



Candidate Resource and Assessment

BSBADV512A

Develop an Advertising Strategy and Brief



Whether as an individual, or as part of a group, real progress depends on entering whole-heartedly into the process and being motivated to make you a more deeply satisfied human being.

Focusing on your training needs



**PRECISION
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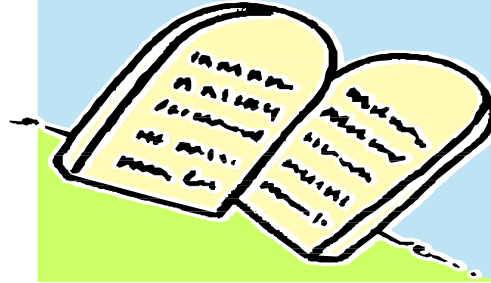
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"You're either part of the solution or part of the problem".

Eldridge Cleaver

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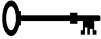
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Focus on

Your Area of Influence

Use considered risk taking in your 'grey' area

And others will follow you!

Legend	This course is divided into several sections of learning. Each section begins with the title of the element of the unit being taught, a quotation and a graphic related to content across the top of the page.
	This symbol indicates the beginning of new content. The bold title matches the content of the competency and they will help you to find the section to reference for your assessment activities.
	Activity: Whenever you see this symbol, there is an activity to carry out which has been designed to help reinforce the learning about the topic and take some action.
	This symbol is used at the end of a section to indicate the summary key points of the previous section.

Qualification Pathways



A goal without a plan is just a wish.

Antoine de Saint-Exupery

Qualification Pathways

This unit of competency is provided to meet the requirements of BSB07 Business Services Training Package although can be used in a range of different qualifications. The BSB07 Business Services Training Package does not state how a qualification is to be achieved. Rather, Registered Training Organisations are required to use the qualification rules to ensure the needs of the learner and business customer are met. This is to be achieved through the development of effective learning programs delivered in an order that meets the stated needs of nominated candidates and business customers.

Qualification Rules

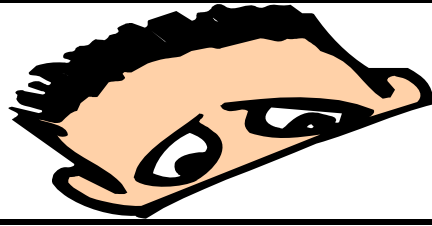
Qualification requirements include core and elective units. Specific unit of competency requirements that are stated in the qualification description determines the unit mix. Registered Training Organisations then work with learners and business customers to select elective units relevant to the work outcome, local industry requirements and the qualification level.

All vocational education qualifications must lead to a work outcome. BSB07 Business Services Training Package qualifications allows for Registered Training Organisations (RTOs) to vary programmes to meet:

- Specific needs of a business or group of businesses.
- Skill needs of a locality or a particular industry application of business skills.
- Maximum employability of a group of students or an individual.

When packaging a qualification elective units are to be selected from an equivalent level qualification unless otherwise stated.

Introduction



"If learning comes through experience, it follows that the more one participates in guided experiences, the more one learns. Therefore venturing into uncharted waters - and experiencing the failures that may occur - is an important part of organisational learning."

Gould, DiBella, Nevis

Introduction

This unit of competency is about being able to develop an advertising brief, advertising strategy and creative brief which reflects advertiser needs and preferences. It will help you with the skills you need to demonstrate competency for the unit BSBADV512A Develop an Advertising Strategy and brief. This is one of the units that make up the Certificates in Business.

This manual is broken up into four sections. They are:

- 1. Determine Advertiser Requirements**
- 2. Develop an Advertising Brief**
- 3. Develop an Advertising Strategy**
- 4. Develop a Creative Brief**

At the conclusion of this training you will be asked to complete an assessment pack for this unit of competency. The information contained in this resource will assist you to complete this task.

On competent completion of the assessment, you will have demonstrated your ability to develop advertising briefs and strategies.

SAMPLE

BSBADV512A/01 Determine Advertiser Requirements



The skill of writing is to create a context in which other people can think.

Edwin Schlossberg



Confirm the advertising purpose and objectives with the advertiser

Obtain comprehensive client and product information

Review the outcomes of previous advertising with the client

Confirm budget allocation with the client

Why Advertise?

We begin this manual with addressing the need to find out as much as possible from the client before planning an advertising campaign. Before undertaking an advertising campaign, an advertising agency should be able to answer two key questions:

- Why are we advertising?
- What are we advertising?

On the face of it these seem like two fairly obvious questions. But they are significant. Advertising is a very expensive promotional tool. It is widely believed that much advertising spend is wasted. So careful consideration about “Why” and “What” can pay dividends.

In order to develop an effective advertising campaign, you need to gather the right information. In this section, we will provide you with an overall overview of the types of information that you will require to create briefs and advertising strategies.

The following may be good reasons why a business is advertising:

- To create awareness, customer interest or desire.
- To boost sales (moving the demand curve to the right).
- To build brand loyalty (or to maintain it at the existing level).
- To launch a new product.
- To change customer attitudes – perhaps trying to move a product more “upmarket” or to dispel some widely held perceptions about the product.
- To support the activities of the distribution channel (e.g. supporting a “pull” strategy).
- To build the company or brand image.
- To remind and reassure customers.

- To offset competitor advertising – businesses may defend market share by responding to competitors' campaigns with their own advertising.
- To boost public standing: companies can boost their public standing with advertisements that link them with generally approved campaigns such as care for the environment.
- To support the sales force – advertising can make the job of the sales force easier and more effective by attracting leads from potential customers and perhaps motivate them by boosting the profile of the business.

Take a look through any magazine and select a sample of adverts. Which of the above reasons do you think are behind the adverts you choose? Don't forget that some adverts aim to achieve multiple objectives.

By gathering information about why your client actually wants to advertise and what their overall objectives are, you are in a much better position to develop a campaign that actually addresses their needs.

An advertising objective is a specific communication task to be achieved with a specific target audience during a specified period of time. Advertising objectives fall into three main categories:

- (a) **To inform** - e.g. tell customers about a new product.
- (b) **To persuade** - e.g. encourage customers to switch to a different brand.
- (c) **To remind** - e.g. remind buyers where to find a product.

What to Advertise?

Factors that help answer the “What are we advertising”? focus on what the advertising message should be. In general, there are really only two kinds of effective advertising message:

Firstly, does the business/product have a Unique Selling Proposition (“USP”). A unique selling proposition is a customer benefit that no other product can claim. In reality these are rare, although that does not stop marketers from claiming them for their products.

Secondly, does the thing that is being advertised “add value” and if so, how? For example, advertising for washing powders will focus on the “added value” created by whitening agents or the fact that a particular formulation will last longer than the competition. Whatever is advertised, it is important that the message is:

- Seen
- Read
- Believed
- Remembered
- Action upon by target customers.

Your client should be able to provide you with a good overview of their product and what is unique about it. You can use this as a springboard to creating your own ideas on what is going to be most effective in selling their product.

Previous Advertising

Advertising does not act in isolation. Advertisers will have created previous campaigns and the competition will also be running advertising campaigns. In order to create good briefs, you should analyse:

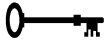
- What appeals has the advertiser used in the past?
- Are there any elements in the previous advertisements that could be reused to create consistency?
- Are there any other advertising campaigns for similar products?
- What appeals do they use?
- How effective are they?
- What research has been done on previous advertising?
- What elements were most effective?
- What elements were not effective?
- What difficulties were there in creative execution?
- What benefits were found from the advertising?

Advertising Budgets

Finally, in this section, we will address the importance of the advertising budget. Advertisers often place significant constraints on advertising agencies by setting low advertising budgets. This affects both the creative execution as well as media planning. For this reason, advertising agencies must be clear exactly what the budget level for the campaign is. Without a firm idea of the budget, the advertising may go over budget.

Sit down with your clients and discuss exactly what their budget is, and whether this is flexible in any way. Other important information you should gather includes:

- The budget for this campaign
- The overall budget for advertising
- The length of time the campaign will run
- The number of deliveries of the advertisement required
- A split between production and media costs.



Key Points Section 1

- When beginning the process of planning for a new advertisement, you will meet with your client and determine exactly what they would like their advertising to do for the organisation. This may include:
 - Confirming advertising purpose and objectives.
 - Obtaining comprehensive information about the client and their products.
 - Reviewing the outcomes of previous advertising, as well as the advertising of their competition.
 - Confirming the budget allocation.

SAMPLE



Section 1 - 'True' or 'False' Quiz



T	F	You do not need to gather information regarding an advertising campaign from the client, your agency will research this itself.
---	---	---



T	F	Effective advertising is based on a solid foundation of client information.
---	---	---



T	F	A company may advertise to change consumer attitudes.
---	---	---



T	F	Advertising may be launched to counter a competitor's advertising.
---	---	--



T	F	Advertising is usually not related to distribution.
---	---	---



T	F	Advertising will only have a single objective.
---	---	--



T	F	USP stands for Universal Selling Principles.
---	---	--



T	F	Advertising should add value to a company.
---	---	--



T	F	Advertising must make a prime prospect take some form of action.
---	---	--



T	F	Previous advertising should be reviewed before new advertising is undertaken.
---	---	---