



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV512A Develop an advertising strategy and brief

Release: 1

BSBADV512A Develop an advertising strategy and brief

Modification History

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop an advertising brief, advertising strategy and creative brief which reflects advertiser needs and preferences.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

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Application of the Unit

This unit applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation.

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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Employability Skills Information

This unit contains employability skills.

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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Determine advertiser requirements	<ul style="list-style-type: none">1.1 Confirm the advertising purpose and objectives with the advertiser1.2 Obtain comprehensive client and product information1.3 Review the outcomes of previous advertising with the client1.4 Confirm budget allocation with the client
2 Develop an advertising brief	<ul style="list-style-type: none">2.1 Ensure the brief contains a client profile, purpose statement and objectives that reflect advertiser needs2.2 State advertising objectives in measurable terms and provide specific guidelines on what is to be accomplished by the advertising2.3 Define key characteristics, competitive factors and the market situation facing the product or service in the advertising brief2.4 Include a summary of information on the target audience, and legal and ethical constraints in the advertising brief2.5 Ensure the brief contains a budget allocation and schedule of activities which comply with the

- advertiser's requirements
- 3 Develop an advertising strategy
 - 3.1 Establish **key consumer insight**
 - 3.2 Develop **advertising objectives**
 - 3.3 Describe audience to be targeted according to **demographic, psychographic and behaviouristic characteristics**
 - 3.4 Develop a positioning statement
 - 3.5 Create a unique selling proposition and support statement
 - 3.6 Develop **desired consumer response**
 - 3.7 Establish brand personality
 - 3.8 Suggest media leveraging opportunities
 - 3.9 Confirm **advertiser's mandatory requirements**
 - 4 Develop a creative brief
 - 4.1 Identify **advertising content** using consumer language in the advertising brief
 - 4.2 Identify a **pitch or appeal** for the product in the advertising brief that meets the advertiser's requirements
 - 4.3 Identify **supporting information** required for consumer understanding of the product or service in the advertising brief
 - 4.4 Ensure a budget for creative work that is consistent with the overall advertising budget is contained in the advertising brief
 - 4.5 Incorporate a deadline for creative work that is consistent with the overall advertising schedule in the advertising brief

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

communication skills to question, clarify and report when creating an advertising brief

literacy skills to write in a range of styles for different audiences and to interpret legal requirements, company policies and procedures

numeracy skills to develop budgets

organisational and time management skills to plan projects, meet deadlines and allocate tasks

technology skills to use a wide range of office equipment and software to create an advertising brief.

Required knowledge

industry, services/products and organisation

legal and ethical requirements relating to the advertising industry

organisational products or services

principles and purposes of advertising

principles of consumer behaviour and influences on buyer behaviour

range of available advertising approaches for different markets

identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:

anti-discrimination legislation

consumer protection laws

copyright legislation

ethical principles

fair trading laws

privacy laws

Trades Practices Act

requirements for advertising timelines, budget, central idea, resources as specified in the advertising brief.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:
development of at least one advertising brief which meets the advertiser's requirements, needs and preferences.

Context of and specific resources for assessment

Assessment must ensure:
access to an actual workplace or simulated environment
access to office equipment documentation and resources.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- analysis of responses to case studies and scenarios
- assessment of written reports/examples of advertising briefs
- demonstration of techniques used to create advertising briefs
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- oral or written questioning to assess knowledge of principles and purposes of advertising
- review of creative brief and advertising strategy.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

other advertising units.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Advertising purpose may include:

- communicating a message to a particular audience
- differentiating features or benefits
- promoting image
- providing information
- recruiting staff
- retaining customers
- stimulating demand for a product or service

Client and product information may include:

- distribution channels
- existing customers and target market
- packaging design
- past advertising for the product
- price, if any
- problems and opportunities facing the product
- product name and characteristics
- the company, its business policies and practices
- the company's promotional ethos
- the competition

Advertising objectives may include:

- the launch or re-launch of a product or service
- to improve sales performance and/or profit
- to maintain or improve market share
- to maintain or increase awareness of a product or service
- to test a product or service

Information on the target audience may include:

attitudes
cultural factors
demographics
existing product usage
lifestyle
social factors
values

Legal and ethical constraints may include:

codes of practice such as those issued by:

Advertising Federation of Australia
Australian Communications and Media Authority
Australian Competition and Consumer Commission
Australian Performing Right Association
Commercial Radio Australia
Free TV Australia

cultural expectations and influences
ethical principles
legislation
policies and guidelines
regulations
social responsibilities such as protection of children, environmental issues
societal expectations

Key consumer insight may include:

opportunities for extension
opportunities for new use of product
problems within product category

Advertising objectives may include:

to inform
to persuade
to remind

Demographic characteristics may include:

age
education

gender
income
marital status
number of children
nationality
occupation

Psychographic characteristics may include: activities

attitudes
interests
lifestyle
opinions
values

Behaviouristic characteristics may include: benefits sought by buyer

loyalty status of buyer
readiness stage of buyer
user status of buyer

Desired consumer response may include: behavioural outcomes

emotions and feelings
rational thought

Advertiser's mandatory requirements may include: previous tag lines

specific media placements
specified personality
specified spokesperson

Advertising content may include: information to be communicated to the audience such as:

brand or image factors
colour
competitive advantages
features of the product/service
price
where the product/service may be obtained

Pitch or appeal may include: the key benefits promised to the audience by

the advertiser, which may be:

emotional

need-arousing

need-satisfying

negative

positive

rational

Supporting information may include:

a requirement to specify the target audience

evidence to support the claimed benefit

purchasing information

reassurances for existing users

Unit Sector(s)

empty

empt

Competency field

Business Development - Advertising

Business Development - Advertising