

## CFAM4.2.6

### Evaluate advertising



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#### Overview

This is about evaluating the communications and sales effects of a campaign before and/or after it has run, according to pre-agreed measures of success. It includes assessing the impact upon customers, who can include intermediaries as well as end-users of the organisation's products/services.

#### Who this unit is for

This unit is recommended for marketing and marketing communications managers responsible for evaluating the impact of advertising campaigns. Such personnel might be employed directly by the organisation which has commissioned the advertising, or work for an agency/consultancy.

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#### Performance criteria

*You must be able to:*

- P1 Agree with key stakeholders the indicators and measures against which the success of the advertising campaign is to be assessed
- P2 Agree targets and measures which are specific, realistic, measurable, are in line with the advertising and marketing strategy, and which relate, where relevant, to the financial success of the organisation
- P3 Assess the impact upon both awareness and sales of the product/service, had no advertising campaign occurred
- P4 Measure the communication impact of the advertising, assessing how it affects awareness, knowledge and preference for the product/service being advertised
- P5 Assess differences in awareness of the product/service which are attributable to the advertising and identifying the reasons for the change
- P6 Assess the impact of the advertising upon target customers' attitudes towards the product/service, and determine the factors responsible
- P7 Monitor sales of the product/service being advertised, where relevant, and identify effects that can be attributed to the impact of the advertising
- P8 Determine any further principal factors impacting upon sales of the product/service during the advertising campaign, and make a reasoned assessment of their impact upon the sales achieved
- P9 Where relevant, compare the sales achieved during previous advertising campaigns, and assess any differences in sales performance with the current campaign, identifying likely factors contributing to these
- P10 Develop a justified evaluation of the impact of the advertising, demonstrating the contribution achieved to financial performance and added value derived from the campaign

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#### Knowledge and understanding

*You need to know and understand:*

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

- K1 The importance of monitoring and evaluating the impact of advertising upon an organisation's marketing and financial performance
- K2 Measures for monitoring and evaluating the communication impact of advertising
- K3 Different forms and techniques for pre-testing advertising ideas, including their relative strengths and limitations
- K4 How to translate test results into constructive feedback that assists campaign development
- K5 Measures of financial performance available to the marketing communications function
- K6 The importance of consulting with colleagues and other stakeholders in developing indicators and measures
- K7 Possible reasons why identified advertising metrics may be exceeded or not met by advertising campaigns
- K8 Factors, in addition to the advertising, which can impact upon the sales of products/services during an advertising campaign, including their features, price, availability and competitor activities
- K9 The importance of promoting the success of advertising activities and programmes
- K10 The importance of avoiding advertising and marketing jargon when liaising with colleagues in other business functions

*You need to know and understand:*

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

- K11 Legal, regulatory and ethical requirements impacting upon advertising in the organisation's sector

*You need to know and understand:*

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

- K12 The organisation's products/services, related key marketing activities and programmes appropriate to monitoring and evaluating advertising performance
- K13 The organisation's advertising objectives and how these fit within the overall marketing strategy

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#### Additional Information

##### Behaviours

1. You present information clearly, concisely and accurately
2. You present complex/difficult ideas in ways that promote understanding
3. You identify the range of elements in a situation and how they relate to each other
4. You identify patterns or meaning from data, and articulate the assumptions made in understanding a situation
5. You present information and arguments convincingly

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

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**Suite** Marketing

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