



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV601A Create an advertising brief

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers creation of an advertising brief in consultation with the client to reflect advertiser needs and preferences.

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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

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Element	Performance Criteria
1 Determine advertiser requirements	1.1 Advertising purpose and objectives are confirmed with the advertiser
	1.2 Comprehensive client and product information is

obtained

- 1.3 The outcomes of previous advertising are reviewed with the client
 - 1.4 Budget allocation is confirmed with the client
- 2 Develop an advertising brief
 - 2.1 The brief contains a client profile, together with a purpose statement and objectives that reflect advertiser needs
 - 2.2 Advertising objectives are stated in measurable terms and provide specific guidelines on what is to be accomplished by the advertising
 - 2.3 Key characteristics, competitive factors and the market situation facing the product or service are defined in the brief
 - 2.4 The brief includes summary information on the target audience
 - 2.5 Legal and ethical constraints on advertising the product or service are incorporated in the brief
 - 2.6 The brief contains a budget allocation and schedule of activities which comply with the advertiser's requirements
- 3 Develop the creative brief
 - 3.1 The creative brief identifies advertising content and is written in consumer language
 - 3.2 The creative brief identifies a pitch or appeal for the product that meets the advertiser's requirements
 - 3.3 The creative brief identifies supporting information that is required for consumer understanding of the product or service
 - 3.4 The creative brief contains a budget for creative work that is consistent with the overall advertising budget
 - 3.5 A deadline for creative work that is consistent with the overall advertising schedule is incorporated in the brief

Required Skills and Knowledge

Not applicable.

Evidence Guide

Critical Aspects of Evidence

Integrated demonstration of all elements of competency and their performance criteria
Evidence that advertising content and focus in the completed brief meet the advertiser's requirements

Reasons for choice of advertising pitch or appeal and supporting information to be provided

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

Organisations products or services

Organisation's budget

Consumer behaviour

Purposes of advertising and advertising briefs

Influences on buyer behaviour

Budgets

Schedules

Legal and ethical requirements

Underpinning Skills

Literacy skills to identify company and product information, to write in a range of styles for different audiences and to interpret legal requirements, company policies and procedures

Communication including questioning, clarifying and reporting

Numeracy skills for budgeting

Project planning skills for identifying timelines and allocating tasks

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 - Collecting information from the advertiser, analysing it to identify the key characteristics to be exploited through advertising, and organising it into a comprehensive brief for others to use

Communicating ideas and information - to prepare an advertising brief that communicates ideas and information to the advertiser and the creative team who will develop the advertisement

Planning and organising activities - to prepare a schedule of activities as part of the advertising brief

Working with teams and others - to confirm requirements with the advertiser and work consultatively to develop the brief to meet those needs

Using mathematical ideas and techniques - to develop a budget for the overall advertising and creative brief

Solving problems - Identifying problems (and opportunities) for the product / service and suggesting a solution through advertising

Using technology - if necessary, to record and present the advertising brief

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

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Range Statement

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

Advertising purpose may include:

communicating a message to a particular audience
stimulating demand for a product or service
promoting image
differentiating features or benefits
providing information
retention of customers
recruitment of staff

Client and product information may include:

the company, its business policies and practices
the company's promotional ethos
product name and characteristics
price, if any
packaging design
problems and opportunities facing the product
past advertising for the product
existing customers and target market
distribution channels
the competition

Advertising objectives may include:

to maintain or increase awareness of a product or service
the launch or re-launch of a product or service
to test a product or service
to improve sales performance and /or profit
to maintain or improve market share

Information on the target audience may include:

demographics
lifestyle
social and cultural factors
values or attitude factors
existing product usage

Legal and ethical constraints may include:

legislation
regulations
codes of practice
ethical principles
policies and guidelines
society's expectations
cultural expectations and influences
social responsibilities eg protection of children, environmental issues

Advertising content:

is the information to be communicated to the audience

advertising content may include:

features of the product / service

(brand) image factors

competitive advantages

where the product may be obtained, price, colour etc

Pitch or appeal:

is the key benefit promised to the audience by the advertiser, and

should be a useful and believable promise to consumers

the pitch or appeal may be:

positive or negative

rational

emotional

need-arousing or need-satisfying

Supporting information may include:

evidence to support the claimed benefit

a requirement to specify the target audience

purchasing information

reassurances for existing users

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Unit Sector(s)

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