

WORLD OF WORK - WC 1st September 2025
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Year Group	Year 12
Subject	Business

Lesson 1

Please complete the task below:

What this video:

<https://www.youtube.com/watch?v=XhMVWzVXNNk>

Answer the following questions:

1. Why do you think Coca Cola spends 10% of their sales revenue (approx. \$4 billion) on advertising every year even though they are already so popular and well known?
2. What is guerrilla marketing and why do Coca Cola use it?
3. Analyse the repeated use of the same style Christmas advert campaign year on year, is it really needed?
4. Which of Coca Cola's marketing campaigns do you prefer, 'Share a Coke' (personalised names on bottles) or 'Share a Can' (twist cans). Ensure you justify your answers.
5. If you worked in Coca Cola's marketing team, what would you do for their next marketing campaign, be creative with this one, think about the aims of the campaign and justify your plan.

Lesson 2

Please complete the task below:

Fast Food Tactics Activity Worksheet

Watch the Two Teachers video about 'How the fast food industry gets you to spend more' and complete the questions below.

<https://www.youtube.com/watch?v=bFRkJPuG3vU&t=68s>

Who on average spends more on fast food?

☐ UK

☐ US

How much does using self-service kiosks increase customer spending

☐ 5%

☐ 10%

☐ 20%

☐ 50%

The machines are designed to _____ to you in the form of going large on a meal or recommending additional items.

☐ Upsell

☐ Downgrade

☐ Sell

☐ Advise

Which of these best describes the benefit of using large appetising pictures?

- ☐ They take up more of the menu
- ☐ Provides customers with better choice
- ☐ Shows the quality of the item
- ☐ Prevents customers from being able to see the details of the meal, in turn rushing them to make a decision as they get closer to the counter.

Why do fast food restaurants remove the pound sign or make it small on the menu?

- ☐ Doesn't look appealing
- ☐ Because it is associated with cost and spending money
- ☐ So menus can be used internationally
- ☐ It's easier

The McDonald's Monopoly promotion costs them more in free food than it makes in extra sales.

- ☐ True
- ☐ False

Which of these is a benefit of the McDonald's Monopoly promotion?

- ☐ Encourages an increase in average spend
- ☐ Encourages repeat purchases
- ☐ Encourages the use of self-service kiosks
- ☐ Reduces the number of staff needed

Poll/Debate – Do you visit McDonald’s more frequently or spend more when the McDonald’s Monopoly promotion is running?

- ☐ No
- ☐ Yes I visit the store more
- ☐ Yes I spend more when I visit
- ☐ Yes I visit more and spend more
- ☐ Not sure

Short Essay Question

Evaluate whether you think that the tactics discussed in the video are ethical and whether fast food companies should be encouraging customers to spend more of their money on fast food.

Thank You and see you soon :-)

World of Work Staff