



**Australian Government**

# **DEFPA005 Develop and implement media plans**

**Release: 1**

## DEFPA005 Develop and implement media plans

### Modification History

| Release | TP Version | Comments         |
|---------|------------|------------------|
| 2       | DEF12V2    | New unit.        |
| 1       | DEF12V1    | Primary release. |

### Unit Descriptor

This unit covers the competency required to develop and implement media plans.

It includes defining the media requirements, selecting and scheduling the appropriate media and evaluating the planned outcomes.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication. In a Defence context, this means that there is no civilian need to hold this unit in order to meet licensing, legislative, regulatory or certification requirements.

### Application of the Unit

This unit applies to Public Affairs Officers within Defence who are involved in the development, implementation and evaluation of media plans as a workplace responsibility, but is applicable to all individuals who work in this field.

The unit requires the application of high level, fully independent, complex judgements with a detailed knowledge of the Defence organisation. It requires analysis of complex data and the production of documents detailing the required outcomes of specialised functions in the public affairs context. All activities are carried out in accordance with relevant organisational policy and procedures.

### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

Not applicable.

### Employability Skills Information

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 required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Required Skills and Knowledge and/or the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

## Elements and Performance Criteria

| ELEMENT                                | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. <b>Define media requirements</b>    | <p>1.1 <b>Target audience</b> is identified from the brief.</p> <p>1.2 Environment is analysed to determine the reach and frequency requirements of media selected.</p> <p>1.3 <b>Creative requirements</b> of the message are analysed and media implications determined.</p> <p>1.4 Media budget is confirmed and <b>legal and voluntary constraints</b> identified.</p>                                                                                                                                                                                                                       |
| 2. <b>Select media vehicles</b>        | <p>2.1 Relative merits of identified <b>media vehicle</b> alternatives are assessed taking past media performances into account.</p> <p>2.2 New or alternative media vehicles are evaluated and tested against proven vehicles.</p> <p>2.3 Media vehicles that target the required audience and meet budget <b>media requirements</b> are selected.</p> <p>2.4 Media vehicles that meet the creative, reach and frequency requirements of the message to be achieved within the budget are selected.</p> <p>2.5 Selected media vehicles are assessed to meet legal and ethical requirements.</p> |
| 3. <b>Determine the media schedule</b> | <p>3.1 Duration and <b>timing</b> of the media schedule meets the requirements of the brief.</p> <p>3.2 <b>Distribution</b> of messages over the duration of the schedule is determined in line with requirements of the brief.</p> <p>3.3 <b>Media schedule</b> is created to the satisfaction of the event coordinator.</p> <p>3.4 Alternative media schedules are developed within budget for the event coordinator.</p> <p>3.5 Testing schedule for the media plan is developed and media plan continually modified in accordance with results obtained.</p>                                 |
| 4. <b>Produce a media plan</b>         | <p>4.1 Media plan which defines the media requirements of the brief is created and evidence to support each requirement provided.</p> <p>4.2 Recommended media and vehicle/s and the <b>rationale</b> for their selection in the media plan are specified.</p> <p>4.3 Media plan contains a <b>budget allocation</b> per medium per advertising period.</p> <p>4.4 Anticipated impact of the advertising and <b>measures</b></p>                                                                                                                                                                 |

*to assess its effectiveness* in the media plan are identified.

5. **Implement a media plan**
  - 5.1 Resources are allocated and plans approved.
  - 5.2 Personnel to be involved are briefed and coordinated as required.
  - 5.3 Events and activities are coordinated in accordance with media plan.
  - 5.4 Contingencies are handled in accordance with organisational risk management arrangements identified in the planning for events/activities.
6. **Evaluate a media plan**
  - 6.1 Coordination of media events and activities with in plan are evaluated and lessons learnt are reviewed and/or analysed to improve future planning.
  - 6.2 Events and activities are evaluated in terms of their effectiveness and achieving desired outcomes.
  - 6.3 Implementation is assessed in terms of achieving individual objectives and meeting criteria for each event/activity.

## Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

### Required Skills

- use communication skills to consult on the media schedule
- evaluate comparing and weighing advantages of one medium over another, and by matching characteristics with media requirements
- interpret the characteristics of different media and to match them to the requirements of the advertising brief

### Required Knowledge

- Data analysis and matching techniques
- Legal and ethical requirements relating to the media industry
- Organisational products and services offered
- Organisational budget and resource constraints
- Principles and characteristics of media strategies
- 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,
- Ethical principles
- Terms for describing media audiences



## Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for this Training Package.

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

Assessment must confirm the ability to:

- produce a media plan that:
- defines the media requirements of the brief
- specifies the rationale for the media vehicles chosen
- includes budgetary allocation for each chosen medium
- evaluate the media plan

### Consistency in performance

Competency should be demonstrated over time and should be observed in a range of actual or simulated work contexts.

### Context of and specific resources for assessment

#### Context of assessment

Competency should be assessed in the workplace or under conditions that accurately simulate a realistic workplace in accordance with all relevant legislation and organisation requirements.

Evidence should be gathered while observing the individual develop and evaluate a media plan. The application of communication ethics that are relevant to the audience and organisation are to be observed.

#### Specific resources for assessment

Access to an advertising brief, relevant standards, policy and instructions related to public affairs.

## 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 in the Performance Criteria is detailed below.

Identify the ***target audience*** may include

- Analysis of current stakeholders
- Attitudes
- Cultural factors
- Demographics

|                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                           | <ul style="list-style-type: none"> <li>• Geographics</li> <li>• Lifestyle</li> <li>• Psychographics</li> <li>• Social factors</li> <li>• Values</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b><i>Creative requirements</i></b> may include           | <ul style="list-style-type: none"> <li>• Colour</li> <li>• Electronic or physical form</li> <li>• Fast production time</li> <li>• Intrusive medium</li> <li>• Local, national, or international medium</li> <li>• Paper stock</li> <li>• Picture or illustrations</li> <li>• Prestigious medium</li> <li>• Printing requirements</li> <li>• Production technique costs</li> <li>• Response forms</li> <li>• Sounds</li> <li>• Words only</li> </ul>                                                                                                                                                        |
| <b><i>Legal and voluntary constraints</i></b> may include | <ul style="list-style-type: none"> <li>• Codes of practice such as those issued by: <ul style="list-style-type: none"> <li>• Australian Communications and Media Authority</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, including work health and safety legislation</li> <li>• Policies and guidelines</li> <li>• Regulations</li> <li>• Social responsibilities such as protection of children, environmental issues</li> <li>• Societal expectations</li> </ul> |
| <b><i>Media vehicle</i></b> may include                   | <ul style="list-style-type: none"> <li>• Cable and satellite television</li> <li>• Direct mail</li> <li>• Direct response</li> <li>• Exhibitions and trade fairs</li> <li>• Internet/intranet</li> <li>• Radio</li> <li>• Sponsorship</li> <li>• Television</li> <li>• The press</li> <li>• Video</li> </ul>                                                                                                                                                                                                                                                                                               |

|                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Media requirements</b> may include                   | <ul style="list-style-type: none"> <li>• Number of target audience reached</li> <li>• Conversion factor for multi step events/campaigns</li> <li>• Format of proofs</li> <li>• Layout and content</li> </ul>                                                                                                                                                                                                                                                                                            |
| <b>Timing</b> may include                               | <ul style="list-style-type: none"> <li>• Continuous releases throughout the year</li> <li>• Pre-launch advertising</li> <li>• Seasonal advertising</li> </ul>                                                                                                                                                                                                                                                                                                                                           |
| <b>Distribution</b> may include                         | <ul style="list-style-type: none"> <li>• Advertisement evenly spread over the time schedule</li> <li>• Advertisements in waves, with heavy advertising followed by light or no advertising</li> <li>• Generation of a budgeted number of responses at no more than the budget cost per response</li> </ul>                                                                                                                                                                                              |
| <b>Media schedule</b> may include                       | <ul style="list-style-type: none"> <li>• Number of advertisements</li> <li>• Placement of advertisements</li> <li>• Timing of briefings</li> <li>• Release dates</li> </ul>                                                                                                                                                                                                                                                                                                                             |
| <b>Rationale</b> may include                            | <ul style="list-style-type: none"> <li>• Proven ability to reach target audience in the past</li> <li>• Similarity to proven media vehicle/s</li> <li>• Similarity between media vehicle/s, audience and organisational target audience</li> </ul>                                                                                                                                                                                                                                                      |
| <b>Budget allocation</b> may include                    | <ul style="list-style-type: none"> <li>• Allocation per medium based on number of times media and/or media vehicle can be used within the period while maintaining the budget</li> <li>• Personnel</li> <li>• Resource allocation</li> </ul>                                                                                                                                                                                                                                                            |
| <b>Measures to assess its effectiveness</b> may include | <ul style="list-style-type: none"> <li>• Attitude measurements</li> <li>• Awareness measurements</li> <li>• Inquiry measurements</li> <li>• Market tests</li> <li>• Media audience measurements</li> <li>• Number of responses</li> <li>• Opinion measurements</li> <li>• Physiological measurements</li> <li>• Readership measurements</li> <li>• Tests of different creative executions</li> <li>• Tests of different direct marketing offers</li> <li>• Tests of different media vehicles</li> </ul> |

## Unit Sector(s)

Not applicable.