

Question 7 is based on Fig. 2

Fig. 2 is the first draft of a pre-production mood board for a television advert for the Summer Bank Holiday Sale. The advert will be shown on national television channels between programmes at prime-time viewing, before 9pm in the evening.



Fig. 2

- 7\* Discuss the suitability of the mood board in Fig. 2 for the television advert. You should include any areas for improvement. [12]

*The quality of written communication will be assessed in your answer to this question.*

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