**Task One – Quiz**

Click to position your cursor in the grey shaded area and then key in your answer

1. What does SWOT stand for?  
     
   Headline:
2. In Threads Invites Parenting Journalists to Exclusive Launch of Young Threads Line
3. Body:
4. In Threads, the renowned ethical clothing brand, is set to host an exclusive preview evening to introduce its brand-new children’s wear collection — Young Threads. The event will take place at Hambridge Shopping Centre, Hambridge, Yorkshire, on [Insert Date], from 6:30 pm to 9:30 pm.
5. The evening is tailored for journalists and contributors to parenting and lifestyle media, offering a first look at the stylish, durable range for children aged 0 to 10. Complimentary food and beverages will be provided, along with unique discount codes for guests to share with their readers.
6. This launch marks an exciting step in In Threads’ mission to bring its values of quality, sustainability, and Fair Trade to a younger audience through thoughtfully designed children’s fashion.
7. Contact:
8. Asha Kapur
9. asha@inthreads.co.uk
10. 01789 322984trengths, Weaknesses, Opportunities, Threats
11. Name two types of market research.  
      
    Primary research, Secondary research
12. What is the name given to the ability of a single technology to carry out a number of tasks that were traditionally associated with several types of technology, eg watching TV and messaging on games consoles? **Click one of the following**:

|  |  |
| --- | --- |
| Social media |  |
| Convergent technology |  |
| Search engine optimisation |  |

1. What does the acronym AIDA stand for?  
     
   Attention, Interest, Desire, Action
2. What do the initials CPC stand for?  
     
   Cost Per Click

|  |  |
| --- | --- |
| Contact details |  |
| Detailed introduction |  |
| Reason to attend |  |
| Information about lots of different events |  |

1. Which of the following should appear in effective news releases? Click as many as you wish.
2. What are the 4 Ps in the marketing mix?  
     
   Product, Price, Place, Promotion
3. What are the four stages of the product lifecycle?  
   Introduction, Growth, Maturity, Decline

**Task Two - Customer research**

Click the boxes to answer the following questions.

1. Qualitative research normally involves small groups of people in an in-depth discussion. Click only one box to answer this question.

True  False

1. Questionnaires are useful for:

Getting information from a small group of people

Getting specific information from lots of people

1. In Threads are drafting a questionnaire to be given to their existing customers. Select which version of each question they should use in the final questionnaire.

|  |  |  |
| --- | --- | --- |
| Qu 1 | Do you pick clothes because they are good quality or because they are good value? |  |
| *or* | Why do you pick clothes? |  |
| *or* | When you are buying clothes, rate the following in importance, with 1 being “very unimportant” and 5 being “very important”  Quality [ ] Fashion [ ] Fair trade [ ] Value for money [ ] |  |
| Qu 2 | What age are you? |  |
| *or* | What age category do you belong to?  Under 18 18 to 25 26 to 40 41 to 55 Over 55 |  |
| *or* | What age are you?  Under 16 25 to 40 45 to 60 Over 65” |  |
| Qu 3 | How much do you spend on clothes for yourself and for the rest of the family?  Less than £100 £100 to £300 £300 to £500 Over £500 |  |
| *or* | How much did you spend on clothes?  Less than £100 £100 to £300 £300 to £500 Over £500 |  |
| *or* | How much did you spend on your last winter coat?  Less than £100 £100 to £300 £300 to £500 Over £500 |  |

**Task Three - Designing the website**

# In Threads has a website, www.inthreads.co.uk on which it sells its current clothing range. It has set up another website, www.youngthreads.co.uk for the Young Threads range.

# Identify four things that should appear on the home page of the In Threads website.

|  |  |
| --- | --- |
| 1. | High-quality images of clothing |
| 2. | Company mission (Fair Trade, luxury) |
| 3. | Links to both adult and children’s product ranges |
| 4. | Ontact details and customer service info |

|  |  |
| --- | --- |
| Social networks are only for individuals to stay in touch with their friends |  |
| Companies can use social networks to stay in touch with their customers |  |
| Keywords must appear on the home page |  |
| Mobile marketing is out of date |  |
| The term “Search Engine Marketing” refers to how search engines advertise their services |  |

# Which of the following statements is true? Click as many as you wish.

1. QR codes are a popular way of accessing websites. QR stands for:

|  |  |
| --- | --- |
| Quality Response |  |
| Quick Response |  |
| Quick Reach |  |
| Quick Ring |  |

**Task Four – Product lifecycle and the marketing mix**

Products in the **Introduction** stage:

|  |  |  |
| --- | --- | --- |
| 1. | Are usually very profitable |  |
|  | Do not usually make a profit for the company |  |
| 2. | Require no marketing |  |
|  | Require little marketing |  |
|  | Require a lot of marketing |  |

Products in the **Decline** stage:

|  |  |  |
| --- | --- | --- |
| 3. | Are new to the market |  |
|  | Are growing in popularity |  |
|  | Are declining in popularity |  |
|  | Are very profitable |  |

Charging £14.99 instead of £15.00 is known as

|  |  |  |
| --- | --- | --- |
| 4. | Paranormal pricing |  |
|  | Budget pricing |  |
|  | Undercutting pricing |  |
|  | Psychological pricing |  |

Price skimming is:

|  |  |  |
| --- | --- | --- |
| 5. | When a company first releases a completely new product onto the market, and can charge a higher price because it is not available from anyone else |  |
|  | When a company charges less for the product, but makes a profit from the accessories |  |
|  | When the product is priced slightly cheaper than the competitors |  |
|  | When the company puts several products together and the overall price is less than the customer would have to pay to buy them separately |  |

**Task Five – News release**

# In Threads is having a preview evening of its Young Threads range, and wants to invite journalists writing for publications aimed at parents with young children. The evening will include food and drink, and journalists will be given discount codes for their readers to use when purchasing from the range. Write a news release of approximately 150 words. You must include the following:

# Contact details

# Headline

# Short opening paragraph, describing the event

* Where and when the event is taking place
* A reason/incentive for attending

# Use the following details, along with any additional details you choose. Also refer to the printed information provided.

# Date: (Two weeks from current date)

Time: 6.30 pm to 9.30 pm

# Venue: Hambridge Shopping Centre, Hambridge, Yorkshire

# Contact details: Asha Kapur asha@inthreads.co.uk 01789 322984

Headline:

In Threads Invites Parenting Journalists to Exclusive Launch of Young Threads Line

Body:

In Threads, the renowned ethical clothing brand, is set to host an exclusive preview evening to introduce its brand-new children’s wear collection — Young Threads. The event will take place at Hambridge Shopping Centre, Hambridge, Yorkshire, on 15/06/2025, from 6:30 pm to 9:30 pm.

The evening is tailored for journalists and contributors to parenting and lifestyle media, offering a first look at the stylish, durable range for children aged 0 to 10. Complimentary food and beverages will be provided, along with unique discount codes for guests to share with their readers.

This launch marks an exciting step in In Threads’ mission to bring its values of quality, sustainability, and Fair Trade to a younger audience through thoughtfully designed children’s fashion.

Contact:

Asha Kapur

asha@inthreads.co.uk

01789 322984

Save this file preceded with your name and centre name, followed by Marketing Essentials Test, eg **Jane Smith Canterbury Marketing Essentials Test**.