



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 Fax: (+61 2) 9267 1711 www.magill.edu.au

BSB52415 – Diploma of Marketing and Communication

Record of Assessment Outcome

Unit of Competency:	BSBADV507 – Develop a media plan		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Written Report	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Presentation	<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 media requirements		<input type="checkbox"/>	<input type="checkbox"/>
2. Select media vehicles		<input type="checkbox"/>	<input type="checkbox"/>
3. Determine media schedule		<input type="checkbox"/>	<input type="checkbox"/>
4. Produce media plan		<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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BSBADV507 – Develop a media plan

Assessment 1 – Written Report

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 plagiarized 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

The 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 are required to demonstrate the ability to define media requirements. Specifically, you must be able to identify the target audience and prepare a consumer profile, analyse product market factors, analyse the creative requirements of an advertising message, identify media merchandising requirements, confirm the media budget and legal and voluntary constraints.

Assessment description

You are required to define the media requirements for a media plan based on the information given in the Eywa Advertising Brief provided in appendix of this assessment task. Write a report to address each of the following:

- identify the target audience
- a detailed customer profile
- relevant market factors to be considered
- creative and media implications
- merchandising requirements
- legal and voluntary constraints
- available budget.

Procedure

1. Read the Eywa Advertising Brief provided in appendix of this assessment task.
2. Prepare a report as follows:
 - a. Identify the characteristics of the target audience from the advertising brief.
 - b. Prepare a detailed consumer profile.
 - c. Analyse market factors to determine the reach and frequency required for each of the advertising media suggested in the brief. Consider the following factors:
 - i. level of involvement
 - ii. product usage and life cycle
 - iii. advertising message characteristics
 - iv. product characteristics
 - v. competitive situation
 - vi. media environment.

- d. Write a paragraph on the creative requirements of the advertising message and the media implications, taking the available budget into consideration.
- e. Outline the product or service merchandising requirements.
- f. Identify any relevant local, national or international legislation or standards that you may need to consider.

Note: you may wish to use the following headings:

- i. identifying the target audience
- ii. detailed customer profile
- iii. relevant market factors to be considered
- iv. creative and media implications
- v. merchandising requirements
- vi. legal and voluntary constraints
- vii. available budget.

3. Submit your report to your assessor within the agreed timeframe and in the agreed format, in accordance with specifications outlined below.

Specifications

You must submit:

- A written report that outlines the requirements for a media plan.

Your assessor will be looking for evidence of well-defined:

- Target audience characteristics:
 - demographic
 - lifestyle
 - social and cultural factors
 - values or attitude factors
 - existing product usage
- Consumer profile:
 - demographic information
 - psychographic information
- Market factors:
 - identification of the product or service as high involvement or low involvement
 - product characteristics
 - competitive situation
- Creative requirements:

- words, pictures, sound, music, action, colour, etc.
- will the advertising be in electronic or physical form
- consideration of local, national or international creative boundaries if required
- Merchandising requirements:
 - will the product or service advertising be relevant to specific communities?
 - will the product or service have an association with a specific media vehicle and why?

Your assessor will also be looking for evidence in your report of the following marketing knowledge:

- Data analysis and matching techniques
- Legal and ethical requirements relating to the advertising industry
- Organisational products and services offered
- Organisational budget and resource constraints
- Principles and characteristics of advertising media, types of media and advertising strategies
- Key provisions of relevant legislation, codes of practice and national standards, such as:
 - Anti-discrimination legislation
 - Copyright legislation
 - Ethical principles
 - Privacy laws
 - Consumer protection laws
- Terms and vocabulary for describing media audiences.

Appendix 1 – Eywa advertising brief

Client name: Carol Knox, Marketing Director, Eywa

Project name: Earthsprite product launch

Prepared by: Jessica Carter, Media Planner, Eywa



Products

Eywa is an Australian-owned company that produces natural chemical-free skincare and body care products containing only organic ingredients, selected for their miraculous skin rejuvenating properties. These ingredients are derived from over 70 different plant and flower species, including a few rare plants found in the Amazon rainforest.

Eywa is about to launch its new Earthsprite skincare range. All of the Earthsprite products contain tamanu oil, a completely natural skin healing agent, which comes from the tamanu tree, indigenous to various parts of Southeast Asia.

Advertising campaign objectives

The objectives of the advertising campaign are to successfully promote the launch of the Earthsprite skincare range, create brand awareness for the Earthsprite products, and differentiate the brand from its many competitors. We wish to position the Earthsprite range as the only high-quality, 100% natural, highly beneficial skincare brand that is reasonably priced.

Target audience

The primary target audience will consist of female professionals and wives of professionals, aged 25–54. Roughly half of this group will be married with combined annual household incomes of approximately \$150,000. They will be from various racial backgrounds. They live in inner city or suburban areas.

The primary target audience consists of women who are beauty conscious and interested in looking after their wellbeing using holistic approaches to health. They consider taking care of their skin a major priority. They live an active life, occupying themselves with any combination of work, study, raising children, staying fit and healthy, and socialising. They are becoming increasingly aware of the adverse effects of chemical-based skincare products. They are searching for a skincare regime based on natural products that won't harm their body or the environment. They are looking for natural skincare products that are good value for money and will leave their skin looking radiant and help fight aging.

Media strategies

Eywa could advertise using mainstream media such as free-to-air TV, radio, women's magazines and health magazines. Online advertising, including social media sites such as

Facebook and Twitter, could also be highly effective. Point-of-sale display space in a major supermarket or chemist chain should also be considered.

The catchy slogan 'Reconnect with nature' should be used in all of the advertisements.

Key advertising message

- Earthsprite products are 100% natural, effective, affordable and innovative.
- All Earthsprite products contain tamanu oil, which possesses a unique capacity to promote the formation of new tissue, thereby accelerating healing and the growth of healthy skin.
- Eywa believes nature provides us with everything we need to look and feel beautiful and healthy. Nature looks after us so we should look after nature. Eywa products contain ingredients from plants that are grown organically and ethically and are highly effective.
- Eywa is 100% Australian owned.
- Eywa's products are excellent value for money and more reasonably priced than their competitor's products.

Tone and manner

The Eywa brand already has an established tone and manner that it wants to continue with this range. The brand is contemporary, sincere, innovative, affordable, ethical and promotes nature and wellbeing.

Campaign timeframe

The advertising campaign will run for six months, from January 1 until June 30.

Budget

The budget for this promotion is \$5 million.



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BSBADV507 – Develop a media plan

Assessment 2 – 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 plagiarized 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

The 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 must be able to demonstrate the ability to select media vehicles appropriate to the defined media requirements for a product or service and determine a media schedule.

Assessment description

Using the Eywa Advertising Brief provided with Assessment Task 1, and the media requirements you identified for Assessment Task 1, you are required to select appropriate media vehicles and create a media schedule.

In developing your media schedule and budget you will need to:

- select media vehicles available for you to use for advertising
- weigh up the relative merits of your identified media vehicles, taking any past media performance into account
- evaluate or test at least one new or 'alternative' media vehicle against proven vehicles
- ensure that the selected media vehicles meet legal and ethical requirements
- calculate the desired reach and frequency of your selected media
- clearly outline the number, size/length and placement of each advertisement over a six-month period
- ensure the that the schedule meets the requirements of the advertising brief in relation to the:
 - duration and timing of the media
 - distribution of messages over the six-month period.
- ensure the schedule can be delivered within budget
- develop an alternative media schedule for the advertiser
- determine a testing schedule for the campaign and document how this can be continually modified in accordance with the results obtained
- clearly outline the budget required to successfully complete your media plan.

Procedure

1. Identify the media you will use for your advertising campaign. Evaluate the various media vehicles suggested in the Eywa Advertising Brief (provided with Assessment Task 1). You may use media vehicles not listed in the brief as long as you can justify your choice.
2. Prepare a media schedule and budget:
 - a. Prepare to explain your rationale for using the media vehicles you identified in terms of:
 - i. your customer profile
 - ii. the pros and cons of each media vehicle
 - iii. associated budgetary requirements.

Note: The following brands (your competition) have all been advertised using both proven media vehicles (print, broadcast, etc.) and new media vehicles, such as social media:

- iv. Jurlique
 - v. Cetaphil
 - vi. The Body Shop
 - vii. L'Occitane
 - viii. Aesop
 - ix. Clinique
 - x. Sukin.
- b. Survey at least ten friends, colleagues or family members using the questionnaire provided in the Appendix of this assessment task.
 - i. Ask each participant which brands they have heard of.
 - ii. Then ask them to fill out one survey for each one of the brands they know.
 - c. Calculate the number of people surveyed who were exposed to each media vehicle. For each media vehicle, calculate the number of people surveyed who were convinced to buy a product from that brand.
 - d. Write a brief report evaluating the media vehicles used to advertise the brands listed above. Your report must consider:
 - i. which media vehicles achieved the highest reach based on the results of the survey
 - ii. which media vehicles appear to be the most effective based on the results of the survey

- iii. which combinations of media vehicles appear to be the most effective
 - iv. any other factors that appear to have impacted on the effectiveness of the media vehicles used to advertise the brands (length or size of advertisement, scheduling, etc.)
 - v. having considered the results of the survey, confirm the selection of your media vehicles.
- e. Provide reasons that justify how the media vehicles you have selected meet legal and ethical requirements.
- f. Develop a mock-up of the desired reach and frequency of the advertisement based on media vehicle chosen for the six-month period.
- g. Create a media schedule that includes the following information for:
- i. the duration and timing of each media
 - ii. the distribution of messages over the six-month advertising period.
- Note:** See example spreadsheet provided by your assessor.
- h. Develop a testing schedule for the media plan and describe how the media plan could be continually modified in accordance with results obtained from the testing.
- i. Develop an alternative media schedule that would also work with the same budget.
- j. Prepare a budget summary to outline total costs for the three-month campaign. See example spreadsheet provided by your assessor.
- k. Present the results of your work in Step 2 in the form of a short report. You must submit a report that clearly outlines all of the steps you took to select media vehicles and to determine media schedules and budget, as well as the resulting media schedules and budgets themselves.
- l. You may use the following headings:
- i. comparison of identified media vehicle alternatives
 - ii. evaluation of new or alternative media vehicles
 - iii. suitability of the selected media vehicles for the target audience
 - iv. media schedule
 - v. alternative media schedules
 - vi. testing schedule
 - vii. budget summary.
3. Submit your report to your assessor in the agreed format and within the agreed timeframe.

Specifications

You must submit:

- A report that clearly outlines all of the steps you took to select media vehicles and to determine media schedules and budget
- Media schedules and budget.

Your assessor will be looking for evidence of:

- Your evaluation skills in selecting media vehicles and determining a media schedule based on this evaluation
- Your knowledge of how to calculate reach and frequency over a set period
- An in-depth budget summary outlining costs by media type and media vehicle
- Your ability to consult on the media schedule
- Your evaluation skills to compare and weigh advantages of one medium over another, and to match characteristics with media requirements
- Literacy skills needed to interpret the characteristics of different media and to match them to the requirements of the advertising brief
- Your knowledge of:
 - Data analysis and matching techniques
 - Legal and ethical requirements relating to the advertising industry
 - Organisational products and services offered
 - Organisational budget and resource constraints
 - Principles and characteristics of advertising media, types of media and advertising strategies.



Appendix 1 – Media vehicles survey

Please answer the following questions:

Brand:

- ☐ Jurlique
- ☐ Cetaphil
- ☐ The Body Shop
- ☐ L'Occitane
- ☐ Aesop
- ☐ Clinique
- ☐ Sukin

How did you hear about this brand's skincare products?

Please tick one or more of the following boxes and complete the associated question.

☐ **Word of mouth:**

Did you purchase a skincare product by this brand after receiving this recommendation?

☐ Yes ☐ No

☐ **TV advertisement:**

Please give any details you recall (TV channel, day, approximate time, during which program, how many times you have seen this advertisement).

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.....

Did you purchase a skincare product by this brand after seeing this advertisement?

☐ Yes ☐ No



☐ **Newspaper or magazine advertisement:**

Please give any details you recall (name of newspaper or magazine, approximate date, how many times you have seen this advertisement).

.....

.....

.....

Did you purchase a skincare product by this brand after seeing the advertisement?

☐ Yes ☐ No

☐ **Radio advertisement:**

Please give any details you recall (radio station, day, approximate time, during which radio show, how many times you have heard this advertisement).

.....

.....

.....

Did you purchase a skincare product by this brand after hearing the advertisement?

☐ Yes ☐ No

☐ **Online advertisement:**

Please give any details you recall (website where the advertisement was located, size and position of advertisement on webpage, how many times you have seen this advertisement online).

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.....

Did you purchase a skincare product by this brand after seeing the advertisement?



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☐ Yes

☐ No

☐ Website:

Please give any details you recall (how were you directed to this website, what you used the site for).

.....

.....

.....

Did you purchase a skincare product by this brand after visiting the website?

☐ Yes

☐ No

☐ **Social media:**

☐ Facebook

☐ Twitter

☐ **Other social media platform:** _____

Did you purchase a skincare product of this brand after hearing about the brand on the social media tool?

☐ Yes

☐ No

☐ Email:

Did you purchase a skincare product of this brand after receiving the email?

☐ Yes

☐ No

☐ SMS:

Did you purchase a skincare product of this brand after receiving the SMS?

☐ Yes

☐ No



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Assessment 3 – 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 plagiarized 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

The 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 are required to demonstrate your ability to prepare a media plan that defines media requirements, specifies recommended media and specific media vehicles, takes budget allocations into consideration, and has measures in place to evaluate the impact and effectiveness of the media plan. This plan will be presented to a stakeholder audience at a time and place agreed with your assessor.

Assessment description

For this task you are required to design and develop a full media plan. The media plan must include the information in the reports you prepared for Assessment Tasks 1 and 2.

The media plan should be between 20 and 30 pages in length and adopt a similar format to the Cocoa Delights Media Plan supplied by your assessor. You should use this plan, as well as the associated media budget and media schedule, as a guide for your media plan. You may use a different format, but ensure that all the key information is covered.

You will:

- consolidate and make any necessary adjustments to your reports in response to the feedback provided by your assessor from Assessment Tasks 1 and 2
- design and develop a media plan, using the Cocoa Delights media plan, or you can use your own template
- identify which effectiveness measures you will use to evaluate the media plan.

Procedure

1. Review the Eywa Advertising Brief provided in Assessment Task 1.
2. Review the Cocoa Delights Media Plan provided by your assessor and use this as a template for your own media plan. Alternatively, you may have access to another media plan from your own workplace or create your own template from scratch.
3. Using information in the reports you prepared for Assessment Tasks 1 and 2, create a media plan that defines and addresses the media requirements of the advertising brief and provides evidence to support each requirement. Ensure that the media plan contains the following sections:
 - a. executive summary (an overview of what the report will cover)
 - b. situation analysis (marketing analysis, advertising analysis)

- c. media strategy (which media vehicles will you use for each target audience, as well as associated creative and communication considerations)
 - d. media scheduling (allocations/distribution considerations and budget restrictions of your selected media)
 - e. campaign evaluation strategy (statement of advertising goals in terms of measurable results, evaluation measures and contingencies for media schedule adjustments).
4. Arrange with your assessor to role-play presenting the media plan to your agency or to the client.
 5. Present your media plan. Ensure you consult on the media scheduling. Use questioning and listening skills to gather useful feedback on your media scheduling.
 6. Submit a revised media plan to your assessor incorporating feedback gathered in the presentation within agreed timeframe.

Specifications

You must:

- Deliver a presentation of the media plan to a stakeholder group
- Submit a revised media plan incorporating feedback from consultation on the media scheduling.

Your assessor will be looking for evidence of:

- Communication skills to consult on the media schedule
- Evaluation skills to compare and weigh-up advantages of one medium over another, and to match media vehicle characteristics with media requirements
- Literacy skills to prepare a media plan in a suitable format for an agency or client stakeholder group
- Ability to explain data analysis and matching techniques for a stakeholder audience
- Ability to explain legal and ethical requirements in media plan
- Ability to explain terms for describing media audiences.