

Specification of Competency Standards of the Insurance Industry

**Unit of Competency**

**Functional Area: Marketing**

Title	Create media-specific advertisements for advertising campaigns
Code	105505L4
Range	This unit of competency is applicable to those who are responsible for creating advertisements for advertising campaigns. It involves understanding of advertising requirements to develop media-specific advertisements, e.g. print, electronic and television advertisements. This Unit of Competency is usually performed by the insurers in conjunction with an external supplier.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge in advertisement production <ul style="list-style-type: none"> <li>• Comprehend corporate marketing strategy</li> <li>• Comprehend corporate marketing communications strategy</li> <li>• Comprehend advertising campaign and creative framework</li> <li>• Be alert to regulatory and ethical requirements on advertising</li> </ul> </li> <li>2(a). Identify advertising requirements <ul style="list-style-type: none"> <li>• Identify key advertising contents and supporting information</li> <li>• Identify intended messages/images</li> <li>• Identify designated presentation approach</li> <li>• Be alert to production schedule and budget</li> </ul> </li> <li>2 (b). Engage supplier <ul style="list-style-type: none"> <li>• Identify potential suppliers</li> <li>• Communicate production requests with potential suppliers to obtain service proposals and quotations</li> <li>• Evaluate suppliers to meet production, budget and schedule requirements</li> <li>• Engage supplier with legal contract/purchase order</li> </ul> </li> <li>2(c). Create media-specific advertisement <ul style="list-style-type: none"> <li>• Design print advertisement based on advertising requirements</li> <li>• Ensure typeface and graphic selections match creative concepts</li> <li>• Design electronic advertisement, e.g. WebPages, based on advertising requirements</li> <li>• Ensure animations, graphics and sound do not distract audience from the advertisement</li> <li>• Determine length, pace and format of television advertisement</li> <li>• Develop scripts and storyboards based on advertising requirements</li> </ul> </li> <li>2(d). Review advertisement <ul style="list-style-type: none"> <li>• Ensure advertisement has originality and impact and sets apart the product(s)/service(s) from competitors</li> <li>• Ensure advertisement fulfill regulatory and ethical requirements</li> <li>• Evaluate advertisement follows advertising specifications and creative framework</li> <li>• Obtain approval from superior</li> </ul> </li> <li>3. Create media-specific advertisements that follow advertising specifications and creative framework and comply with regulatory and ethical requirements <ul style="list-style-type: none"> <li>• Develop elements of advertisements that convey intended messages according to advertising specifications and creative framework</li> <li>• Engage competent supplier to assist advertisement creation and production within schedule and budget requirements</li> <li>• Design advertisements with correct and valid details</li> <li>• Produce advertisement that complies with regulatory and ethical requirements.</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Able to identify key advertising content and approach</li> <li>• Able to engage competent supplier to assist advertisement creation</li> <li>• Able to determine objectives in employing different media and to create media-specific advertisements</li> <li>• Able to develop media-specific advertisements with appropriate layout and contents</li> <li>• Able to evaluate output based on advertising specifications and creative framework.</li> </ul>
Remark	This unit of competency is also applicable to general insurers and life insurers.