

## CFAM4.2.2

### Develop the creative product within advertising



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#### Overview

This is about creativity in developing an advertising message which captures the message to be conveyed. It includes exploring possible options and preparing a preferred advertising message with supporting rationale, which will inspire and engage the consumer, and which is compliant with self regulation and is ethical.

This unit is recommended for those in creative roles responsible for developing creative concepts and ideas in response to an advertising brief from an organisation. Such personnel might be employed by an agency/consultancy, or work for the organisation itself.

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#### Performance criteria

- You must be able to:*
- P1 develop creative concepts and ideas which dramatise the agreed creative strategy, either through copywriting and/or art direction, and which motivates the targets audience
  - P2 generate creative concepts which are distinctive and memorable
  - P3 generate creative messages which differentiate the products/services from those of competitors
  - P4 present the advertising message using a style, tone, words and format designed to motivate target customers
  - P5 ensure that the selected style, tone, words and format combine effectively together
  - P6 prepare visualisations of possible concepts which illustrate clearly the proposed ideas
  - P7 present the creative proposals to relevant stakeholders and work with the creative team to obtain agreement to progress the preferred advertising message

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#### Knowledge and understanding

*You need to know and understand:*

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

- K1 the history and role of advertising and its place within an overall marketing strategy
- K2 the importance of the advertising message strategy, and the need to ensure that the advertising message addresses the strategy
- K3 an awareness of popular culture and social trends
- K4 an awareness of production techniques across different media
- K5 the principle types of style, tone and format that can be used, and their relative strengths and limitations according to different media types
- K6 the importance of creating ideas which are distinctive, memorable, and which are also meaningful and believable to target customers
- K7 the importance of consulting with colleagues and other stakeholders during the development of advertising message concepts and ideas and how to do this effectively
- K8 the importance of positioning creative ideas within an overall competitive context, taking note of the organisation's competitors' and their advertising strategies
- K9 the implications of intellectual property rights when preparing advertising messages, including those covering copyright, moral right and music usage
- K10 the importance of producing ideas to a budget and on time

*You need to know and understand:*

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

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

*You need to know and understand:*

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

- K13 the organisation, including its products/services, any brands, their competitive positioning, target audience, and the key proposition
- K14 the creative strategy for the organisation
- K15 the needs and expectations of the organisation's target customers, including their reasons and motivations for purchasing the organisation's products/services
- K16 competitors' advertising strategies
- K17 the organisation's key stakeholders, and their needs and expectations

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#### Additional Information

##### Behaviours

1. You generate imaginative and creative ideas
2. You display an appetite for the creative and cultural environment around you
3. You convey messages in advertising executions clearly, accurately and persuasively
4. You present ideas and arguments convincingly
5. You demonstrate behaviour which promotes teamwork, showing respect, helpfulness and

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**Relevant occupations** 1132 Marketing & Sales Managers  
3543 Marketing Associates

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**Suite** Marketing

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