

<b>Title</b>	<b>Identify advertising copy requirements and write advertising copy in a retail or distribution environment</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	People credited with this unit standard are able to: identify advertising copy requirements; and write advertising copy, in a retail or distribution environment.
----------------	---

<b>Classification</b>	Retail, Distribution, and Sales > Merchandising and Marketing
-----------------------	---

<b>Available grade</b>	Achieved
------------------------	----------

---

## Guidance Information

### 1 Definitions

*Advertising copy* refers to electronic or hard copy information used for advertising products.

*Agreed* indicates a course of action that is accepted between two or more people (including the candidate) and which follows organisational procedures.

*Distribution environment* refers to a workplace where the primary focus is on storage and distribution of stock.

*Retail environment* refers to workplaces where the primary focus is on customers purchasing goods or services.

*Workplace procedures* refer to the applicable procedures found in the following: organisational performance guidelines and standards; manufacturer's procedures and specifications; and Government and local body legislation.

### 2 Recommended knowledge and skills: Unit 11968, *Demonstrate and apply knowledge of legislation applicable to sale of goods and services.*

### 3 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986, Contract and Commercial Law Act 2017.

### 4 Evidence is required for writing of advertising copy for three different products.

### 5 All tasks are to be carried out in accordance with workplace procedures, the workplace being the enterprise carrying out the work, or delivering the service.

---

## Outcomes and performance criteria

### Outcome 1

Identify advertising copy requirements in a retail or distribution environment.

**Performance criteria**

- 1.1 Purpose and placement of advertising copy for selected products are identified.
- Range purpose may include but is not limited to – new product, special promotion, sale;  
placement may include but is not limited to – newspaper, magazine, broadsheet, brochure, billboard, vehicle, television, radio, cell phone, telephone, website, social media, e-mail campaign.
- 1.2 Profile of target market for selected products is identified.
- Range profile may include but is not limited to – age, gender, culture, values, social status, socio-economic status, special interest, geography, current trends.
- 1.3 Product features to be advertised matches profile of target market.
- 1.4 Information to be included with description of products is identified
- Range information may include but is not limited to – limitations, contract requirements, legislative requirements, organisational policies and procedures.

**Outcome 2**

Write advertising copy in a retail or distribution environment.

**Performance criteria**

- 2.1 Products in advertising copy are described.
- Range may include but is not limited to – accurate, agreed format, matching target market profile.
- 2.2 Information is included with description of products.
- Range may include but is not limited to -- accurate, format, matching target market profile.
- 2.3 Advertising copy is produced in accordance with placement requirements.
- 2.4 Advertising copy is received by authorised personnel.
- Range authorised personnel may include but are not limited to – client, supervisor, advertising department, publisher.

<b>Planned review date</b>	31 December 2027
----------------------------	------------------

#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	31 October 1997	31 December 2018
Review	2	28 February 2006	31 December 2018
Review	3	8 December 2016	31 December 2021
Revision	4	29 March 2018	31 December 2024
Review	5	2 March 2023	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
--	------

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

#### Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.