

1' XYZ plc produces Kafe, a brand of coffee, which it advertises using a number of different methods.

(a) (i) Outline **two** benefits companies gain from advertising.

(4)

1

2

(ii) Why do you think this company uses a brand name for its coffee?

(3)

Recently XYZ has chosen television to advertise Kafe.

(b) Explain why television was a good choice of media to advertise Kafe.

(5)