

CFAM4.2.4

Develop an advertising campaign



Overview

This is about preparing proposals towards achieving agreed advertising strategy. It includes delegating responsibilities within an advertising team to prepare aspects of the proposals, putting the proposals together and obtaining buy-in for the proposed actions from the organisation whose products/services are to be advertised. It also includes the effective execution and project management of approved proposals.

This unit is recommended for middle and senior managers responsible for developing and presenting advertising proposals. Such managers may be employed by an agency/ consultancy, or work directly for the organisation whose products/services are to be advertised.

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Performance criteria

You must be able to:

- P1 confirm the agreed advertising objectives, budget and strategy
- P2 identify the resources and skills necessary to create the communications campaign
- P3 select and brief the appropriate team, ensuring that all involved are clear about their roles and responsibilities
- P4 monitor the progress of all members of the team, recognising achievement and addressing promptly and correctly any variances to agreed schedules
- P5 prepare proposals according to agreed schedules
- P6 ensure that relevant personnel within the organisation whose products/services are to be advertised are updated regarding the progress of the advertising team according to an agreed schedule
- P7 where relevant, obtain approval for materials from relevant bodies and stakeholders within agreed timescales
- P8 create a working environment in which innovative ideas and creativity are encouraged
- P9 manage costs according to agreed budgets, addressing and agreeing any variances in advance
- P10 present proposals, setting out clearly how the proposed campaign fulfils the brief, and fits with the advertising and overall marketing strategies

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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
- K2 key campaign production processes, including television, press, print, on-line and digital
- K3 the topics to be addressed within an advertising proposal
- K4 the importance of creativity and innovation in developing advertising solutions
- K5 the importance of reach, frequency and impact in achieving advertising objectives, and the relative advantages and limitations in these respects of the main advertising media types
- K6 how to identify potential risks in relation to the achievement of objectives
- K7 how to delegate responsibility and allocate resources to support an advertising proposal
- K8 the importance of consulting with colleagues and other stakeholders during the development of the proposals and how to do this effectively
- K9 how to develop measures and methods for monitoring and evaluating performance against the advertising strategy
- K10 the importance of effective financial, project and time management

You need to know and understand:

Industry/sector specific knowledge and understanding

- K11 regulatory, ethical and code of practice requirements impact 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
- K14 the organisation's advertising objectives and strategy, and their fit within its overall marketing strategy
- K15 the organisation's target customer base and its media habits
- K16 the needs and expectations of the organisation's target customers
- K17 the organisation's actual and potential competitors, and the key features of their advertising strategies
- K18 available skills and resources within the advertising team
- K19 colleagues and other key stakeholders, and their needs and expectations
- K20 processes for consultation within the organisation

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Additional Information

Behaviours

1. You present information clearly, concisely and accurately
2. You present ideas and proposals in ways that promote understanding amongst both advertising specialists and non-specialists
3. You demonstrate effective planning, anticipating and solving problems that arise
4. You encourage and support others to make the best use of their abilities
5. You inspire others, championing creativity

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