



Australian Government

BSBMKG530 Create distributed multiplatform digital advertisements

Release: 1

BSBMKG530 Create distributed multiplatform digital advertisements

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

This unit describes the skills and knowledge required to prepare digital advertisements and get them ready for implementation in a demand-side multiplatform environment.

It applies to individuals working in a variety of marketing communications occupational roles who have responsibility for creating, distributing and monitoring performance of digital advertisements.

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

Unit Sector

Business Development – Marketing

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. Interpret creative brief	1.1 Confirm central idea or creative concept, technique/s for expressing the idea/concept and digital platforms to be used 1.2 Identify and check advertising content and supporting information for accuracy and completeness 1.3 Confirm time, schedule and budget requirements for creating the advertisement/s 1.4 Specify target audience characteristics, digital markets and devices relevant to the brief 1.5 Identify legal and ethical constraints

ELEMENT	PERFORMANCE CRITERIA
2. Create digital multiplatform advertisements	2.1 Determine and produce copy and design elements to communicate required image, features and benefits of product or service 2.2 Size and position each element of the advertisement to achieve balance and focus for the advertisement 2.3 Ensure typeface selections suit the product and central idea of the advertisement, and layout balances white space and margins 2.4 Design relative size, position and style variations to suit multiple digital platforms and devices 2.5 Ensure sound, animation and graphics do not distract from the content of the advertisement 2.6 Ensure advertisement meets requirements of the advertising brief and legal and ethical requirements
3. Implement advertisements in digital markets	3.1 Identify real-time, demand-side digital advertisement server providers 3.2 Assess providers for capability across the required target audience, markets and devices 3.3 Evaluate and set boundaries for involvement in real-time bidding markets 3.4 Determine budget and time limits for advertisements served 3.5 Authorise digital advertisements in selected distribution environments
4. Monitor and respond to advertising environment	4.1 Monitor reach and response rates from real-time data 4.2 Make required changes to production advertisements and impression metrics in line with rapid change in circumstances

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	1.1-1.5, 2.5, 2.6, 3.1, 3.2	- Identifies and analyses texts to determine legislative, regulatory and organisational requirements - Recognises and interprets textual information to

		establish job requirements from relevant information • Uses texts to identify and assess competencies of external providers
Writing	2.1-2.4	• Researches, plans and prepares documentation using format and language appropriate to context, purpose and audience • Creates content and design elements that work together, within accepted rules of design, for selected platforms and devices; within the timeframe and according to the brief
Numeracy	3.2-3.4, 4.1, 4.2	• Analyses data to inform decisions on appropriateness, time-effectiveness and cost • Evaluates data to monitor progress
Navigate the world of work	1.5, 2.6, 3.5	• Recognises and follows legislative requirements and organisational policies and procedures associated with own role • Provides authorisations as appropriate for role, within limited environments
Interact with others	3.5	• Selects and uses appropriate conventions and protocols when communicating with external suppliers to seek or share information
Get the work done	2.1-2.6, 3.2-3.5, 4.1, 4.2	• Plans, organises and implements own work activities that ensure compliance with organisational policies and procedures, and legislative requirements • Uses systematic approach to clarify client requirements, then setting goals, gathering relevant information, and identifying and evaluating options against both costs and alternatives to create an effective, but flexible product • Evaluates production and outcomes to identify opportunities for improvement, and make adjustments as appropriate

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG530 Create distributed multiplatform digital advertisements	Not applicable	New unit	No 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 BSBMKG530 Create distributed multiplatform digital advertisements

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Performance Evidence

Evidence of the ability to:

- produce a multiplatform digital advertisement in accordance with an advertising and creative brief
- incorporate time, schedule and budget requirements
- identify and adhere to relevant ethical and legal constraints
- select and assess capability of demand-side advertisement service providers
- determine target characteristics of recipients for advertisement served
- monitor and adjust advertisements in response to real-time server metrics.

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:

- outline key features of industry, services, products and organisation
- explain principles and purposes of advertising
- outline and explain principles of consumer behaviour and influences on buyer behaviour in the digital space
- identify principles and elements of design in digital advertisements
- list and compare the service provided by alternative providers in the demand-side digital advertisement space
- identify and explain key provisions of relevant legislation, codes of practice and national standards affecting business operations
- explain key ethical principles relevant to the advertising industry
- identify requirements for advertising timelines, budget, central idea and resources as specified in the advertising brief.

Assessment Conditions

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

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources
- case studies or, where possible, real situations
- industry software packages and apps (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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