



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV602B Develop an advertising campaign

Revision Number: 1

BSBADV602B Develop an advertising campaign

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to determine key objectives and to develop an advertising campaign to optimise product or service market performance in response to an advertising brief. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
------------------------	--

Application of the Unit

Application of the unit	This unit applies to individuals working in a senior advertising management or account management role within an advertising or media organisation.
--------------------------------	--

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

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.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Define campaign objectives	1.1. Clarify the advertiser's purpose and objectives from the advertising brief and use these to set <i>objectives for the advertising campaign</i> 1.2. State campaign objectives in measurable terms and identify the nature and extent of what the advertising is to accomplish 1.3. Ensure campaign objectives are feasible, given the constraints of time, budget, product and market factors 1.4. Ensure campaign objectives take into consideration <i>factors which may affect consumer responses</i> 1.5. Ensure campaign objectives meet <i>legal and ethical requirements</i>
2. Prepare an advertising budget	2.1. Assess and specify <i>research resource requirements</i> for the advertising campaign 2.2. Assess and specify resource requirements for a range of <i>media options, creative and production services</i> 2.3. Justify resources allocated to each component of the advertising campaign and ensure they are sufficient, in relative terms, to achieve the campaign objectives 2.4. Ensure the overall budget meets the requirements of the advertising brief
3. Develop a schedule for proposed advertising activities	3.1. Confirm the campaign length and timing from the advertising brief 3.2. Identify service providers with the required expertise and negotiate their costs and availability 3.3. Base the choice of service providers on merit and value for money and ensure the selection meets legal and ethical requirements 3.4. Ensure the time allowed in the schedule to meet creative, media and production requirements is sufficient to achieve the advertising objectives 3.5. Include milestones for monitoring progress and expenditure against budget, and for evaluating campaign effectiveness in the schedule

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 when creating an advertising campaign
- literacy skills to write in a range of styles for different audiences and to interpret legal requirements, company policies and procedures
- numeracy skills to develop budgets and schedules
- organisational and time management skills to plan projects, meet deadlines and allocate tasks
- technology skills to use a wide range of office equipment and software to develop an advertising campaign.

Required knowledge

- principles of effective advertising for different markets
- contents of advertising briefs
- industry, services, products and organisation
- legal and ethical requirements pertaining to the advertising industry
- organisational products or services
- principles and purposes of advertising, consumer behaviour and influences on buyer behaviour
- 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
- requirements for advertising timelines, budget, central idea, resources as specified in the advertising brief.

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: • development of at least one advertising campaign which meets the advertiser's purpose and objectives as specified in the advertising brief and contains: • specified timelines for task completion • resource requirements • budgetary allocations.
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 an advertising brief.
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: • analysis of responses to case studies and scenarios • assessment of reports detailing advertising campaign activities and project plans • demonstration of project management techniques to develop an advertising campaign • 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 and execution of campaign plans • oral or written questioning to assess knowledge of principles and purposes of advertising, consumer behaviour and influences on buyer behaviour • review of advertising budget and advertising schedule.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

EVIDENCE GUIDE

- | | |
|--|--|
| | <ul style="list-style-type: none">• BSBADV604B Execute an advertising campaign• BSBADV605B Evaluate campaign effectiveness. |
|--|--|

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.

Objectives for the advertising campaign may include:

- changing attitudes
- increasing awareness of a product, service, brand or idea
- increasing knowledge about a product or service
- increasing response to a product or service from a particular demographic group
- reinforce positive disposition to a brand

Factors which may affect consumer responses may include:

- affluency
- age
- culture
- disability
- gender
- lifestyle
- marital status
- values

Legal and ethical requirements may include:

- codes of practice such as those issued by:
 - Advertising Federation of Australia
 - Australian Communications and Media Authority
 - Australian Competition and Consumer Commission
 - Australian Performing Right Association
 - Commercial Radio Australia
 - Free TV Australia
- cultural expectations and influences
- ethical principles
- legislation
- policies and guidelines
- regulations
- social responsibilities such as protection of children, environmental issues
- societal expectations

RANGE STATEMENT	
<i>Research resource requirements</i> may include:	• attitude surveys • desktop research • experiments or market testing on a segment of the market • group interviews • indirect research such as depth or focus group interviews, projective questioning, association tests • interviews (face-to-face and telephone) • observation • panel research • questionnaires • quota sampling • retail audits (to determine brand share) • sampling • specialised research such as 'mystery shoppers' • surveys
<i>Media options</i> may include:	• aerial advertising • billboards • cable and satellite television • cinema • direct mail • direct response • exhibitions and trade fairs • podcast • point-of-sale • radio • sales literature • sales promotion • sponsorship • television • the press • video • video games • videotext
<i>Creative and production services</i> may include:	• artist/illustrator • camera person • copywriter • director • film maker

RANGE STATEMENT

	• graphic designer • lighting technician • musicians • performers • photographer • presenter • printer • producer • sound technician • special effects practitioner • stunt people • voice over
--	--

Unit Sector(s)

Unit sector	
--------------------	--

Competency field

Competency field	Business Development - Advertising
-------------------------	------------------------------------

Co-requisite units

Co-requisite units		