



Australian Government

BSBADV402 Conduct pre-campaign testing

Release: 1

BSBADV402 Conduct pre-campaign testing

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to plan, pilot and refine an advertising campaign to ensure marketing communication objectives are met.

It applies to individuals in an entry-level position in media planning, media buying, account management or advertising within an advertising team or media organisation.

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

Unit Sector

Business Development – Advertising

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Plan pre-campaign testing	1.1 Apply valid and reliable measurement tools for testing aspects of the advertisement 1.2 Document expected outcomes and targets 1.3 Select test group and timing of pilot advertisement in accordance with advertising brief 1.4 Negotiate media placement in accordance with budgetary and scheduling requirements
2 Pilot advertisement	2.1 Test advertisement in accordance with time and financial requirements of advertising brief and budgetary requirements 2.2 Conduct data collection in accordance with requirements of evaluation tool/s and advertising brief

ELEMENT	PERFORMANCE CRITERIA
3 Utilise pre-campaign test results	3.1 Analyse test results for impact on advertising campaign 3.2 Make changes to advertisement or media schedule, in response to pre-test information, which meets requirements of advertiser 3.3 Provide options for changes to advertisements and present to advertiser, if required 3.4 Amend advertisements, where necessary, so they meet legal and ethical requirements

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.3, 2.1, 2.2, 3.1, 3.2, 3.4	Analyses and compares industry specific and complex text to determine and distinguish advertising requirements
Writing	1.2, 3.2-3.4	- Prepares specific information which conveys an understanding of outcomes and alternatives using terminology and format appropriate to audience and context - Edits texts and incorporates required amendments
Oral Communication	1.4, 3.3	Participates in verbal exchanges of ideas, and elicits views and opinions of others by listening and questioning
Numeracy	1.2-1.4, 2.1, 3.2-3.4	Interprets numerical information and applies basic mathematical calculations to timing and budgetary information
Navigate the world of work	1.4, 3.4	Takes personal responsibility for adherence to organisational practice, and legal and ethical standards within own work context
Interact with others	3.3	Uses a range of strategies to establish a connection with others to establish understanding of needs, and where necessary refer to appropriate areas for further assistance
Get the work done	1.1, 1.3, 1.4, 2.1, 2.2 3.2-3.4	Plans, sequences and prioritises routine and some non-routine tasks within own workload for efficiency and effective outcomes

		• Uses analytical tools and processes to conduct tests and evaluate results to inform decisions and actions and meet client requirements • Understands purposes, specific functions and key features of common digital systems and tools and operates them effectively to collect, analyse and present data
--	--	---

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV402 Conduct pre-campaign testing	BSBADV402B Conduct pre campaign testing	Updated to meet Standards for Training Packages Minor change to title	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBADV402 Conduct pre-campaign testing

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- plan steps required to test an advertising campaign including:
 - appropriate measurement tools
 - documenting outcomes and targets according to advertising brief
 - adhering to budgetary and financial requirements
- document and analyse pilot-test data
- make changes to data as required.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain principles of advertising relating to marketing mix
- describe organisational advertising objectives, and contents of advertising, creative and media briefs
- explain key provisions of relevant legislation, codes of practice and national standards for advertising industry
- describe types of media available for advertisements
- explain application of ethical principles in advertising
- describe techniques for evaluating advertising effectiveness.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – advertising field of work and include access to:

- office equipment
- business technology
- advertising brief
- relevant legislation, codes of practice and national standards for advertising industry
- measurement tools – traditional and/or internet based
- organisational policies and procedures.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>