

Name _____

Class _____

Date _____

By the end of this worksheet I can...

- ☐ describe how the target market influences design
- ☐ describe marketing techniques used to influence sales
- ☐ explain the benefits of branding
- ☐ explain technology push and market pull with examples
- ☐ describe the aesthetics of a product, linking aesthetic terms to parts
- ☐ describe what influences the aesthetics of products

I DO

Worked example Read how a full-mark answer is built

Two table lamps, one aimed at teenagers and one at older adults.

1 Describe how aesthetics have been used in the design of the lamps. You should refer to parts of the lamps. (4 marks)

Full-mark answer each ✓ is one mark

The teenage lamp uses a bright pink shade, which appeals to a young market ✓. Its base is a geometric angular form that looks modern ✓. The traditional lamp uses a brushed brass stem that gives a high quality feel ✓. Its cream fabric shade contrasts with the dark wooden base ✓.

Why marks are not awarded

"Colour, shape, texture, contrast."

0 marks: a list of aesthetic terms not linked to parts of the lamps scores nothing.

WE DO

Guided practice Use the starters and word bank to help you

2 Describe two benefits to a company of having a strong brand name. (2 marks)

Sentence starters

One ... is ..., which means ...

Another ... is ..., so ...

Word bank

higher · company · price · quality · loyalty · charge · easily · customers

Tip: 2 marks = 2 separate, developed points.

YOU DO

On your own No notes. Check your answers afterwards.

3 Quick check: tick one box for each.

- a) A company launches a folding phone because a new flexible screen has been developed. This is...
☐ Technology push ☐ Market pull ☐ Product placement ☐ Branding
- b) A brand of trainers appears on a character in a popular film. This marketing technique is...
☐ Technology push ☐ Product placement ☐ Market pull ☐ Branding
- c) Which is a benefit of a strong brand to the consumer?
☐ A wider choice of logos and packaging styles ☐ Free maintenance and repairs for life ☐ Confidence in quality and reliability ☐ Lower prices than unbranded products

4 Key terms: write the letter of the matching description next to each term.

- | | | |
|---|-------|--|
| 1. Technology push | _____ | A New technology or materials from R&D drive the creation of new products. |
| 2. Market pull | _____ | B Pricing strategies, advertising and promotion, product placement, packaging and displays. |
| 3. Marketing techniques | _____ | C Form, proportion, colour, texture, pattern, contrast, harmony, materials. |
| 4. Benefit of branding to consumer | _____ | D Trust and confidence in quality; recognisable products. |
| 5. Benefit of branding to company | _____ | E Loyalty, higher prices, easier launches, market share. |
| 6. Aesthetic elements | _____ | F Consumer demand drives new or improved products. |

5 Describe technology push and market pull. (2 marks)

A new range of wireless earbuds is being launched.

6 Name two marketing techniques that could be used to increase sales. (2 marks)

Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each “I can” statement above. Which one still needs work?
