

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Implement advertising campaigns
Code	105504L4
Range	This unit of competency is applicable to those who are responsible for implementing advertising campaigns. It involves execution of activities according to the design of advertising campaigns.
Level	4
Credit	4 (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"> • Comprehend corporate marketing strategy • Comprehend marketing plan • Comprehend details of advertising campaign • Be alert to regulatory and ethical requirements on advertising • Apply basic project management skills 2. Implement advertising campaign <ul style="list-style-type: none"> • Breakdown campaign into implementation tasks • Define deliverables and timeline • Negotiate size/length, placement/timing, number/frequency, and charges for each media • Confirm advertisement purchase with legal contracts/purchase order • Ensure advertisements in all media are launched as scheduled and in agreed positions/timeslots • Obtain approval from superior for unexpected changes in schedule • Coordinate amongst units to collect data to evaluate advertising effectiveness • Ensure campaign is implemented on time and within budget 3. Implement advertising campaign effectively <ul style="list-style-type: none"> • Divide advertising campaigns into series of tasks with clearly defined deliverables • Carry out tasks involved in advertising campaign according to pre-defined work breakdown, timeline and budget • Launch advertisements in all media as scheduled and in designated positions/timeslots to achieve intended marketing objectives.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to divide advertising campaigns into series of tasks • Able to define the deliverables and corresponding implementation details of tasks • Able to coordinate the launching of advertisement in different media according to agreed schedule and positions/timeslots.
Remark	This unit of competency is also applicable to general insurers and life insurers.