

Learning Assessment Guide

Unit Standard 5518 – Version 2

Write advertising copy

Level 5 – 10 Credits

Assessment Summary			
Learner to complete			
Learner's name:			
Employer:			
NSN no. (ROL):		DOB:	
Signed:		Date:	
Assessor to complete			
<input type="checkbox"/> Meets requirements <input type="checkbox"/> More training required <input type="checkbox"/> More evidence required			
Assessor's name:		Assessor's No.	
Signed:		Date:	

Before you begin...

- As well as this Learning Assessment Guide, you may also want to refer to the unit standard from the NZQA website (<http://www.nzqa.govt.nz>).
- Read the Trainee Information Kit. The kit contains important information and guidelines for Learners and can be found on the Learning State website (<http://www.learningstate.govt.nz>) under Learners, then Learning Assessment Guides.
- Check the learning resources available for this unit standard on the Learning State website (<http://www.learningstate.govt.nz>) under Learners, then Learning Assessment Guides.

The tasks in this assessment are designed to show your assessor that you can:

- Assess the creative brief.
- Develop the advertising message.
- Produce advertising copy that communicates the required product or service features and benefits.

This Learning Assessment Guide is made up of:

- Tasks for you to complete.
- Verification Forms to be completed by your manager or team leader.
- Assessment Guide that the assessor will use to assess your competence.

Special notes relating to this unit standard:

1. The term print media options encompasses newspaper, magazine, broadsheet, leaflet, brochure, outdoor.
2. The term electronic media options encompasses television, cinema, radio, computer, telecommunications.

Assessment Task One – Elements 1 and 2

Introduction

Assessment task one is designed to assess your ability to assess the creative brief and develop the advertising message.

Instructions

Assessing the creative brief.

- In order to complete this task you must have either completed advertising copy from a creative brief within the past twelve months or currently have a creative brief for which you must write copy.
- If you have not been given a creative brief to write copy for, a simulated brief in the form of a case study follows that you may use. Please note that the agency and service being advertised is totally fictional.
- You must assess the creative brief or provide evidence of having done so. Your assessment should be in writing for moderation purposes. Include in your assessment:
 1. The factors that will influence your copywriting strategy including:
 - Advertising purpose
 - Product or service information
 - Characteristics
 - Creative concept
 - Advertising proposition (ie how good the product is and its benefits).
 - Substantiation of the advertising (what evidence is there to back up the claims made by the advertising).
 - Image factors.
 2. What mandatory product or service information is to be included.

Developing the advertising message.

- Create a profile of the audience your advertising is targeting. Use this to assist you in developing your message. You will also use it in Task Two in order to survey a sample audience.
- When you have analysed the creative brief you must develop the advertising message or provide evidence of having done so. The message must be developed for each of the media required by the brief.

/cont

Some may carry the same wording if appropriate.

- Remember this is not the actual copy, just the message that the copy must put across.
- You must take into account the following factors:
 - The message must communicate the required product or service features and benefits, and image factors to the users.
 - Your writing style must be appropriate to the product, message and audience.
 - The message must be relevant to the product or service, and the target group. It must be original and create an impact.
 - The message correctly interprets the creative brief.
- A Verification Form is attached that must be completed by your manager or team leader to confirm that the work is your own.
- Hand the creative brief, Verification Form, your analysis of the brief and your advertising message to your assessor for reviewing. Your assessor may wish to ask you for further information for sufficiency or moderation purposes, or if any points need clarifying.

The completed assessment for task one will include:

- The creative brief.
- Completed analysis of the creative brief.
- Characteristics of the target audience.
- The advertising message (a version for each type of media).
- Completed Task One Verification Form signed by the learner's manager or team leader.

Creative Brief Case Study

Background

The Crown Entity, Educate Aotearoa, is implementing a state-funded programme to ensure teenage parents are able to complete their secondary level education in a mainstream environment. This will be achieved by providing child care services at some high schools, and additional funding for childcare where it is not practicable to provide it in school, or the for circumstances where the learner must use the Correspondence School.

Studies have shown that many teenage parents who keep their children wish to finish their education at secondary school level. They often intend to when their children are older, but then find that when this is possible they enter employment, often at a lower level than they would otherwise need to. Their main problem is finding childcare that is affordable, especially for those with children under three.

Target audience

The target audience will be parents 15-18, mainly girls, and their parents who are often helping look after the children.

Objectives

The objectives of this current round of advertising is to educate the target audience about the scheme in such a manner that it is seen as a feasible and desirable option. A call centre with an 0800 number will be set up, as well as information being provided by Work and Income at their centres and on-line through our website. The number of enquiries will be monitored to ensure that the response meets the expectations.

Deliverables

The message will go out via the following media:

- Television
- Billboards
- Brochure
- Internet (including a downloadable PDF of the brochure).

Task One Verification Form

Name of Learner:			
Name of Verifier			
Position		Phone	

_____ is currently being assessed toward Unit Standard 5518 Write advertising copy.

- The learner has analysed a creative brief and developed the advertising message for a range of print media.
- They may use a current creative brief or one that they have worked with earlier, or they may use the supplied case study.
- Your signature confirms that the work submitted is the learner’s own and, if the learner has used your creative brief, that it meets your and your organisation’s requirements.

Comments :

The assessor may contact you to discuss the learner’s performance.

Signed: _____

Date: _____

Thank you for your assistance.

Assessment Task Two – Element 3

Introduction

Assessment task two is designed to assess your ability to produce advertising copy that communicates the required product or service features and benefits.

Instructions

- For this task you must provide evidence of having produced copy for the creative brief in Task One. This may be copy already produced or copy produced for this assessment.
- Copy must be produced for both broadcast and print media. The type of print and broadcast media is dependent upon the requirements of the creative brief.
- You must take into account the following factors when producing the copy:
 1. The formats must meet the requirements of the creative brief.
 2. The copy must be written, structured and produced in formats that are appropriate to print media. This includes:
 - a. display copy
 - b. body copy
 - c. headlines
 - d. subheads
 - e. captions
 - f. overlines
 - g. underlines
 - h. taglines
 3. The copy must be written, structured and produced in formats appropriate to broadcast media. This includes:
 - a. instructions and descriptions
 - b. production and technical information
 - c. sound sources and effects
 - d. message content
 - e. speech patterns and language style
 - f. action cues

4. The copy must enhance audience perception of the product or service needs and benefits and achieve target audience response objectives.
 5. The copy must be consistent with the objectives and creative strategy of the advertising.
 6. The copy must take into consideration the following diversity factors:
 - a. gender
 - b. age
 - c. disability
 - d. culture
 - e. values
 - f. equity
- You must test your copy to ensure that point four – the copy enhances audience perception and achieves response objectives – is achieved. Design a simple survey form and test both the print and broadcast copy on a sample audience who would be members of the target audience. Use the characteristics of target users that you identified in Task One. Collate the results of the survey and hand this to your assessor.
 - Ask your manager or team leader to complete the Task Two Verification Form to confirm the work is your own.
 - Hand your advertising copy, survey results and Verification Form to your assessor. They may wish to discuss your work with you.

The completed assessment for task two will include:

- Advertising copy for both print and broadcast media.
- Results of target audience survey.
- Completed Task Two Verification Form.

Task Two Verification Form

Name of Learner:			
Name of Verifier			
Position		Phone	

_____ is currently being assessed toward Unit Standard 5518 Write advertising copy.

- The learner has written advertising copy appropriate to both print and broadcast media.
- They may use a current creative brief or one that they have worked with earlier.
- They must also have tested their copy on an audience that represents the target audience of the creative brief.
- Your signature confirms that the work submitted is the learner's own.

Comments :

The assessor may contact you to discuss the learner's performance.

Signed: _____

Date: _____

Thank you for your assistance.

Assessment Guide

These are the evidence and judgements that your assessor will use to assess your competence in unit standard 5518.

Task / Element	Evidence required	Judgement
<p><i>Task 1 / Element 1</i></p> <p>This task involves the learner assessing a creative brief.</p>	<p>Completed Task One Verification Form.</p> <p>Written analysis of the creative brief.</p> <p>Assessor's notes if required.</p>	<p>The learner has assessed the brief and identified and interpreted factors that influence the copywriting strategy. These factors must include:</p> <ul style="list-style-type: none"> • Advertising purpose • Product or service information • Characteristics <p>The learner has analysed the creative concept and advertising proposition and substantiation. They have then identified and interpreted factors that will influence the copywriting strategy.</p> <p>The learner has identified and interpreted factors concerning the image that will influence their copywriting strategy.</p> <p>The learner has defined product or service information that must be included in the advertising message.</p>
<p><i>Task 1 / Element 2</i></p> <p>This task involves the development of the advertising message.</p>	<p>Completed Task One Verification Form.</p> <p>Characteristics of the target audience.</p> <p>Advertising message appropriate to each given form of media.</p> <p>Assessor's notes if required.</p>	<p>The learner has assessed the characteristics of the target audience and used these to profile the typical users of the product or service.</p> <p>Learner develops an advertising message using the advertising proposition and substantiation. This must communicate the required product or service features and benefits, and image factors, to the target audience.</p> <p>Learner's writing style must be appropriate to the product or service, the message and the target audience.</p>

Task / Element	Evidence required	Judgement
		<p>The message must be relevant to the product or service, and the target audience. It must display originality and create impact, and interpret the creative brief.</p> <p>The message itself and the language used must be appropriate to the following media options:</p> <ul style="list-style-type: none"> • print • electronic • graphic • computer • telecommunication • outdoor media. <p>There may be some occasions where it is the same, but there must be examples of the message that are appropriate to each media type.</p>
<p><i>Task 2 / Element 3</i></p> <p>This task involves the learner producing advertising copy that communicates the required product or service features and benefits.</p>	<p>Advertising copy for both print and broadcast media.</p> <p>Results of target audience survey,</p> <p>Completed Task Two Verification Form.</p>	<p>The format of the copy meets the requirements of the creative brief.</p> <p>The copy is written, structured in produced in a format appropriate to print media. This includes:</p> <ul style="list-style-type: none"> • display copy • body copy • headlines • subheads • captions • overlines • underlines • taglines <p>The copy is written, structured in produced in a format appropriate to broadcast media. This includes:</p> <ul style="list-style-type: none"> • instructions and descriptions • production and technical information • sound sources and effects • message content • speech patterns and language style • action cues.

Task / Element	Evidence required	Judgement
		<p>The copy enhances audience perception of the product or service needs and benefits and achieves target audience response objectives. It is consistent with advertising objectives and creative strategy. This is achieved by testing a sample audience.</p> <p>The copy produced takes into account diversity factors amongst the target audience. Factors must include:</p> <ul style="list-style-type: none"> • gender • age • disability • culture • values • equity.