

Marketing and Communication > Marketing and Branding

Title	Liaise with advertising / PR agency for brand building campaign
Code	106636L5
Range	Coordinating with advertising / PR agencies to execute brand building campaigns for the private banking business. This applies to campaigns covering promotion activities of different kinds and in different channels.
Level	5
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Evaluate marketing methods in brand promotion <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate the positioning and branding strategies of the private banking businesses in order to design details of the campaigns • Demonstrate professional knowledge in marketing in order to design an effective campaign to achieve the objectives 2. Develop implementation plan for the campaign <p>Be able to:</p> <ul style="list-style-type: none"> • Determine advertising plan (e.g. medium, frequency, timing, channels) with the objective to promote the brand awareness in the most effective way • Develop tender specifications according to the marketing strategy / plan and select agency • Discuss with agency regarding the contracts terms, e.g. scope of services, timeline, budget • Develop cost estimations for the campaign and prepare the budget for approval • Develop project management plan to monitor the time schedule, budget and performance of vendors 3. • Develop content for the advertisements / promotional materials <p>Be able to:</p> <ul style="list-style-type: none"> • Cooperate with the agency in developing content of the advertisement / campaign, e.g. layouts, write-ups, scripts for audio / video tapes, specifications of promotional materials • Cooperate with agency in designing content and artwork for the web, brochures, magazine and sales material and marketing campaigns, etc. in accordance with the branding strategies • Cooperate with agency and other vendors in design and production of collateral materials to complement the campaign • Oversee and monitor the production processes of advertisements, promotional materials and collaterals, etc.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of brand building campaign which can successfully enhance the brand awareness of the private bank business while within the budget and time schedule.
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