



**Australian Government**

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

# **BSBADV605B Evaluate campaign effectiveness**

**Revision Number: 1**

## BSBADV605B Evaluate campaign effectiveness

### Modification History

Not applicable.

### Unit Descriptor

<b>Unit descriptor</b>	<p>This unit describes the performance outcomes, skills and knowledge required to develop and implement a campaign evaluation strategy to determine whether advertising objectives have been attained.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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### Application of the Unit

<b>Application of the unit</b>	<p>This unit applies to individuals working in a senior advertising management or account management role within an advertising or media organisation.</p>
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### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

<b>Prerequisite units</b>		

## Employability Skills Information

<b>Employability skills</b>	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

ELEMENT	PERFORMANCE CRITERIA
1. Develop a campaign evaluation strategy	1.1. Ensure the evaluation strategy defines standards and <i>measurements</i> by which the effectiveness of the advertising can be measured and improvements identified 1.2. Establish a strategy which contains specific performance standards for each <i>element of the advertising campaign</i> as well as the overall outcome 1.3. Ensure the strategy includes the evaluation of the <i>legal and ethical standards</i> acceptable for the advertisement/s 1.4. Include processes in the strategy for correcting advertisement/s that do not meet legal and ethical standards
2. Implement campaign evaluation strategy	2.1. Evaluate expenditure data to determine effectiveness of the campaign in relation to the budget 2.2. Evaluate the media program to determine performance against the media plan objectives 2.3. Evaluate the creative strategy in terms of copy content, creative execution and effectiveness of the finished advertisement 2.4. Evaluate the interactive effect of all the elements in the advertising campaign to determine the overall effectiveness of the advertising campaign
3. Utilise advertising effectiveness data	3.1. Use the results of evaluations of advertising effectiveness in the analysis and planning phase for subsequent advertising 3.2. Use expenditure information to improve the budget planning process 3.3. Use feedback on the advertisement itself to provide ideas for future advertisements and to improve advertising copy 3.4. Use media performance information to determine whether alternative media approaches would yield better results 3.5. Use differences between planned and actual accomplishments to define problems to be addressed in the next planning phase

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

#### Required skills

- communication skills to question, clarify and report
- literacy skills to interpret evaluation requirements, legal and ethical requirements
- numeracy skills to analyse numerical and other data, and to draw conclusions
- research and evaluation skills to determine effectiveness of advertising campaigns
- technology skills to use a range of office equipment and software.

#### Required knowledge

- organisational budget planning process
- techniques for evaluating advertising effectiveness and managing campaign contingencies
- 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
- specifications in advertising, creative and media briefs.

## Evidence Guide

<b>EVIDENCE GUIDE</b>	
<p>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.</p>	
<b>Overview of assessment</b>	
<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> <li>• development and implementation of a campaign evaluation strategy for at least one advertising campaign</li> <li>• analysis of evaluation data to make recommendations for improvement on future campaigns.</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> <li>• access to an actual workplace or simulated environment</li> <li>• access to office equipment and resources</li> <li>• access to advertising, creative and media briefs, and media plans.</li> </ul>
<b>Method of assessment</b>	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> <li>• analysis of responses to case studies and scenarios</li> <li>• assessment of reports detailing campaign evaluation activities</li> <li>• demonstration of evaluation techniques for an advertising campaign</li> <li>• direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate</li> <li>• observation of presentations of campaign performance</li> <li>• oral or written questioning to assess knowledge of techniques for evaluating advertising effectiveness and managing campaign contingencies</li> <li>• review of problems defined to be addressed in the next planning phase.</li> </ul>
<b>Guidance information for assessment</b>	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p>

**EVIDENCE GUIDE**

- BSBADV602B Develop an advertising campaign
- BSBADV604B Execute an advertising campaign.

## Range Statement

### 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.

<p><b><i>Measurements</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• affective tests</li> <li>• awareness studies</li> <li>• cognitive tests</li> <li>• conative tests</li> <li>• consumer juries</li> <li>• consumer take-away</li> <li>• controlled store testing</li> <li>• headline testing</li> <li>• inquiry measurement</li> <li>• physiological tests</li> <li>• ratings</li> <li>• readership tests</li> <li>• recall tests</li> <li>• related recall</li> <li>• retail audit</li> <li>• sales analysis</li> <li>• simulated test market (STM)</li> <li>• split cable testing</li> <li>• split scan system</li> <li>• split-run tests</li> <li>• theatre tests</li> <li>• tracking study</li> </ul>
<p><b><i>Elements of the advertising campaign</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• campaign launch</li> <li>• creative materials</li> <li>• expenditure against budget</li> <li>• finished advertisement</li> <li>• purchase of advertising media</li> <li>• research</li> </ul>
<p><b><i>Legal and ethical standards</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• codes of practice such as those issued by:             <ul style="list-style-type: none"> <li>• Advertising Federation of Australia</li> <li>• Australian Communications and Media Authority</li> </ul> </li> </ul>



**RANGE STATEMENT**

	<ul style="list-style-type: none"> <li>• Australian Competition and Consumer Commission</li> <li>• Australian Performing Right Association</li> <li>• Commercial Radio Australia</li> <li>• Free TV Australia</li> <li>• cultural expectations and influences</li> <li>• ethical principles</li> <li>• legislation</li> <li>• policies and guidelines</li> <li>• regulations</li> <li>• social responsibilities such as protection of children, environmental issues</li> <li>• societal expectations</li> <li>• standards relating to: <ul style="list-style-type: none"> <li>• children</li> <li>• comparative advertising</li> <li>• culturally diverse groups</li> <li>• linguistically diverse groups</li> <li>• subliminal advertising</li> <li>• the use of sex in advertising</li> <li>• truth in advertising</li> <li>• women</li> </ul> </li> </ul>
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**Unit Sector(s)**

<b>Unit sector</b>	
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**Competency field**

<b>Competency field</b>	Business Development - Advertising
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## Co-requisite units

Co-requisite units		