

<b>Title</b>	<b>Develop creative strategies and evaluate media options for an integrated marketing campaign</b>		
<b>Level</b>	<b>6</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	<p>This unit standard is for people who have, or seek responsibility for, or provide advice for, managing integrated marketing campaigns.</p> <p>People credited with this unit standard are able to: develop a creative brief for a marketing campaign; assess media options; and establish objectives and criteria for evaluating a creative brief.</p>
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<b>Classification</b>	Marketing > Generic Marketing
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Performance of outcomes of this unit standard will require adherence to the New Zealand Marketing Association Codes of Practice, or equivalent codes: <http://www.marketing.org.nz/>.
- 2 Definitions  
*Marketing objectives* are the key goals the enterprise would like to attain during the term of the marketing campaign.  
*Product* encompasses goods and services, and ideas.
- 3 References  
 Kotler, P. & Armstrong, G. *Principles of Marketing*. Prentice Hall: Various international editions.  
 Lamb, C.W., Hair, J.F., McDaniel, C., Summers, J., & Gardiner M. (2009) *MKTG*, (1st Asia Pacific Ed.). Cengage Learning: Australia.
- 4 Legislation relevant to this unit standard includes but is not limited to the:  
 Commerce Act 1986  
 Consumer Guarantees Act 1993  
 Fair Trading Act 1986  
 Privacy Act 1993  
 Sale of Goods Act 1908  
 Unsolicited Electronic Messages Act 2007.

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## Outcomes and performance criteria

### Outcome 1

Develop a creative brief for a marketing campaign.

#### Performance criteria

1.1 Marketing objectives are analysed to identify factors that influence creative strategy and tactics for a marketing campaign.

Range marketing objectives may include but are not limited to – sell products, generate product sales enquiries, acquire new customers, develop customer loyalty and retention; creative factors may include but are not limited to – product information, characteristics, and attributes; target audience information; marketing problem, opportunity, and ideas.

1.2 Budget needs are identified and assessed in relation to the specific creative brief and the overall marketing campaign.

1.3 Creative brief is developed to clarify the campaign requirements.

1.4 The nature and extent of the contributions required from an agency are assessed and specified in the brief.

### Outcome 2

Assess media options.

Range options may include but are not limited to – direct mail, newspapers, magazines, television, radio, on-line, mobile technology, outdoor, viral, ambient, social media.

#### Performance criteria

2.1 Target markets are profiled and researched to establish responsiveness to media options.

2.2 Media options are analysed, assessed, and selected for their ability to meet marketing objectives and meet target audience expectations.

2.3 The marketing message is developed to communicate product or service benefits, to relate to the needs and wants of the target market, to emphasise product identification, and to be relevant for the selected media option.

2.4 Media plans, schedules, and costs are assessed and negotiated to achieve required media coverage within campaign budget.

- 2.5 Criteria and processes are developed to assess the extent to which marketing objectives have been achieved through media coverage.

Range assessments may include but are not limited to – target audience response levels, target audience research, performance ratings surveys, readership surveys, ratings reports, search engine, internet hits.

### Outcome 3

Establish objectives and criteria for evaluating a creative brief.

#### Performance criteria

- 3.1 Evaluation objectives are developed in relation to the campaign.

Range objectives may include but are not limited to – message, language, visual impact to achieve attention and response.

- 3.2 Criteria address the alignment of the creative brief to the brand of the product being marketed.

**This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.**

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

Process	Version	Date	Last Date for Assessment
Registration	1	19 November 2010	31 December 2016
Rollover and Revision	2	16 April 2015	31 December 2022
Review	3	12 December 2019	31 December 2022

#### Consent and Moderation Requirements (CMR) reference

0113

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