



BSB61315 Advance Diploma of Marketing and Communication Record of Assessment Outcome

Unit of Competency:	BSBADV602 – Develop an advertising campaign		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Presentation	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Portfolio of activities	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the student was assessed as:			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	
Did the student meet the criteria for the following elements of competency?		Yes	No
1. Define campaign objectives		<input type="checkbox"/>	<input type="checkbox"/>
2. Prepare advertising budget		<input type="checkbox"/>	<input type="checkbox"/>
3. Develop schedule for proposed advertising activities		<input type="checkbox"/>	<input type="checkbox"/>
The student requires the following skill(s) development before re-assessment:			
Feedback to student on overall performance during assessment:			
The student has been provided with feedback and informed of the assessment result and the reasons for the decision.			
Assessor Name:			
Assessor Signature:		Date:	
I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.			
Student Name:			
Student Signature:		Date:	

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BSB61315 Advance Diploma of Marketing and Communication

BSBADV602 – Develop an advertising campaign

Assessment 1 – Project

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

This assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

Performance objective

You will demonstrate the skills and knowledge needed to define the campaign objectives for a client by clarifying the advertiser's purpose and objectives from their advertising brief, determining that the campaign objectives are feasible, legal and ethical.

Assessment description

Using the case study provided, or an organisation agreed upon with your assessor, you will develop an advertising campaign for your client. You may conduct any necessary research to complete this task, but all information collected must be referenced appropriately.

Procedure

1. Review the information about Bang the Drum Creative (Your organisation) in Appendix 1 and Australian Hardware creative brief in Appendix 2 (your client organisation). For further information about your client Australian Hardware (AH), you may also refer to AH Business Plan and AH Marketing Plan provided by your assessor.

Note: You may select a different organisation as your client, subjected to your agreement with the assessor.

2. Develop an advertising campaign brief, which will be built up through each assessment task. Your brief will include the following sections:
 - a. Cover page
 - b. Table of contents (to be updated after each assessment task)
 - c. Introduction, which provides an overview of the brief you are creating and the client's requirements
 - d. Background, which provides:
 - i. a brief recap of the client's advertising requirement as mentioned in the original creative brief
 - ii. an introduction to your organisation, Bang the Drum Creative
 - iii. an overview as to why your organisation is the best for the client's requirements
 - e. Objectives, which:
 - i. reviews the advertising brief provided and outlines the client's purpose and objectives for the advertising campaign
 - ii. highlight any areas of the brief which may be unclear or ambiguous and explain how you would seek clarification with the client on these areas, as well as the impact any changes may have on the outcomes



- iii. state each of the campaign objectives as a quantifiable measurement, outlining what the advertising should accomplish for each objective
 - iv. outline any internal or external factors that may prevent the campaign objectives from being achieved and how this can be managed to ensure the objectives are achievable
 - v. highlight any concerns regarding the feasibility or achievability of any of the objectives
 - vi. outline any factors which may affect consumer or target audience responses, describing how you have determined whether there are any consumer or audience factors.
 - vii. outline any legal or ethical requirements for the campaign objectives, governing bodies which oversee the advertising industry and any relationship they may have to your campaign
 - viii. detail any potential risks to your campaign from a legal or ethical perspective.
- f. section of references as needed.
3. Once you have completed the above tasks, conduct a meeting with the client – this could be enacted by your assessor or another classmate, to present your brief so far.

Note: If you meet with someone other than your assessor, either the assessor will need to be present or there will need to be a recording of the meeting.

Present the details you have included in your report, with the purpose of clarifying the campaign objectives and explaining any ethical or legal requirements for the campaign based on the objectives.

Specifications

You must submit:

- an advertising brief that includes all the sections listed above
- supporting materials of your presentation
- all documentation within the timeframe agreed with your assessor.

You must participate:

- in a short presentation to either the assessor or another approved person to outline your findings so far

Your assessor will be looking for:

- description and explanation of the contents of the advertising brief
- clarification of the advertiser's purpose and objectives
- objectives stated in measurable terms
- explanation on what the advertising is to accomplish



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- determining the feasibility of the objectives based on factors such as budget, product and market conditions
- outline of any internal or external factors that may affect consumer or target audience responses to the campaign
- objectives that meet legal and ethical requirements



Appendix 1: Bang the Drum Creative case study

About your Organisation

You work for Bang the Drum Creative, which is an advertising company with offices in all capital cities in Australia, and regional offices in Auckland, New Zealand, Kuala Lumpur, Malaysia and Singapore. You are a fast-growing company, with over 300 employees. Your in-house creative team includes graphic designers, web designers, video editors and voiceover artists.

About your role

You are a customer relationship manager, working as part of the customer management team. You work with clients after the creative brief has been developed to manage the development of the advertising campaign and coordinate with the client to ensure that all the requirements of the brief are covered in the campaign and that the budget and schedule are adhered to. Most importantly, you ensure that the customer is satisfied both with the process and the final results.

About your client

Your client is Australian Hardware Ltd, which has been established since 1921 and has a good reputation for quality in the home improvement and hardware markets. They have 138 stores nationally and employ over 10,000 staff in various roles.

You can read an overview of their business in the documents AH Business Plan and AH Marketing Plan included in your learning materials.

The original business and marketing plans were developed in 2013. However, due to a range of market and business factors, they were not able to act on these plans and are now in a position to pick up their plans again and move the business forward.

All the statistics mentioned in the business and marketing plans have stayed fairly constant, which means the numbers are reasonably similar. While Australian Hardware has experienced some growth, particularly with one large competitor recently closing its doors, their growth was not as high as hoped.

Australian Hardware is now looking to introduce a revolutionary new service, offering to the home improvement and hardware industry, called Tradies to You. The plan is to hire out tradespeople to Australian Hardware customers to do the jobs which the customers may not be able to do, or to fix DIY jobs which went wrong. Having completed some further market and industry research, Australian Hardware believe they are 'on a winner' with this service and are very excited to get this off the ground as soon as possible.



Appendix 2: Australian Hardware creative brief

Client	Australian Hardware
Product	Tradies to You
Key observations	<p>Competition in the Hardware and DIY market is strong and there exist opportunities to tap into the growth of the DIY and home renovation market.</p> <p>The growth of home renovation reality TV shows has inspired people to update or 'transform' their homes after seeing the remarkable results contestants are having on these TV shows.</p> <p>Australian Hardware would like to tap into this market by offering their new Tradies to You service, which will supply tradespeople to visit home renovators and help them transform their homes or fix any problems that have been created by renovations which didn't go to plan.</p>
Consumer insight	<ul style="list-style-type: none"> • Australian Hardware is a well-known and trusted name • their products are recognised as good quality and reliable • DIY home renovators are looking for help at a good price to transform their homes • DIY home renovators are looking for qualified people who can fix any 'reno-fails' while maintaining their pride • no other hardware stores have captured this market to date.
Communication objectives	<ul style="list-style-type: none"> • recapture previous customers who have gone to competitors • consolidate current customers to ensure loyalty • encourage a new generation to use our services • engage with the DIY home renovator who needs help to finish a project • engage with DIY home renovators who have had a 'reno-fail' and need help to fix the disaster.
Promise	Australian Hardware don't just give you the right tool for the right job at the right price, we now give you the right tradie to get the job done.
Support	You are using an Australian-owned company that supports locals.



	<p>You get a respected and well-known brand.</p> <p>You'll get a high quality service.</p> <p>Our tradies are all qualified for the job.</p>
Audience	<p>Home owners who have been engaged watching reality TV home renovation shows, such as <i>House Rules</i>, <i>The Block</i>, <i>Auction Squad</i>, <i>Selling Houses Australia</i>, etc.</p> <p>They are in the 35–50 year old age bracket, have children and live in the suburbs in a comfortable and well-kept home. They fit into the median income bracket, whether single or double income.</p> <p>While they are happy with their place in life, they want more from their home. They are either looking to upgrade their existing living space, or are looking to upgrade their home to sell and move to a better property.</p>
Current brand equity (rational)	I've been an Australian Hardware customer before, and will go back there if the price is right, but I'm happy with whoever gives me the products or services I need for the right price.
Desired brand equity (rational)	I wouldn't want to go anywhere else. Australian Hardware's staff are industry experts. If they don't offer it, it can't be worth offering.
Current brand equity (emotional)	Aren't all hardware stores the same?
Desired brand equity (emotional)	Australian Hardware is a name I trust. I wouldn't go anywhere else. This new service sounds just like what I need. I'm doing work on my home at the moment and would definitely trust Australian Hardware with my most valuable asset.
Mandatory requirements	<p>Show:</p> <ul style="list-style-type: none"> ● the service in action ● an Australian Hardware store ● one of our tradies working on a project ● a before and after renovation ● the target audience happy with the result ● testimonials from 'real' customers



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	<ul style="list-style-type: none">• our logo and branding.
Timelines	<ul style="list-style-type: none">• pre-planning – 3 months• research – 3 months• creative – 3 months• production - 3 months• actual campaign – 12 months.
Budget	\$6 million.
Preferred advertising channels	<ul style="list-style-type: none">• TV• radio• online• social media.



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Assessment 2 – Presentation

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

This assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

Performance objective

Having completed the identification and clarification of the objectives for this campaign, you now need to prepare an advertising budget for the campaign based on the campaign objectives.

Assessment description

Based on the case study or organisation used in Assessment Task 1: Define campaign objectives, you will develop an advertising campaign for your client. You may conduct any necessary research to complete this task, but all information collected must be referenced appropriately.

Procedure

1. Add the following sections to the campaign brief you began for Assessment Task 1:
 - a. a section titled 'Target Audience', which will outline the target audience for this campaign, based on the creative brief provided to you in Appendix 2 of Assessment Task 1.
 - b. a section titled 'Promise', which will outline the promise that was identified in the creative brief and explain how it will be used in the campaign.
 - c. a section titled 'Message', which will outline the overall message to be conveyed to the target audience throughout the campaign.
 - d. a section titled 'Resources', which will identify and explain the following resources required, along with indicative costing for each.
 - i. Research resources – identify which research resources are required to understand market perceptions, brand awareness and reputation, consumer attitudes, etc. Include any focus groups, interviews or questionnaires as required.
 - ii. Creative resources – identify which creative resources are required, including artists or other creative service providers.
 - iii. Production resources – identify the production resources which will be required for this campaign, including photographers, editors, copywriters, advertising (digital, print and TV), etc.
 - e. a section titled 'Budget', which will:
 - i. provide an explanation of the expenditure on each component of the campaign against the budget provided by the client



- ii. outline each of the resources required and allocate a percentage of the total budget for each resource
- iii. include a graphical representation of the overall budget for the campaign, versus the budget allocated in the original brief
- iv. provide reasoning as to why the total amount of money for the campaign is required.

Note: You may not be able to access costings for all resources, where the supplier doesn't make pricing freely available. In this case, the learner can select a preferred supplier and allocate an indicative cost to that resource.

- f. any additions to the references section..

2. Once all the resource costings have been completed, prepare a short presentation to 'the client'. As with the first assessment, this must be presented to your assessor, or to another person with your assessor present, or a recording taken of the presentation.

This presentation will:

- a. outline the requirements of the campaign, the resources required and the costs in relation to the budget allowed
- b. explain why the resources required were selected and how they will benefit the campaign
- c. explain how the budget will fulfil the requirements of the brief and what the benefits are.

Specifications

You must:

- submit an updated brief that addresses all the sections listed
- participate in a short presentation to outline your findings so far
- submit presentation notes or slides
- submit all documentation in the format and within the timeframe agreed with your assessor.

Your assessor will be looking for evidence that you:

- assessed and specified the research resource requirements for the campaign
- assessed and specified the resources required for the media options, creative and production services for the campaign
- provided justification for the resources allocated to each component of the campaign to ensure they were not only sufficient, but were able to achieve the campaign objectives
- ensured that the budget met the requirements of the advertising brief.

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BSBADV602 – Develop an advertising campaign

Assessment 3 – Portfolio of activities

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

This assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

Performance objective

Having completed the advertising budget for this campaign, you now need to prepare an advertising schedule for the campaign based on the campaign objectives and budget.

Assessment description

Based on the case study provided (or an organisation which you agree on with your assessor), you will develop an advertising campaign for your client. You may conduct any research necessary to complete this task, but if you provide any references (for example to statistical data), please provide a link to the reference for verification by your assessor.

Procedure

1. Add the following sections to the campaign brief you have been working on for your previous assessment tasks:
 - a. a section titled 'Schedule', which will:
 - i. provide an overview of how the schedule will work
 - ii. confirm the length of the campaign, from initial research (which you outlined in Assessment Task 1)
 - iii. provide details on the service providers you will be using for this campaign, including how you determined their suitability for this campaign (based on value for money, legal requirements, etc.) and at which stages of the campaign they will be needed for
 - iv. produce an advertising schedule using Excel or appropriate software, including: details on research components, creative, media and production requirements; milestones for monitoring progress against budget and scheduling requirements; and a key in the schedule to explain what each of the elements are
 - v. overview the advertising objectives and targets, including how and at what point in the scheduling these will be measured for effectiveness, and what steps will be taken if objectives are not met at any of the milestones.
 - b. a conclusion, with final notes
 - c. any additions to the references section.



2. Produce a presentation to be delivered to 'the client' (your assessor, or other approved person) outlining the entire advertising campaign you have developed over the three assessment tasks.
3. Gather feedback from the client and make any changes to the final presentation or advertising brief as needed.
4. Hand in the updated presentation with your advertising brief as part of your assessment.

Specifications

You must submit:

- conduct a presentation with the final campaign details
- submit the campaign brief after updates based on the client's feedback
- submit presentation notes or slides
- submit all documentation in the format and within the timeframe agreed with your assessor.

Your assessor will be looking for:

- confirmed the campaign length and timing based on the details from the advertising brief
- identified service providers with the appropriate expertise and negotiated their costs and availability
- selected the appropriate service providers, based on merit and value for money
- ensured that the selection of service providers met legal and ethical requirements
- allowed appropriate time in the schedule to meet creative, media and production requirements and timeframes to ensure the advertising objectives were met.
- set milestones in the schedule to monitor the progress and expenditure against budget and to evaluate campaign effectiveness.