



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBADV402B Conduct pre campaign testing**

**Revision Number: 1**

## BSBADV402B Conduct pre campaign testing

### Modification History

Not applicable.

### Unit Descriptor

|                        |                                                                                                                                                                                                                                                                                                                             |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Unit descriptor</b> | <p>This unit describes the performance outcomes, skills and knowledge required to pilot an advertising campaign and to make adjustments that will maximise the effectiveness of the campaign.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p> |
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### Application of the Unit

|                                |                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Application of the unit</b> | <p>This unit applies to individuals in an entry level position in media planning, media buying, account management or advertising roles within an advertising team or media organisation. Individuals undertaking this unit conduct testing of advertising communications and based on the test results refine advertisements to ensure they meet marketing communication objectives.</p> |
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### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

|                           |  |  |
|---------------------------|--|--|
| <b>Prerequisite units</b> |  |  |
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|                           |  |  |

## Employability Skills Information

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|-----------------------------|------------------------------------------|
| <b>Employability skills</b> | This unit contains employability skills. |
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## Elements and Performance Criteria Pre-Content

|                                                                   |                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Elements describe the essential outcomes of a unit of competency. | Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide. |
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## Elements and Performance Criteria

| ELEMENT                              | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Plan for pre campaign testing     | <ul style="list-style-type: none"><li>1.1. Apply valid and reliable measurement tools for testing <b><i>aspects of the advertisement</i></b></li><li>1.2. Document expected outcomes and targets</li><li>1.3. Select the test group and timing of the pilot advertisement in accordance with the advertising brief</li><li>1.4. Negotiate media placement in accordance with budgetary and scheduling requirements</li></ul>                                                                       |
| 2. Pilot the advertisement           | <ul style="list-style-type: none"><li>2.1. Test the advertisement in accordance with the time and financial requirements of the advertising brief and budgetary requirements</li><li>2.2. Conduct data collection in accordance with the requirements of the evaluation tool/s and the advertising brief</li></ul>                                                                                                                                                                                 |
| 3. Utilise pre campaign test results | <ul style="list-style-type: none"><li>3.1. Analyse test results for their impact on the advertising campaign</li><li>3.2. Make changes to the advertisement or media schedule in response to pre-test information, which meet the requirements of the advertiser</li><li>3.3. Provide options for changes to advertisements and present to the advertiser if required</li><li>3.4. Amend advertisements, where necessary, so that they meet <b><i>legal and ethical requirements</i></b></li></ul> |

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

#### Required skills

- communication skills to question, clarify and report on pre-campaign testing activities and results
- literacy skills to interpret campaign evaluation requirements, and legal and ethical requirements
- numeracy skills to analyse numerical and other data, and to draw conclusions
- research skills to evaluate responses collected in testing
- teamwork skills to collect test data in conjunction with colleagues
- technology skills to use a wide range of software and equipment to conduct pre-campaign testing.

#### Required knowledge

- principles of advertising as it relates to the marketing mix
- organisational advertising objectives and contents of the advertising, creative and media briefs
- legal and ethical requirements for the advertising industry
- type of media available for advertisements
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
  - anti-discrimination legislation
  - consumer protection laws
  - copyright legislation
- ethical principles
- fair trading laws
  - privacy laws
  - Trades Practices Act
- techniques for evaluating advertising effectiveness.

## Evidence Guide

### EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

#### Overview of assessment

#### Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- demonstration of planning to test an advertising campaign
- pilot testing of an advertisement
- modifications made to an advertising campaign based on information gained during the testing process for at least one advertisement.

#### Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to office equipment and resources
- access to advertising, creative and media briefs.

#### Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- assessment of written reports and/or examples of testing results
- analysis of responses to case studies and scenarios
- demonstration of pre-campaign testing techniques
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentations of testing undertaken and findings
- oral or written questioning to assess knowledge of principles of advertising as it relates to the marketing mix
- review of data collection conducted.

#### Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- other advertising units.



## Range Statement

### RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

|                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b><i>Aspects of the advertisement</i></b> to be tested may include:</p> | <ul style="list-style-type: none"> <li>• appeal</li> <li>• average cost per response</li> <li>• convenience of reply documents for consumer, such as:               <ul style="list-style-type: none"> <li>• paper stock</li> <li>• size of form</li> <li>• spacing of blank lines</li> </ul> </li> <li>• credibility</li> <li>• cultural acceptability</li> <li>• impact</li> <li>• interest-arousing</li> <li>• interpretation</li> <li>• memorability</li> <li>• message clarity</li> <li>• most profitable size or length of advertisement</li> <li>• product/brand identification</li> <li>• production techniques</li> </ul>                                     |
| <p><b><i>Legal and ethical requirements</i></b> may include:</p>            | <ul style="list-style-type: none"> <li>• codes of practice such as those issued by:               <ul style="list-style-type: none"> <li>• Advertising Federation of Australia</li> <li>• Australian Communications and Media Authority</li> <li>• Australian Competition and Consumer Commission</li> <li>• Australian Performing Right Association</li> <li>• Commercial Radio Australia</li> <li>• Free TV Australia</li> </ul> </li> <li>• cultural expectations and influences</li> <li>• ethical principles</li> <li>• legislation</li> <li>• policies and guidelines</li> <li>• regulations</li> <li>• social responsibilities such as protection of</li> </ul> |

**RANGE STATEMENT**

|  |                                |
|--|--------------------------------|
|  | children, environmental issues |
|  | • societal expectations        |

**Unit Sector(s)**

|                    |  |
|--------------------|--|
| <b>Unit sector</b> |  |
|--------------------|--|

**Competency field**

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Competency field</b> | Business Development - Advertising |
|-------------------------|------------------------------------|

**Co-requisite units**

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|---------------------------|--|--|
| <b>Co-requisite units</b> |  |  |
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