

41272 Produce promotional materials for a creative product

Kaupae Level	4
Whiwhinga Credit	25
Whāinga Purpose	This skill standard is for ākonga/learners in the creative industries who want to develop practical skills in the production of promotional materials for creative products within an industry context. Ākonga/learners with this standard will be able develop and produce promotional materials for a creative product using industry-appropriate processes and technologies.

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Produce a creative brief to promote a creative product.	a. Use technology to define the purpose, target audience, key message, delivery platform and success criteria within a creative brief to promote a creative product.
2. Develop promotional concepts for a creative product.	a. Explore and generate ideas for a creative product's promotional materials.
	b. Apply sector related creative processes of discovery, conceptualisation, review and iteration to generate and develop the ideation into concepts to meet the brief requirements.
	c. Evaluate and refine the concepts against the brief and design principles.
3. Produce promotional materials for a creative product.	a. Produce promotional materials by applying appropriate industry conventions.
	b. Adapt content and media to suit platform specifications and audience expectations.
	c. Refine and finalise promotional materials utilising feedback.
4. Evaluate the promotion of a creative product.	a. Collect and analyse feedback.
	b. Evaluate the effectiveness of a creative product's promotion against the requirements of the creative brief.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria***Assessment specifications:***

Brief, concepts and promotional materials produced must be in the context of promoting a single chosen creative product.

Learners must provide at least two iterations of the promotional materials, as evidence of the creative process, accompanied by a creative brief and an evaluation report.

The creative brief includes tools, technologies, platforms, formats, timelines, outputs, target audience, deliverables and responsibilities.

Learners must observe relevant legal and ethical considerations when adapting content and media.

Feedback may be obtained from audience engagement, analytics and/or stakeholders

Definitions

Industry conventions refer to the characteristics and constraints applicable to a sector, for example:

- clear and consistent use of a branding, use of design principles (hierarchy, balance, repetition, accessibility).
- medium-specific elements:
 - print: layout grids, image – text balance, legible typography.
 - broadcast (TV/radio): voiceovers, jingles, catchphrases.
 - social media: hashtags, interactive tools, trending formats.

Media conventions and elements refer to components that support integration into a production or presentation. Examples include:

- web: headings, hyperlinks, alt text, metadata, layout cues.
- scripts: dialogue, scene descriptions, timing, transitions.
- news/opinions: headlines, subheadings, pull quotes, image captions.

Advertising conventions and elements refer to the practices and features shaping how ads are made and understood and include:

- target audience focus.
- persuasive techniques (language, emotion, humour, aspiration).
- calls to action (CTA).
- cultural relevance.
- branding, imagery, typography, headlines, copy, layout, music, sound effects, voice over, cultural relevance.
- contact information or links.

Ngā momo whiwhinga | Grades available

Achieved.

Ihirangi waitohu | Indicative content

- Platform-specific content requirements (e.g. social media, design software, scheduling tools, websites, email marketing).
- Creative design process.
- Accessibility and inclusivity in content development.
- Producing and/or adapting promotional materials (e.g. images, videos, posts, email campaigns).
- Legal and ethical considerations (e.g. copyright, licensing, digital safety, Fair Trading Act, cultural respect and awareness).
- Content distribution and scheduling strategies.
- Identifying stakeholders and matching technology choices.
- Communication with stakeholders.
- Analytics and feedback tools.
- Audience engagement analysis (e.g. likes, shares, comments, ticket sales).

Rauemi | Resources

- [Copyright Licensing New Zealand • Let's do the right thing.](#)
- [ASA – Advertising Standards Authority – Every ad a responsible ad.](#)
- [Fair Trading Act 1986.](#)
- [Unsolicited Electronic Messages Act 2007 No 7 \(28 October 2021\), Public Act Contents – New Zealand Legislation.](#)
- [Health and Safety at Work Act 2015 No 70 \(05 April 2025\), Public Act Contents – New Zealand Legislation.](#)

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Electrotechnology and Information Technology Industry Skills Board
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Arts and Crafts > Creative Media > Creative Promotions
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	0099

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	26 February 2026	N/A
Kōrero whakakapinga Replacement information	N/A		
Rā arotake Planned review date	31 December 2030		

Please contact Electrotechnology and Information Technology Industry Skills Board at qualifications@etitcib.nz to suggest changes to the content of this skill standard.