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Practice exam questions

Using the AIDA marketing model

Mark Hage

Check your answer to the question on pp. 32–33 of the magazine. This question relates to the Edexcel specification.

Sample answer

Coca-Cola needs to make sure it reaches the constantly changing target market in order to make its products known to its current and potential customers. For example, Coca-Cola is likely to have been advertising at premier sporting events such as the Super Bowl for many years in order to maintain its customer base. This may now have expanded to new mediums such as Allie Evans' YouTube channel to ensure that audience and, ultimately, market share are maintained. As a result, advertising costs have increased from \$2.8 billion to \$4 billion to cover the wider range of advertising mediums. This has clearly had a positive effect on sales revenue, which has increased in 2024 to \$47.1 billion.

Sample examiner comment

Mark: 4/4 (level 4 – an excellent response, fully focused on the question)

Knowledge and understanding are shown of the benefits of Coca-Cola's increased spending on advertising. Application is shown through the use of appropriate context applied to the question. Analysis is well developed, stating that Coca-Cola's increased spending on advertising has resulted in a corresponding rise in revenue due to a wider advertising reach.

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