

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Evaluate effectiveness of advertising campaigns
Code	105548L5
Range	This unit of competency is applicable to those who are responsible for evaluating the effectiveness of advertising campaigns. It involves evaluation of advertisement contents, creative execution and expenditure against original plans.
Level	5
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in advertising campaign <ul style="list-style-type: none"> • Understand corporate marketing strategy • Comprehend marketing plan • Use a range of skills to assess how different factors influence advertising campaigns • Be alert to regulatory and ethical requirements on advertising 2. Evaluate effectiveness of advertising campaign <ul style="list-style-type: none"> • Review objectives of advertising campaign • Evaluate advertisement contents and creative execution against advertising requirements and creative framework • Compare expenditure against budget • Evaluate synergies amongst elements in advertising campaign • Use collected data to evaluate campaign effectiveness according to pre-defined indicators 3. Provide evaluation analysis to determine effectiveness of advertising campaigns <ul style="list-style-type: none"> • Provide complete and accurate findings to indicate effectiveness of advertising campaigns in achieving objectives • Provide feasible recommendations based on evaluation results to facilitate future campaign planning.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to review the contents and execution of advertisement production • Able to evaluate the effectiveness of individual elements in the campaign against prescribed objectives • Able to provide recommendations based on data collected to facilitate future campaign planning.
Remark	This unit of competency is also applicable to general insurers and life insurers.