



**Australian Government**

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

# **BSBADV605A Evaluate campaign effectiveness**

**Release: 1**

## **BSBADV605A Evaluate campaign effectiveness**

### **Modification History**

Not applicable.

### **Unit Descriptor**

This unit covers development and implementation of a campaign evaluation strategy in order to determine whether advertising objectives have been attained.

Consider co-assessment with BSBADV602A Develop an advertising campaign and BSBADV604A Execute 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

<b>Element</b>	<b>Performance Criteria</b>
1 Develop a campaign evaluation strategy	<p>1.1 The evaluation strategy defines standards and measurements by which the effectiveness of the advertising can be measured and improvements identified</p> <p>1.2 The strategy establishes specific performance standards for each element of the advertising campaign as well as the overall outcome</p> <p>1.3 The strategy includes standards for the evaluation of the legal and ethical acceptability of the advertisement/s</p> <p>1.4 The strategy includes processes for correcting advertisements which do not meet legal and ethical standards</p>
2 Implement campaign evaluation strategy	<p>2.1 Expenditure data is evaluated to determine effectiveness in relation to budget</p> <p>2.2 The media program is evaluated to determine performance against the objectives of the media plan</p> <p>2.3 The creative strategy is evaluated in terms of copy content, creative execution and effectiveness of the finished advertisement</p> <p>2.4 The interactive effect of all the elements in the advertising campaign is evaluated to determine the overall effectiveness of the advertising campaign</p>
3 Utilise advertising effectiveness data	<p>3.1 The results of evaluations of advertising effectiveness are used in the analysis and planning phase for subsequent advertising</p> <p>3.2 Expenditure information is used to improve the budget planning process</p> <p>3.3 Feedback on the advertisement itself is used to provide ideas for future advertisements and to improve advertising copy</p>

- 3.4 Media performance information is used to determine whether alternative media approaches would yield better results
- 3.5 Differences between planned and actual accomplishments are used to define problems to be addressed in the next planning phase

## **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  
Campaign effectiveness to be evaluated during and after a campaign

### Underpinning Knowledge\*

\* At this level the learner must demonstrate understanding of specialised knowledge with 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 planning process

Techniques for evaluating advertising effectiveness

Advertising objectives

Legal and ethical requirements

Advertising, creative and media briefs

Media options

Corrective action

### Underpinning Skills

Literacy skills to interpret evaluation requirements, legal and ethical requirements

Communication including questioning, clarifying and reporting

Numeracy skills for analysing numerical and other data and drawing conclusions

Evaluation 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 determine the effectiveness of advertising campaigns

**Communicating ideas and information** (Level 3) - to report on ways to utilise evaluation findings

**Planning and organising activities** (Level 2)- to implement evaluation processes

**Working with teams and others** (Level 2)- to gather effectiveness information

**Using mathematical ideas and techniques** (Level 2)- to analyse evaluation data

**Solving problems** (Level 3) - to improve advertising planning

**Using technology** (Level 1)- to compare data, if necessary and interpret results

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

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## 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

**Elements of the advertising campaign may include:**

research  
creative materials  
finished advertisement  
purchase of advertising media  
campaign launch  
expenditure against budget

**Effectiveness measures may include:**

cognitive tests  
physiological tests  
readership tests  
recall tests  
related recall  
awareness studies  
ratings  
tracking study  
affective tests  
consumer juries  
headline testing  
conative tests  
inquiry measurement  
split-run tests  
theatre tests  
split cable testing  
split scan system  
sales analysis  
consumer take-away  
retail audit  
controlled store testing  
simulated test market (STM)

**Legal and ethical standards may include:**

legislation  
government regulations  
policies  
non-government agency regulations  
industry self-regulation standards



codes of practice  
privacy standards  
safety standards  
standards relating to truth in advertising  
'good taste' standards  
standards relating to the use of sex in advertising  
standards relating to women, children, and culturally and linguistically diverse groups  
standards relating to subliminal advertising  
standards relating to comparative advertising

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**Unit Sector(s)**

Not applicable.