



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV602A Develop an advertising campaign

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers determination of key objectives and development of an advertising campaign to optimise product or service market performance in response to an advertising brief. This unit is related to BSBADV508A Present an advertising campaign. Consider co-assessment with BSBADV604A Execute an advertising campaign and BSBADV605A Evaluate campaign effectiveness.

This unit covers determination of key objectives and development of an advertising campaign to optimise product or service market performance in response to an advertising brief. This unit is related to BSBADV508A Present an advertising campaign. Consider co-assessment with BSBADV604A Execute an advertising campaign and BSBADV605A Evaluate campaign effectiveness

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

Elements and Performance Criteria

Element	Performance Criteria
1 Define campaign objectives	1.1 The advertiser's purpose and objectives from the advertising brief are clarified and used to set objectives for the advertising campaign 1.2 Campaign objectives are stated in measurable terms and identify the nature and extent of what is to be accomplished by the advertising 1.3 Campaign objectives are feasible, given the constraints of time, budget, product and market factors 1.4 Campaign objectives take into consideration factors which may affect consumer responses 1.5 Campaign objectives meet legal and ethical requirements
2 Prepare an advertising budget	2.1 Research resource requirements for the advertising campaign are assessed and specified 2.2 Resource requirements for a range of media options are assessed and specified 2.3 Resource requirements for creative and production services for the campaign are assessed and specified 2.4 Resources allocated to each component of the advertising campaign are justified and sufficient, in relative terms, to achieve the campaign objectives 2.5 The overall budget meets the requirements of the advertising brief
3 Develop a schedule for proposed advertising activities	3.1 Campaign length and timing is confirmed from the advertising brief 3.2 Service providers with the required expertise are identified and their costs and availability negotiated 3.3 Choice of service providers is based on merit and value for money and meets legal and ethical requirements

- 3.4 The time allowed in the schedule to meet creative, media and production requirements is sufficient to achieve the advertising objectives
- 3.5 The schedule includes milestones for monitoring progress and expenditure against budget, and evaluating campaign effectiveness

Required Skills and Knowledge

Not applicable.

Evidence Guide

Critical Aspects of Evidence

Integrated demonstration of all elements of competency and their performance criteria
Supporting reasons for decisions regarding the central idea, budget and time allocations to be included

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

Organisation's products or services

Organisation's budget

Purposes of advertising

Different advertising approaches for different markets

Types of advertising objectives and the strategies to address them

Advertising briefs

Consumer behaviour

Influences on buyer behaviour

Legal and ethical requirements

Underpinning Skills

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

Communication including questioning, clarifying and reporting

Numeracy skills for budgeting and scheduling

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 - to define campaign objectives

Communicating ideas and information - through the development of a central advertising idea

Planning and organising activities - to prepare a schedule of activities

Working with teams and others - to negotiate their services

Using mathematical ideas and techniques - to prepare budgets and schedules

Solving problems - to balance the resource requirements of a number of competing elements

Using technology - for recording and scheduling activities, if required

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

Campaign objectives may include:

increasing awareness of a product, service or brand
increasing knowledge about a product or service
changing attitudes
increasing response to a product or service from a particular demographic group
generating or increase sales
improving or maintain market share

Factors which may affect consumer responses may include:

gender
age
disability
values
culture
marital status
lifestyle
affluency

Legal and ethical requirements 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

Research may include:

observation
sampling
quota sampling
interviews (face to face and telephone)
indirect research such as depth or focus group interviews, projective questioning, association tests
surveys
questionnaires
panel research
group interviews
retail audits (to determine brand share)
attitude surveys
specialised research eg 'mystery shoppers'
experiments or market testing on a segment of the market

desktop research

Occupational health and safety considerations may include:

safety of researcher and public during research activities

remote / isolated work policies and procedures (for health and safety of workplace personnel)

Media options may include:

television

radio

cinema

the press

billboards

video

video games

videotext

cable and satellite television

sponsorship

direct mail

direct response

point-of-sale

sales literature

sales promotion

exhibitions and trade fairs

aerial advertising

Creative and production services may include:

copywriter

artist / illustrator

graphic designer

printer

photographer

producer

director

film maker

presenter

performers

voice over

camera person

sound technician

special effects practitioner

stunt people

musicians

lighting technician

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sales literature
sales promotion
exhibitions and trade fairs
aerial advertising

Creative and production services may include:

copywriter
artist / illustrator
graphic designer
printer
photographer
producer
director
film maker
presenter
performers
voice over
camera person
sound technician
special effects practitioner
stunt people
musicians
lighting technician

Unit Sector(s)

Not applicable.