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### Overview

This standard is about developing creative marketing content that will appeal to the target audience and is in line with legal, regulatory and ethical requirements. It includes confirming the objectives, budget and timescales for the campaign or activity and the needs and characteristics of target customers. It also includes generating creative marketing ideas that meet the requirements of the campaign or activity. It is for marketing professionals who generate creative content for marketing campaigns or activities, working alone or as part of a team.

# CFAMAR24

## Develop the creative content for a marketing campaign or activity

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### Performance criteria

- You must be able to:*
- P1 confirm the marketing objectives as set out in the agreed strategy and/or marketing plan
  - P2 confirm the agreed budget and timescale for the development of the creative content
  - P3 confirm the needs and characteristics of target customers
  - P4 confirm the key messages that need to be conveyed
  - P5 confirm the evaluation criteria for the creative content
  - P6 where appropriate work with others to stimulate creative ideas
  - P7 generate creative marketing ideas that will meet the requirements of the campaign or activity
  - P8 test and evaluate the ideas to identify those that appeal to target customers
  - P9 ensure that ideas meet legal, regulatory and ethical requirements

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### Knowledge and understanding

*You need to know and understand:*

- K1 current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to the creative content of marketing campaigns/activities
- K2 the organisation's existing and potential customer base and their needs and expectations
- K3 popular culture and social trends
- K4 how to work with others in a creative context
- K5 techniques that can be used to generate creative ideas and how to make best use of them
- K6 how to generate ideas that will differentiate the organisation and its products and/or services from those of its competitors
- K7 how to test and evaluate creative ideas
- K8 how to develop ideas which are innovative, distinctive and memorable and will meet the requirements of the campaign or activity

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<b>Developed by</b>	Skills CFA
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<b>Originating organisation</b>	Skills CFA
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<b>Relevant occupations</b>	1132 Marketing & Sales Manager 3543 Marketing Associate
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<b>Suite</b>	Marketing (2013)
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<b>Key words</b>	Marketing, sales, marketing management, market research
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