



**Australian Government**

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

# **BSBADV508A Present an advertising campaign**

**Release: 1**

## **BSBADV508A Present an advertising campaign**

### **Modification History**

Not applicable.

### **Unit Descriptor**

This unit covers presentation of full information to the advertiser about the proposed advertising campaign in order to allow adjustments prior to campaign implementation. This unit is related to BSBADV602A. Develop an advertising campaign.  
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### **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 Plan an advertising campaign presentation	1.1 Presentation approach is planned and documented 1.2 Presentation format and delivery method/s are chosen to suit the campaign media and message, the client, the location, the resources and the personnel needed 1.3 The presentation format allows full information to be provided and meets the requirements of the advertisement/s to be presented 1.4 The presentation timetable provides opportunities for the client to question and clarify reasons for content and timing decisions and to provide feedback and suggestions
2 Prepare for an advertising campaign presentation	2.1 Presentation materials are prepared that suit the format, the purpose of the presentation and the client 2.2 Personnel are identified and briefed on the purpose of the presentation and their role/responsibilities in it 2.3 Equipment and resources are arranged in accordance with the requirements of the creative elements of the presentation 2.4 Presentation is scheduled to meet the requirements of the client, any other personnel needed and the location
3 Deliver an advertising campaign presentation	3.1 The campaign proposition is introduced to the client and reasons for decisions on the focus, media, appeal and timing of advertisements are provided 3.2 The central idea is presented to the client along with the creative technique/s chosen to express it 3.3 The presentation includes reasons for creative choices and shows how the central idea and its presentation will achieve the client's advertising

- objectives for the product or service
- 3.4 Persuasive communication techniques are used to secure the client's interest
- 3.5 Non verbal and verbal communication of the client is monitored and the presentation is adjusted in response to requests for additional information or explanation
- 3.6 The presentation provides time for the client to consider the campaign proposition and provide feedback
- 4 Act on feedback from advertising campaign presentation
  - 4.1 Client response to the advertising presentation is analysed and adjustments suggested
  - 4.2 Changes are negotiated to the campaign in response to the client's feedback, that continue to meet advertising objectives and budget requirements
  - 4.3 Campaign is adjusted to meet client needs
  - 4.4 Adjusted campaign meets legal and ethical requirements

## 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

A real or simulated presentation to demonstrate the integration of the performance criteria with particular emphasis on interaction and assimilation of client feedback

### 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 budget

Purposes of advertising

Different advertising approaches for different markets

Types of advertising objectives and the strategies to address them

Advertising briefs

Central idea and creative techniques to express it

Legal and ethical requirements

### Underpinning Skills

Literacy skills to prepare presentation information, and write in a range of styles for different audiences

Communication including questioning, clarifying and re-phrasing

Presentation skills

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 2) - to prepare presentation for advertising campaign

**Communicating ideas and information** (Level 3) - by verbal and visual means during the presentation

**Planning and organising activities** (Level 2) - to schedule the presentation and ensure materials and equipment are available

**Working with teams and others** (Level 2) - to coordinate the input of all personnel at the presentation

**Using mathematical ideas and techniques** (Level 2) - in the presentation of budgetary and scheduling information

**Solving problems** (Level 3) - through negotiation if the client's response to the advertising presentation is negative

**Using technology** (Level 1) - to demonstrate audio and visual materials

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

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### **Critical Aspects of Evidence**

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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

**Presentation format and delivery method/s may include:**

verbal presentation  
individual presentation  
team presentation  
visuals  
advertising copy  
storyboards  
scripts  
video  
audio

**Central ideas may include:**

testimonials  
celebrities  
continuing characters  
product uses  
recipes  
analogy and association  
exaggerated situations  
fantasy  
photographic tricks or special effects  
case histories  
slice-of-life situations  
demonstrations

**Techniques for expressing the central idea may include:**

use of humour  
use of a presenter  
animation  
live action  
comparative advertising  
use of colour and/or black and white  
music  
sound effects  
signature elements eg slogans, logotypes, package

**Legal and ethical requirements may include:**

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

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**Unit Sector(s)**

Not applicable.