

## CFAM4.2.1 Develop advertising strategy



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### Overview

This is about identifying the role of advertising, setting advertising objectives, strategy and budget. It includes establishing 'where we are now', and 'where we want to be', establishing the optimum target audience (in terms of, for example, demographics, lifestyle, product usage, attitudes), product positioning and the marketing mix. It also includes identifying the advertising messages, considering and evaluating media options, selecting the appropriate advertising media, and selecting the measures for success.

This unit is recommended for middle and senior marketing communications specialists with responsibility for developing an organisation's advertising strategy. Such personnel might be employed directly by the organisation, or work for an agency/consultancy.

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#### Performance criteria

- You must be able to:*
- P1 agree the organisation's budget and objectives for the proposed advertising campaign
  - P2 identify and agree the target customers most relevant to achieving the advertising
  - P3 identify the benefits to be derived from the products/services that will appeal to the customers to be targeted
  - P4 agree the advertising strategy, determining the aims to be achieved in terms of the desired response to the products/services to be advertised
  - P5 determine the benefits and positioning aspects to be emphasised by the proposed advertising
  - P6 evaluate potential advertising messages, determining their fit with the broader marketing strategy, any relevant branding, and whether they are meaningful and believable in identifying relevant benefits which will make the products/services more desirable or interesting to the target customers
  - P7 identify if there is a need for pre-testing, and where relevant, pre-test potential advertising to determine levels of impact, belief and appeal
  - P8 develop a media strategy that maximises the impact of the advertising message, by using the most effective media to reach the target audience
  - P9 decide the target frequency, agreeing the average number of times customers are to be exposed to the message
  - P10 decide upon the desired media impact of the message to achieve the advertising
  - P11 prepare and agree the creative strategy setting out the associated preferred messages and recommended strategy
  - P12 establish measures for monitoring and evaluating the communication impact and the sales effect of the advertising campaign
  - P13 balance the needs and expectations of key stakeholders involved in agreeing the strategy and win their support February 2006 (Level 4/5)

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#### Knowledge and understanding

*You need to know and understand:*

##### **General knowledge and understanding**

- K1 the role of advertising within an overall marketing strategy and the marketing communications mix
- K2 the importance of long and medium-term planning to the success of an organisation
- K3 the topics to be addressed within an advertising strategy
- K4 the importance of creativity and innovation in advertising
- K5 the importance of media strategy in achieving advertising objectives, and the relative advantages and limitations of the main advertising media types
- K6 how to identify potential risks in relation to the achievement of objectives
- K7 how to develop strategic objectives
- K8 how to delegate responsibility and allocate resources to develop an advertising strategy
- K9 the importance of consulting with colleagues and other stakeholders during the development of the strategy and how to do this effectively
- K10 how to develop measures and methods for monitoring and evaluating performance against the advertising strategy

*You need to know and understand:*

##### **Industry/sector specific knowledge and understanding**

- K11 regulatory, ethical and code of practice requirements impacting upon advertising practice in the organisation's sector
- K12 market developments in the organisation's sector

*You need to know and understand:*

##### **Context specific knowledge and understanding**

- K13 the market in which the organisation works and its products/services, and their relative strengths and weaknesses
- K14 the organisation's overall brand strategy, where relevant, including the role of brands in the organisation's portfolio
- K15 the organisation's actual and potential customer base, and those customer groups to be targeted
- K16 the needs and expectations of the organisation's target customers with reference to the market, the products/services in the market, and the products/services to be advertised
- K17 the organisation's actual and potential competitors, and the key features of their advertising strategies
- K18 the organisation's ability to respond to market opportunities
- K19 the organisation's aims towards enhancing corporate social responsibility, in relation to its advertising strategy
- K20 colleagues and other key stakeholders, and their needs and expectations
- K21 Processes for consultation within the organisation

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K22 source of information that can aid monitoring and evaluation

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#### Additional Information

##### Behaviours

1. You communicate the advertising strategy clearly, accurately and persuasively to relevant people
2. You generate and recognise imaginative and innovative solutions
3. You take personal responsibility for making things happen
4. You create a sense of common purpose
5. You find practical ways to overcome barriers
6. You demonstrate an ability to think both logically and laterally

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