one of which will be a design of your own.

To prepare for the exam, read the following brief and complete the preparation activities.

BW Media

Congratulations! We love your ideas for your fragrance campaign and the print adverts you have designed are really successful.

We want to launch your fragrance to the mass market! We're thinking TV, social media and the web. You'll need to plan some ideas for how you could promote your fragrance using these platforms. Remember to keep your target audience in mind at all times and persuade them to buy your fragrance.

Planning and preparation:

- Watch TV adverts for fragrances and consider how they do the following:
 - Use camera, lighting, sound
 - Tell a narrative
 - Use mise-en-scene effectively
 - Represent the fragrance
 - Appeal to their target audience

You should be able to draw upon examples from this research in the exam.

- Research how you could use social media to promote your fragrance. Consider:
 - What would appeal to your target audience?
 - How you could use social media effectively to create a marketing campaign and a 'buzz' about your fragrance
 - The advantages of particular social media for your brand
- Research and plan what you would like a webpage to look like for your fragrance. Consider:
 - Codes and conventions of webpages
 - How to represent your fragrance
 - How you could use the webpage to persuade your audience to buy your fragrance