IQM4006

LEVEL 4 · INDIVIDUAL DIGITAL PORTFOLIO WITH CAMPAIGN VISUALS/MOCK-UPS

INTO QUALIFICATIONS

Marketing and Consumer Behaviour

Digital marketing campaign portfolio

STAFF ONLY · Staff marking and administration guide

Assessment
IQM4006 A1

Status
SAMPLE ASSESSMENT

Total marks
100

Sample set
2026-S

Response length
1,500-2,000 words excluding references and appendices

Release timing
at portfolio release

Administration and delivery

Use only an approved product/brand for any live version; TideTurn is sample-only.

Provide one supervised progress checkpoint; retain planning/source selection/working files as authenticity evidence.

Students must verify claims and citations; AI-generated assessed content is not permitted under the module-guide Level 2 rules.

Assess the final portfolio against the current approved criteria; word count excludes references and appendices.

Mark scheme and indicative content

Exemplar scope

The response below is the sole final synthetic portfolio response for marking. Its main text contains 1,856 words by whitespace count; appendices and references are excluded. Do not treat planning drafts or staff notes as part of the assessed response.

Final synthetic portfolio response

TideTurn can use an eight-week digital campaign to turn interest in a reusable lunch container into informed purchase consideration. It is a £24 insulated lunch container made with recycled stainless steel, sold through its online store and four independent shops. The business has a £6,000 campaign budget. The brief does not supply capacity, dimensions, seal-test results, repair service, warranty, profit margin, historic conversion data or a lifecycle study. These are unknowns to verify, not benefits to assume. The campaign should help people decide whether the product fits their needs and should make its limits easy to find.

The supplied survey has 120 convenience-sample respondents. Seventy-two are aged 18–34, and 78 say they would consider a reusable lunch container. Price is selected as a barrier by 46%, cleaning effort by 31%, and uncertain leak resistance by 28%. The percentages are descriptive, may overlap and do not estimate national demand. Eight current-customer interviews raise three useful questions: commuters want confidence about leak protection, students are price-sensitive, and buyers distrust broad sustainability claims. These interviews suggest issues to investigate; they do not establish how common each view is.

The competitor snapshot places basic plastic containers at £8–12 and premium steel containers at £28–35. At £24, TideTurn sits between these stated examples. That comparison gives a starting point for explaining the price, but does not prove that the price is affordable or that customers see the product as better value. The note that several competitors use unsupported ‘eco-friendly’ claims creates an opportunity to be clearer about evidence. The brief gives no wider market trend series, competitor feature comparison or independent market-size data, so this portfolio does not describe a general growth trend or claim that the sample represents the wider market.

Segmentation should combine needs, behaviour and context rather than rely on age alone. Potential groups include people who regularly carry meals away from home; buyers who prefer a reusable steel container; people prioritising easy cleaning; commuters concerned about leakage in a bag; and students who are especially price-conscious. These are working segments, not established market facts. They can be

tested through campaign response and voluntary feedback, with results reported by channel and without inferring sensitive personal characteristics.

The first target is people who carry lunch on regular journeys and want clear product information before buying, with commuters and campus-based workers as useful contexts for testing. The choice is linked to the interview themes and the product's everyday use, not a claim that all people aged 18–34 share the same needs. Students are a secondary learning group because interviews identify price as a concern. The limited budget should first test one principal audience and a small, explicitly separated student variant if the business can offer a consistent price and retailers can honour it. If the sample is too small, report the comparison as inconclusive.

The positioning is: 'A practical insulated lunch container made with recycled stainless steel, with clear size, care and seal information before you buy.' The value proposition is clarity and a useful everyday format, not guaranteed leakproof performance or a verified net environmental benefit. A recycled-steel material statement may be used because it is supplied in the brief. Do not convert that fact into a carbon-saving, lower-impact or 'eco-friendly' comparison without appropriate evidence. The CAP Code requires environmental claims to have a clear basis and sufficient substantiation, and requires marketers to avoid misleading consumers about whole-life impact (Committee of Advertising Practice, n.d., rules 11.1–11.4). Do not say the container is leak-tested, leakproof, repairable or covered by a warranty unless the business verifies the feature and approves the exact wording.

The product presentation should answer practical questions. The product page and shop card should include verified capacity, dimensions, weight, care instructions, seal limitations, delivery, returns and contact details once the business confirms them. A clear photograph can show scale using a familiar object, but the image must not imply size or fit that is not measured. Cleaning content should show the approved care method. The campaign should identify what the supplied brief confirms and make space for additional facts only after the product owner checks them.

The £24 price is higher than the stated basic-plastic examples and lower than the stated premium-steel examples. Explain the supplied material and insulated design, but do not promise that either feature saves money over time. Before proposing a student discount or bundle, the business should check margin and agree the same terms with all four shops. In the 4Ps, product information and verified features support the offer; price needs a clear explanation; place combines the online store and existing independent retailers; and promotion makes the offer visible through suitable digital channels. Relevant 7Ps considerations include trained service staff, a consistent purchase process, and accessible product information at both online and shop touchpoints.

Short-form social video can demonstrate the care routine and point viewers to seal details without staging a test or implying that a container cannot leak. Paid social can test two factual creative approaches with matched audiences and comparable budgets. Search advertising can answer specific intent using phrases such as 'insulated stainless steel lunch container' and 'lunch container cleaning information'. Use 'leakproof' only if substantiated product evidence supports that exact claim. Search-engine optimisation should use accurate page titles, descriptive headings, useful care and size information, and keywords that match verified features. Email can be used for campaign updates only where people have actively opted in, with purpose and unsubscribe information clear. The ICO explains that unsolicited marketing email to individual subscribers normally requires consent or a qualifying soft opt-in, and requires an easy opt-out; this plan does not assume a soft opt-in applies (Information Commissioner's Office, 2026).

Retailer activity should be integrated with the online campaign. Each of the four independent shops can use the same factual counter card, a QR code to the product page, and a short staff briefing. Distinct QR links can count visits by shop without collecting individual customer identities. The landing page should show the price, available purchasing routes, verified product details and returns information. Social captions, alt text, readable contrast and captions for video should make the content usable by more people. A creator may demonstrate the item only where the relationship is disclosed and any personal claim reflects a genuine, approved experience.

The campaign has three proposed objectives. First, increase qualified product-page sessions from the selected audience by 25% against a verified four-week pre-campaign baseline by the end of week eight. A qualified session is a non-bot session from an approved campaign link. Second, reach a 3% purchase conversion rate among qualified campaign sessions by week eight; review commercial viability with the business because no margin or existing conversion rate is supplied. Third, obtain 150 voluntary email subscriptions during the eight weeks, each with affirmative consent and a visible unsubscribe route. These are targets for planning and evaluation, not forecasts or guaranteed outcomes.

Weeks one and two should verify product facts, agree claim wording and returns information, record the qualified-session and purchase baselines, set consent and retention controls, check accessibility, and brief the retailers. No unverified feature should be used while this work is incomplete. In weeks three and four, run the factual social variants and search activity with matched budgets. In weeks five and six, review tagged sessions, add-to-cart activity, purchases, unsubscribes, returns and complaints; reallocate only after the pre-agreed sample and review period are met. Weeks seven and eight should assess results against the baselines, capture voluntary feedback, document limitations and recommend whether to continue, change or stop each activity.

The £6,000 allocation is £2,100 for video and product photography, £1,500 for paid social tests, £1,000 for search, £600 for landing-page accessibility and testing, £500 for creator samples, fees and disclosure, and £300 for a contingency reserve. The amounts total £6,000. The reserve is used only where the review identifies a useful test or correction; it should return to the business if no justified use remains. This plan does not assume the paid channels will generate a particular number of sales. Results should include spend, reach, qualified visits and purchases together so that high engagement is not mistaken for profitable or satisfied customers.

The campaign’s creative system should use a consistent name, product image, £24 price and factual material statement. A short video can show a commute, the container and its approved cleaning steps, ending with ‘Check size, care and seal details’. A search advertisement can direct people to the information page. A four-frame social story can explain where to find verified capacity, dimensions, cleaning directions and returns information; any missing data should be confirmed before publication rather than invented in the mock-up. A shop card can give the same facts and QR destination. The mock-ups should use captions, descriptive alt text and clear calls to action.

A weekly dashboard should report sessions by approved tagged source, click-through rate, product-page engagement, add-to-cart, purchases, conversion, spend per purchase, consented sign-ups, unsubscribes, returns and complaint themes. Show counts and denominators alongside percentages, especially when the sample is small. Compare campaign windows with the same length and note any changes in stock, price or retailer activity. An A/B result should be treated as inconclusive when the agreed sample threshold is not met. If a complaint suggests that a visual or phrase has created a false impression, pause that asset, check the evidence and correct the page before spending more.

Data collection should be limited to what is needed for the stated purpose. Do not collect customer-level data without clear consent. Keep email sign-up optional, unticked and separate from purchase; record the affirmative choice and provide a clear way to unsubscribe from every later message, consistent with the ICO guidance (Information Commissioner's Office, 2026). State the purpose and retention period, restrict access, and honour deletion requests. Use aggregate analytics where possible and avoid collecting sensitive information to infer who is a commuter or student. Any voluntary feedback should explain its purpose and be used only as described. Retailer QR tracking can measure traffic without identifying the person who scanned the code.

Cultural and accessibility choices should recognise that people have different routines, budgets, food practices, mobility, washing facilities and access to shops. Use varied everyday settings without presenting one lifestyle as universal. Provide captions, readable contrast, useful alt text and concise instructions. The recycled-steel fact should be presented precisely, with no generic sustainability label, carbon saving or lifecycle comparison. This protects consumers from a claim stronger than the evidence and protects the social enterprise’s credibility. Staff and creators should use the same approved facts and know how to direct questions about unverified performance to the business.

At the end of the eight weeks, report which messages attracted qualified visits, whether those visits led to purchases, what customers asked or complained about, and how uncertainty affects the result. Separate observed outcomes from targets and explain what the small convenience sample cannot establish. The next decision should depend on verified product information, customer experience, channel performance and cost, not reach alone. This approach gives TideTurn a focused campaign plan while making clear what it knows, what it is testing and what it must verify before making stronger claims.

Claim-control note

The product brief confirms the £24 price, insulated reusable container, recycled stainless steel, online store, four independent shops and £6,000 budget. It does not confirm capacity, dimensions, seal performance, a repair service, warranty or lifecycle impact. Do not state these as facts in any assessed response or live asset until independently verified and approved.

Source-use limitation

The synthetic exemplar cites two independently checked official sources and lists them in Harvard style. The proposed mark awards 4/5 for Referencing and In-text Citations because the source range is limited and includes no academic marketing literature.

Appendix A: Short-form video mock-up

Vertical video, 15 seconds: show an ordinary commute, a bag upright, TideTurn opened at lunch, and an on-screen cleaning demonstration. Caption: 'Lunch that travels with you. Recycled stainless steel. See dimensions, care and seal details.' CTA: 'Check the details'. Add captions, audible description, paid-partnership disclosure if relevant, and a link to substantiated product details.

Appendix B: Search advertisement mock-up

Search ad: Headline 1 'Reusable Steel Lunch Container'; Headline 2 'Dimensions, Cleaning and Seal Details'; Description 'Compare size, care and returns before you choose. £24. Made with recycled stainless steel.' Avoid 'leakproof' until testing substantiates it.

Appendix C: Social story mock-up

Instagram story carousel, four frames: (1) 'What fits?' with a measured lunch portion, insert the verified capacity only after confirmation; (2) dimensions and weight in large type; (3) three-step cleaning sequence; (4) 'See price, care and returns' link. Alt text describes each frame; avoid a visual or headline that implies the container cannot leak under all conditions.

Appendix D: Independent-shop counter card

Independent-shop counter card: front: 'TideTurn insulated lunch container | £24 | made with recycled stainless steel'; side panel: actual dimensions/capacity, cleaning directions and QR link to complete material and returns information. Staff script: 'Here are the size and care details; please check whether they fit your needs.' No unsupported environmental comparison or guarantee.

Appendix E: Measurement example

Illustrative calculation only: with 1,250 qualified product visits and 40 purchases in a comparable period, conversion = 40/1,250 = 3.2%. If a verified comparable baseline had 1,000 visits, growth to 1,250 would be 25%; the case supplies no historic baseline, so this is not an observed result. With 150 sign-ups from 5,000 landing sessions, consent rate = 150/5,000 = 3.0%. If 2 of 40 purchases generate a leakage-related refund, the observed rate is 5%; no historic leakage-refund baseline is supplied, so investigate rather than claim it is above baseline. If paid media spend is £2,500 and it produces 40 purchases, observed paid-media cost per purchase = £62.50, but this is not a true incremental acquisition cost without attribution controls. Use tagged sources and, where feasible, a holdout or matched comparison; compare equivalent time windows and disclose uncertainty.

Assessment rubric

Use the six fixed criteria and weights below with the grade-band descriptors in the current AY2026–27 IQM4006 Module Guide v3.2, pp.20–23. The case-specific focus clarifies relevant evidence; it does not replace those descriptors or create additional criteria.

Criterion	Marks (weight)	Case-specific marking focus
Market Analysis and Segmentation	20 (20%)	Assess accuracy and integration of market, customer and competitor evidence; segmentation quality; and justification of the target. For this case, credit interpretation of the n=120 convenience survey and n=8 interviews only when their limits are acknowledged; do not credit national-demand claims.
Marketing Strategy and Marketing Mix	15 (15%)	Assess coherence among target, positioning, value proposition and the 4Ps, with relevant 7Ps application. Credit case-fit and justified decisions; do not credit unsupported leakproof, repair, warranty or environmental claims as product facts.

Criterion	Marks (weight)	Case-specific marking focus
Digital Marketing Plan	20 (20%)	Assess SMART objectives, channel justification, SEO/content/social/email proposals, budget and realistic sequencing. Credit clearly defined measures and sensible tests; note any unsupported baseline or objective assumption.
Creativity and Campaign Design	25 (25%)	Assess audience fit, originality, clarity, accessibility, visual communication and alignment with the strategy. Distinguish a written mock-up specification from a finished visual asset; assess substantiation in every execution.
Use of Data, Marketing Insights, Ethical and Cultural Evaluation	15 (15%)	Assess interpretation rather than repetition of the supplied figures; useful KPIs and monitoring; privacy, consent, truthful claims, sustainability limits, inclusion and cultural sensitivity. Credit uncertainty and appropriate stop/review controls.
Referencing and In-text Citations	5 (5%)	Assess credible, independently checked sources integrated through accurate Harvard-style in-text citations and a complete reference list. If citations and the list are absent, award within the Fail band; do not invent source use.
Total	100 (100%)	Combine the six criterion marks for an Assessment 1 result out of 100.

Standardisation guidance

A different justified target segment, value proposition, channel choice, or budget allocation is acceptable. Do not require the sample's chosen platforms. Deduct within relevant criteria for unsupported environmental/functional claims, not as a separate penalty unless applicable policy says so.

References (excluded from main response word count)

Committee of Advertising Practice (CAP) (n.d.) The CAP Code: 11 Environmental claims. Available at: https://www.asa.org.uk/type/non_broadcast/code_section/11.html (Accessed: 27 September 2026).
Information Commissioner's Office (ICO) (2026) Guidance on direct marketing using electronic mail: How do we comply with the PECR electronic mail marketing rules? Last updated 28 April 2026. Available at: https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guidance-on-direct-marketing-using-electronic-mail/how-do-we-comply-with-the-pecr-electronic-mail-marketing-rules/ (Accessed: 27 September 2026).