



Australian Government

BSBADV605 Evaluate campaign effectiveness

Release: 1

BSBADV605 Evaluate campaign effectiveness

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 develop and implement a campaign evaluation strategy to determine whether advertising objectives have been achieved.

It applies to individuals working in a senior advertising management or account management role within an advertising 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 Develop a campaign evaluation strategy	1.1 Ensure evaluation strategy defines standards and measurements to assess effectiveness of advertising, and identify improvements 1.2 Establish a strategy which contains specific performance standards for each element of advertising campaign, as well as overall outcome 1.3 Ensure strategy includes evaluation of legal and ethical standards acceptable for advertisement/s 1.4 Include processes in 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 campaign in relation to the budget

ELEMENT	PERFORMANCE CRITERIA
	2.2 Evaluate media program to determine performance against media plan objectives 2.3 Evaluate creative strategy in terms of copy content, creative execution and effectiveness of the finished advertisement 2.4 Evaluate interactive effect of all elements in the advertising campaign to determine overall effectiveness of the advertising campaign
3 Utilise advertising effectiveness data	3.1 Use results of evaluations of advertising effectiveness in 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 next planning phase

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	1.1, 1.3, 2.2-2.4, 3.3, 3.4	Analyses and interprets a range of texts to evaluate effectiveness of the strategy
Writing	1.1-1.4, 2.2-2.4, 3.1, 3.5	Develops material to convey explicit information evaluating advertising campaign
Numeracy	1.1, 1.2, 2.1, 3.1, 3.2, 3.4	Interprets and compares numerical information to evaluate advertising effectiveness
Navigate the world of work	1.3, 1.4	Interprets relevant legal and ethical requirements and identifies and acts on issues that contravene them
Get the work	1.2-1.4, 2.2-2.4, 3.3-	Accepts full responsibility for planning and development of evaluation strategies to assess effectiveness of

done	3.5	campaigns • Selects and uses appropriate digital tools and measurement systems to perform complex analytical tasks • Evaluates outcomes of decisions to identify opportunities for improvement
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV605 Evaluate campaign effectiveness	BSBADV605B Evaluate campaign effectiveness	Updated to meet Standards for Training Packages	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 BSBADV605 Evaluate campaign effectiveness

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Performance Evidence

Evidence of the ability to:

- develop and implement an evaluation strategy for an advertising campaign, ensuring the campaign:
 - defines standards and measurements
 - adheres to legal and ethical standards
 - adheres to budget requirements
- analyse evaluation data to develop and document recommendations for improvement in future campaigns.

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:

- describe organisational budget planning process
- describe and explain techniques for evaluating advertising effectiveness and managing campaign contingencies
- identify key provisions of relevant legislation, codes of practice and national standards affecting advertising
- identify specifications in advertising, creative and media briefs.

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:

- relevant legislation and codes of practice

- organisational policies and procedures
- office equipment
- business technology
- media brief.

Assessors must satisfy NVR/AQTF assessor requirements.

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