

# BTEC MUSIC

## UNIT 2 – music product – Concert

### PROMOTION RESEARCH

Name:

- **THIS IS YOUR COURSE WORK AND MUST BE HANDED IN!!**
- The sheets in this work book are the same as the sheets that will be on the google classroom. It is your choice if you prefer to download and edit the sheets on your device, or write your answers in the workbook.
- For either method you choose Miss Allan **must** see your work.
- If completed in your work book, you will need to e-mail/upload a clear picture of the page from your workbook.
- Further explanation to some of these sheets will be available on google classroom and google meets. I may add a few extra sheets on google classroom if the need arises.
- A lot of the work done in unit 1 – exam unit, will help you with this unit.

<b>Evidence to collect:</b>	Tick
3x posters (own choice) used as research	
Rough drafts of poster	
Final poster (even if not chosen)	
Review of poster	
<b><u>Individual evidence to collect – other forms of promotion</u></b>	
Type of speech in assembly	
Promo video	
Screen shots of social media	

**Starter: What is promotion?**

Write down a word or sentence to describe promotion:

**In groups, discuss the following:**

How do we know if promotion has been a success?

Write down a list of promotional strategies that are being used in the music industry at the moment:

Which of the above would suit our Music product? Why? Why not?

List any online methods that are often used to promote events:

Why do some promotional strategies succeed and some fail?

Give eg of good/bad promotion – either in school or professional events:

<u>GOOD PROMOTION</u>	<u>BAD PROMOTION</u>

Review of last year's Promotional strategies for Music Product

	Positive points (eg target audience, industry practice, imagination, details, image)	What could be improved?
1		
2		
3		
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7		
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9		
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Aylsham High School Presents  
**Spotlight**

At Aylsham High School  
On Friday 8th  
December 2017

Join us  
for an evening  
of  
various talents,  
entertainment  
and  
refreshments.

7pm  
-  
Doors open  
from 6pm

Tickets sold in the  
Canteen from  
November 27th!  
Adult—£3.50  
Under 16s—£2.50  
Under 5s—Free!

All the money  
made will go to  
Norwich mind  
charity and the  
music department.




FRIDAY 8TH DECEMBER A VARIETY OF TALENT!

DOORS OPEN AT 6.00PM  
STARTS AT 7.00PM

AYLSHAM  
HIGH  
SCHOOL

ON THE DOOR:  
ADULTS: £4  
UNDER 16: £3  
UNDER 5'S FREE!

PRE-ORDER:  
ADULTS: £3.50  
UNDER 16: £2.50  
UNDERS 5'S FREE!

ALL PROCEEDS GO TO NORWICH  
MIND AND THE MUSIC  
DEPARTMENT.

BTEC MUSIC PRESENTS...  
REFRESHMENTS AND  
STALLS!

**SPOTLIGHT!**

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All talent

# Spotlight!

On the door    Pre order

Adults £3:50    Adults £3:00

Children £3:00    Children £2:50

Aylsham high school

Tickets on sale from 27th November in the school

Door open at 6:00  
Concert starts at 7:00

**Friday 8th of December**

All proceeds go to  **Mind** | Norwich and Central Norfolk and the AHS music department



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# SPO TLIGHT

**FRIDAY 8TH DECEMBER**  
**Aylsham High school Hall**

**DOORS OPEN AT 6PM**  
**SHOW BEGINS AT 7PM**

**Tickets in the lunch hall from November 27<sup>th</sup>**



Music BTEC class presents...

# Spotlight

A talent competition!

Where: Aylsham High School

When: Friday 8th December 7pm  
(Doors open 6pm)

Tickets on sale from 27th November in School Canteen

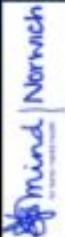
In Advance:	On The Door:
Adult—£3.50	Adult—£4.00
Child (16yrs & under) - £2.50	Child (16yrs & under) - £3.00
Under 5s go free!!	Under 5s go free!!

# SPOTLIGHT

Are you brave enough to take the.....

Highlighting the talent of Aylsham High School - ETEC Music 2017 invites you to **SPOTLIGHT**

PROCEEDS TO:-



and Aylsham High School Music Department

open  
Adapt  
perform  
with instruments  
by singing & rap/vo

**Tickets**  
Advance  
Adults £3.50 Under 16s £2.50  
On the night  
Adults £4.00 Under 16s £3.00  
Children under 3 free

Friday 8 December at 7 pm  
(doors open 6 pm)  
School Hall

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# SPOTLIGHT

Friday 8th December

Doors open:6pm

Starts:7pm

Aylsham High School Hall

Variety of acts

Stalls and refreshments available

Advance tickets

£3.50 for adults

£2.50 for under 16's

On the door tickets

£4.00 for adults

£3.00 for under 16's

All proceeds to:

AHS Music department

Norwich MIND

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# MUSIC BTEC PRESENTS SPOTLIGHT

Friday 8th December

DOORS OPEN AT

6PM 7PM START

In advance

ADULTS £3.50

16S AND UNDER £2.50

Under 5's FREE

On the door

ADULTS £4.00

16S AND UNDER £3.00

People have taken the spotlight!

THE SPOTLIGHT IS MEANT TO BE SEEN!

Aylsham High School BTEC  
**CLASS PRESENTS**  
 A TALENT CONTEST LIKE NO OTHER

# SPOTLIGHT!

**FRIDAY 8<sup>TH</sup> DECEMBER**  
**AT AYLSHAM HIGH SCHOOL**

DOORS OPEN AT 6 PM  
 SHOW STARTS AT 7PM

**TICKETS**

	ADVANCE	ON THE DOOR
ADULTS	£3.50	£4
CHILDREN (16 AND UNDER)	£2.50	£3

ALL PROCEEDS GO TO AHS MUSIC DEPARTMENT AND

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Food and Refreshment ranging to ice creams to Tea's and coffees

## Spotlight

Friday 8th December  
 Aylsham High School  
 Enter— 6:00 Starts 7:00

Tickets prices:  
 On The Door  
 Adult : £4.00  
 Student : £3.00  
 Pre-order before For Discount!

**In aid of Norwich Mind**



Promotion - Compare these **professionally created** posters from the **Norwich Theatre Royal (NTR).**

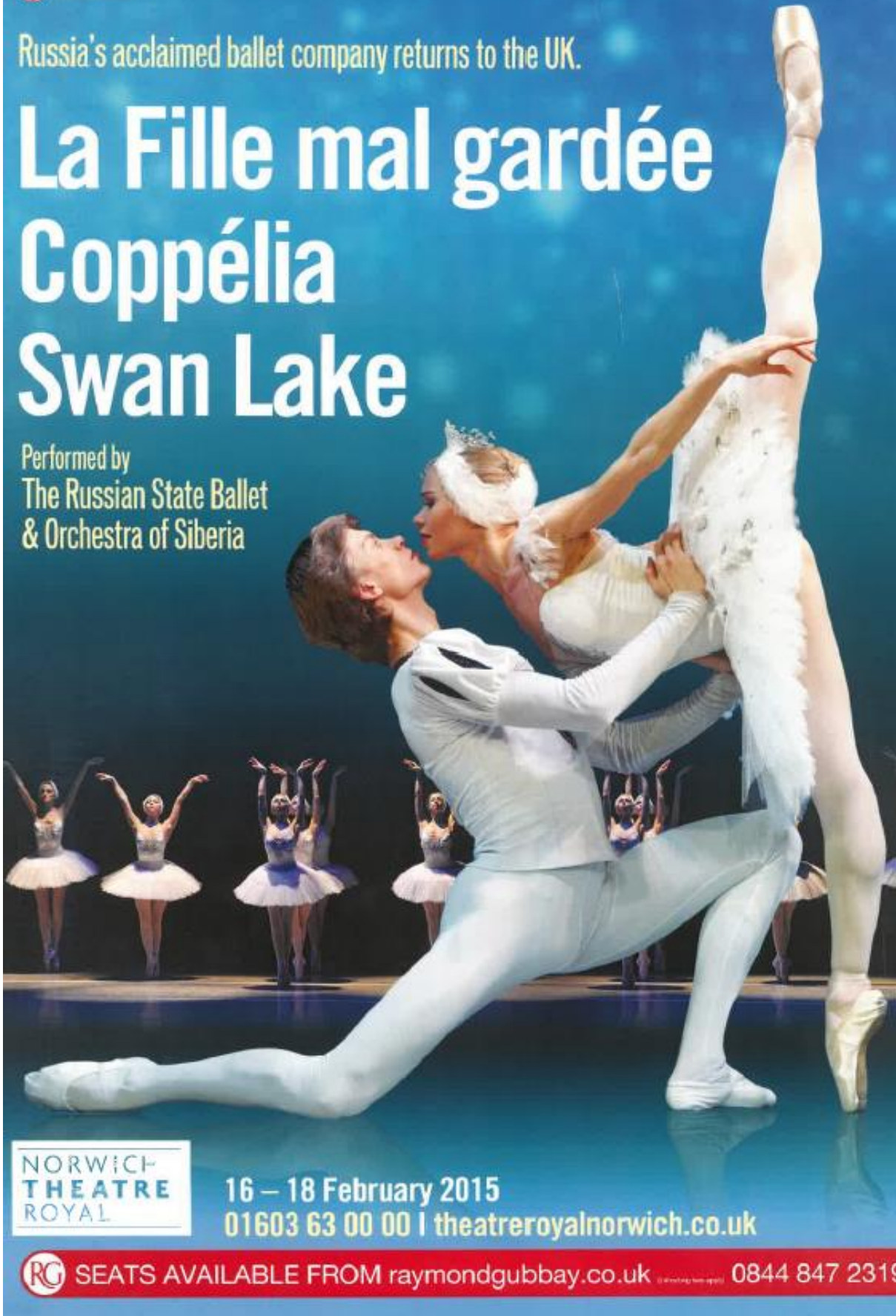
1. What are the key facts/ideas that they all have?
2. What is the event featured in each?
3. Who is the target audience in each?
4. How has the design of each poster been made to appeal to that specific target audience?
5. Describe artistic effects that the industry have used?
6. What features of these promotional items will you use in your poster?

RG Raymond Gubbay presents

Russia's acclaimed ballet company returns to the UK.

# La Fille mal gardée Coppélia Swan Lake

Performed by  
The Russian State Ballet  
& Orchestra of Siberia



NORWICH  
THEATRE  
ROYAL

16 – 18 February 2015

01603 63 00 00 | [theatreroyalnorwich.co.uk](http://theatreroyalnorwich.co.uk)



SEATS AVAILABLE FROM [raymondgubbay.co.uk](http://raymondgubbay.co.uk) 0844 847 2319

# GLYNDEBOURNE

## TOUR 2015



Extraordinary performances this autumn

DONIZETTI

**Don  
Pasquale**

MOZART

**Die Entführung  
aus dem Serail**

HANDEL

**Saul**

NORWICH  
THEATRE  
ROYAL

**17 - 21 November**

[www.theatreroyalnorwich.co.uk](http://www.theatreroyalnorwich.co.uk)

Box Office 01603 630 000 (+ £1.20 p&p)



ARTS COUNCIL  
ENGLAND

**Daily Mail**

Don Pasquale photograph by Bill Cooper

DEPLIDGE INTERNATIONAL PROUDLY PRESENTS

# Cirque de Glace

AN ICE SHOW BEYOND IMAGINATION



## EVOLUTION

[CIRQUEDEGLACE.COM](http://CIRQUEDEGLACE.COM)

NORWICH  
THEATRE  
ROYAL

BOX OFFICE  
**01603 630000**

BOOK ONLINE  
[THEATREROYALNORWICH.CO.UK](http://THEATREROYALNORWICH.CO.UK)

**TUE 19<sup>TH</sup> - SAT 23<sup>RD</sup> JAN 2016**

## Promotion – OWN CHOICE POSTERS.

RESEARCH POSTERS ADVERTISING CONCERT/CD'S FOR BANDS OF YOUR CHOICE. At least 3. Comment on them as you did the 3x posters provided. Save pics of your poster used.

1. What are the key facts/ideas that they all have?
2. What is the event featured in each?
3. Who is the target audience in each?
4. How has the design of each poster been made to appeal to that specific target audience?
5. Describe artistic effects that the industry have used?
6. What features of these promotional items will you use in your poster?

INSERT YOUR CHOICE OF POSTERS HERE

CREATE YOUR OWN POSTER (ADVERTISING THE **BTEC CONCERT**)

1. Make a rough draft of your poster on paper, make sure you include key details and make it suits your target audience (discovered from your research).

2. CREATE YOUR DRAFT POSTER ONLINE/ON PC (IT LOOKS MORE PROFESSIONAL – YOU CAN CREATE A COUPLE OF DIFFERENT VERSIONS, BUT MAKE IT CLEAR WHICH IS YOUR FINAL VERSION).

INSERT YOUR POSTERS HERE

3. GET OTHERS IN THE CLASS TO CRITIQUE YOUR POSTER, WHAT DO THEY LIKE, WHAT WOULD THEY CHANGE.

GOOD STUFF	IMPROVEMENTS

Once you have at least 3 sets of feedback, edit and adapt your poster based on this feedback. Print out your poster, insert it here, with comment on what you have changed.

Review your poster, saying how your research helped, why you included certain details/pictures, why did you chose those pics/fonts, how it is aimed your target audience

1. What have you included in your poster that you learnt from your poster research (NTR, own choice, last year's posters).
2. Would you say your poster uses ideas common in the music promotion industry? Describe.
3. Does your poster suit the target audience? Explain how.
4. How have your draft posters adapted and why did you make these changes?
5. Review your final poster. Do you think is it good or not and why?

You may find it easier to scribble notes on a copy of your poster so you can draw arrows to relevant areas. Insert poster here.

CREATE A NEWSPAPER/MAGAZINE INTERVIEW/PRESS RELEASE FOR OUR CONCERT

SEE DOLLY PARTON EG <https://dollyparton.com/press>

Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
<b>Learning aim A: Plan, develop and deliver a music product</b>			
1A.1 Make a limited contribution to the planning of a music product.	2A.P1 Make a positive contribution to the planning of a music product.	2A.M1 Make a positive and consistent contribution to the planning of a music product, making considered decisions in relation to the demands of the work.	2A.D1 Make a significant and imaginative contribution to the planning of a music product, making considered and insightful decisions in relation to the demands of the work.
1A.2 Demonstrate a limited input into the development and delivery of a music product.	2A.P2 Demonstrate a positive input into the development and delivery of a music product.	2A.M2 Demonstrate a positive and consistent input into the development and delivery of a music product that is integral to the success of the work.	2A.D2 Demonstrate a sustained and effective input into the development and delivery of a music product, making a significant contribution to the success of the work.
<b>Learning aim B: Promote a music product</b>			
1B.3 Create promotional material. *	2B.P3 Create promotional material appropriate to the product that communicates essential information to the target audience. *	2B.M3 Create promotional material appropriate to the product that communicates essential information to the target audience and shows awareness of industry practice. *	2B.D3 Create imaginative promotional material appropriate to the product that communicates information effectively to the target audience and shows awareness of industry practice. *