

Marketing and Communication > Marketing and Branding

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| Title | Develop advertising campaigns to promote the corporate brand |
| Code | 106634L5 |
| Range | Develop advertising campaigns to promote the brand name of the bank. This applies to advertisement in different mediums which will be adopted in a specific region. |
| Level | 5 |
| Credit | 4 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Develop advertising campaigns <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate the communication strategies of the bank and develop objectives of different advertising campaigns • Design sustainable advertising campaigns that echo the marketing communication programs for building brand awareness and supporting product objectives 2. Develop content of advertising campaigns <p>Be able to:</p> <ul style="list-style-type: none"> • Define customers' desire and create marketing messages that can appeal to the identified groups of people • Analyze the trends in advertising to produce campaigns which bring a fresh and positive impression to audience • Work with internal creative and production teams and/or outside agencies, as necessary to ensure the marketing messages are effectively communicated 3. Participate in the production of advertising campaigns <p>Be able to:</p> <ul style="list-style-type: none"> • Develop production schedule of the advertising campaigns and ensure that the production is on time • Source and manage advertising agencies as appropriate • Liaise with relevant internal units, advertising agencies and production houses in the development of approved advertising campaigns |
| Assessment Criteria | <p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Production of advertising campaigns. The design of the content should be based on analysis on customers, trends in advertising and the bank's strategies, etc. Moreover, the production should be in accord with the stated schedule. |
| Remark | |