



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBADV507A Develop a media plan**

**Release: 1**

## **BSBADV507A Develop a media plan**

### **Modification History**

Not applicable.

### **Unit Descriptor**

This unit covers interpreting an advertising brief in order to develop a media plan within a given budget.

Consider co-assessment with BSBADV505A Evaluate and recommend 'above the line' media options and BSBADV506A Evaluate and recommend 'below the line' media options.

This unit covers interpreting an advertising brief in order to develop a media plan within a given budget.

Consider co-assessment with BSBADV505A Evaluate and recommend 'above the line' media options and BSBADV506A Evaluate and recommend 'below the line' media options.

### **Application of the Unit**

Not applicable.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

Not applicable.

### **Employability Skills Information**

Not applicable.

### **Elements and Performance Criteria Pre-Content**

Not applicable.

## Elements and Performance Criteria

### Elements and Performance Criteria

Element	Performance Criteria
1 Define media requirements	<ul style="list-style-type: none"><li>1.1 The target audience is identified from the advertising brief and a detailed consumer profile prepared</li><li>1.2 The consumer profile uses the same terms as those used to describe media audiences</li><li>1.3 Product market factors are analysed to determine the reach and frequency requirements of the advertising</li><li>1.4 The creative requirements of the advertising message are analysed and the media implications determined</li><li>1.5 Media merchandising requirements are identified from the advertising brief</li><li>1.6 The media budget is confirmed and legal and voluntary constraints identified</li></ul>
2 Select the media	<ul style="list-style-type: none"><li>2.1 Media are selected that target the required audience and/or fulfil merchandising requirements within budget</li><li>2.2 Selected media enable the creative requirements of the advertising message to be achieved within budget</li><li>2.3 Selected media enable reach and frequency requirements to be met within budget</li><li>2.4 Selected media meet legal and ethical requirements</li></ul>
3 Select media vehicle/s	<ul style="list-style-type: none"><li>3.1 Media vehicle alternatives are identified for each media and their relative merits weighed</li><li>3.2 Media vehicle/s are selected to meet media requirements within budget</li></ul>
4 Determine the media schedule	<ul style="list-style-type: none"><li>4.1 The duration and timing of the media schedule meet the requirements of the advertising brief</li><li>4.2 Distribution of messages over the duration of the</li></ul>

schedule is determined to meet the requirements of the advertising brief

4.3 Alternative schedules are developed for the advertiser that vary the number, size / length and placement of advertisements possible within the budget

4.4 A media schedule is finalised that balances the number, size / length and placement of advertisements to the satisfaction of the advertiser

## 5 Produce a media plan

5.1 The media plan defines the media requirements of the advertising brief and evidence to support each requirement

5.2 The media plan specifies recommended media and vehicle/s and the rationale for their selection

5.3 The media plan contains a budget allocation per medium per advertising period

5.4 The media plan identifies the anticipated impact of the advertising and measures to assess its effectiveness

## Required Skills and Knowledge

Not applicable.

## Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

### Critical Aspects of Evidence

Integrated demonstration of all elements of competency and their performance criteria

Evidence of the rationale behind decisions to be included

### Underpinning Knowledge\*

\* At this level the learner must demonstrate understanding of a broad knowledge base incorporating theoretical concepts, with substantial depth in some areas.

Relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

Organisation's products and services

Organisation's budget

Types of media

Advertising and creative briefs

Media characteristics

Terms for describing media audiences

Data analysis and matching techniques

Legal and ethical requirements of advertising

### Underpinning Skills

Literacy skills to interpret the characteristics of different media and match them to the requirements of the advertising brief

Evaluation skills for comparing and weighing advantages of one medium over another, and matching characteristics with media requirements

Communication skills for consulting over the media schedule

Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

### Resource Implications

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

### Consistency of Performance

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

### Context/s of Assessment

Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement

Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment

Assessment should reinforce the integration of the key competencies and the business services common competencies for the particular AQF level. Refer to the Key Competency Levels at the end of this unit

**Key Competency Levels**

**Collecting, analysing and organising information** (Level 3) - to define media requirements and organise the schedule and media plan

**Communicating ideas and information** (Level 2) - through the presentation of the media plan with its supporting information

**Planning and organising activities** (Level 2) - to prepare the media schedule

**Working with teams and others** (Level 2) - to finalise an acceptable schedule and media plan

**Using mathematical ideas and techniques** (Level 2) - for scheduling, budgeting, and comparing costs of different combinations of the number, size or length and placement of advertisements

**Solving problems** (Level 2) - to balance the requirements of each component of the advertising brief and select suitable media

**Using technology** (Level 1) - for analysis if necessary and compilation of the media plan

Please refer to the Assessment Guidelines for advice on how to use the Key Competencies

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**Using technology** (Level 1) - for analysis if necessary and compilation of the media plan  
Please refer to the Assessment Guidelines for advice on how to use the Key Competencies

## Range Statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

**Legislation, codes and national standards relevant to the workplace may include:**

award and enterprise agreements and relevant industrial instruments

relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

relevant industry codes of practice

**Target audience:**

is defined by:

demographics

lifestyle

social and cultural factors

values or attitude factors

existing product usage

**Consumer profile may include:**

demographic information such as age, sex, marital status, number of children, nationality, education, occupation, income, etc

psychographic information such as activities, interests, opinions, values, attitudes, lifestyle

**Advertising reach is:**

defined as the total number of people who read one or more print issues included in a media schedule during a specified time period

or

the total number of people who heard or viewed one or more of the programs or included in a broadcast media schedule

**Advertising frequency is:**

defined as the average number of print media issues read (for those who have read at least one issue) in a print media schedule during a specified time period

or

the average number of programs or station time periods heard or viewed (for those who have heard or viewed at least one) in a broadcast media schedule

**Product market factors may include:**

level of involvement eg low involvement routine purchase decisions require high frequency advertising

product characteristics eg

products that are new, frequently purchased, convenience goods or undifferentiated require high frequency advertising

established products, infrequently purchased, or highly differentiated products require greater emphasis on reach

message characteristics eg unique, simple or ongoing campaign messages require less

frequency while new campaigns, complex messages or 'me- too' advertising require greater frequency

competitive situation eg high frequency competitive advertising may require high frequency to be noticed



media environment eg with high consumer interest in the medium reach is emphasised; with high ad clutter frequency is emphasised

**Creative requirements of the message may include:**

words only  
pictures or illustrations  
sound  
music  
action  
colour  
intrusive medium  
prestigious medium  
local national or international medium  
cluttered or uncluttered medium  
electronic or physical form  
fast production time  
production costs

**Merchandising requirements may include:**

identification with a particular local community  
association with a particular media vehicle eg advertising in **Choice** magazine to give the perception of safety and value

**Legal and voluntary constraints may include:**

legislation, including occupational health and safety legislation  
regulations  
codes of practice  
ethical principles  
policies and guidelines  
society's expectations  
cultural expectations and influences  
social responsibilities eg protection of children, environmental issues

**Media may include:**

television  
radio  
cinema  
the press  
billboards  
video  
video games  
videotext  
cable and satellite television  
Internet  
sponsorship  
direct mail  
direct response  
point-of-sale  
sales literature  
sales promotion  
exhibitions and trade fairs  
aerial advertising

**A media vehicle for 'above the line' media is:**

a particular publication or program in a class of media eg **The Western Australian** and the **Melbourne Age** are both media vehicles in the newspaper 'class'

**Media vehicles for 'below the line' media are:**

often not ready-made as they are in the case of 'above the line' media

eg

for direct mail the vehicle is constructed each time the medium is used and is defined by two elements - the delivery system and the distribution list

point-of-sale advertising uses a variety of media vehicles such as banners, product display racks, spruikers, permanent (lighted) signs

**Timing may include:**

continuous advertising throughout the year

seasonal advertising eg cough medicine, suntan lotion

pre-launch advertising

pre-sale advertising

**Distribution of advertising may include:**

evenly spread over the time schedule

in waves, with heavy advertising followed by light or no advertising

**Effectiveness measures may include:**

awareness measurements

recall measurements

readership measurements

physiological measurements

media audience measurements

opinion measurements

attitude measurements

inquiry measurements

split-run tests

theatre tests

split cable tests

sales measurements

market tests

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**Target audience:**

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existing product usage

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sound

music

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colour

intrusive medium

prestigious medium

local national or international medium

cluttered or uncluttered medium

electronic or physical form

fast production time

production costs

**Merchandising requirements may include:**

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**Legal and voluntary constraints may include:**

legislation, including occupational health and safety legislation

regulations

codes of practice

ethical principles

policies and guidelines

society's expectations

cultural expectations and influences

social responsibilities eg protection of children, environmental issues

**Media may include:**

television

radio

cinema

the press

billboards

video

video games

videotext

cable and satellite television

Internet

sponsorship

direct mail

direct response

point-of-sale

sales literature

sales promotion

exhibitions and trade fairs

aerial advertising

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sales measurements  
market tests

**Unit Sector(s)**

Not applicable.