

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Formulate advertising campaigns
Code	105503L4
Range	This unit of competency is applicable to those who are responsible for developing advertising campaigns to achieve marketing plans. It involves defining campaign details and developing associated creative frameworks.
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 corporate marketing communications strategy • Comprehend advertising plan • Use a range of skills to assess how different factors influence advertising campaigns • Understand the value of external advertising consultant • Understand the practices of advertising industry • Be alert to regulatory and ethical requirements on advertising 2(a). Plan for advertising campaign <ul style="list-style-type: none"> • Define objectives of campaign • Decide on external advertising agency if needed • Analyze target customers and their profiles • Consolidate media options • Select media based on effectiveness to reach target markets 2(b). Develop advertising campaign <ul style="list-style-type: none"> • Develop campaign schedule • Develop schedule for advertisement development, such as artwork development, media production, etc. • Arrange purchase of advertising media • Use a range of skills to evaluate the resource requirements for campaign • Develop timeline for campaign based on advertising plan • Develop indicators to measure advertising effectiveness, e.g. pre and post awareness 2 (c). Develop creative framework <ul style="list-style-type: none"> • Develop key advertising contents • Develop appeals to highlight key benefits of product(s)/service(s) • Define presentation approach • Identify supporting information required on advertisement 2(d). Evaluate campaign <ul style="list-style-type: none"> • Ensure campaign follows corporate marketing strategy • Obtain approval from management 2(e). Launch advertising campaign <ul style="list-style-type: none"> • Introduce campaign to supporting units • Review campaign design based on staff and customer feedback. 3. Formulate and launch advertising campaign that effectively support marketing plan implementation <ul style="list-style-type: none"> • Design campaign that effectively reaches the target customers to achieve the intended objectives • Develop campaign with clearly defined activities, action timeline and budget • Adopt campaign that supports corporate market strategy • Adopt campaign that complies with regulatory and ethical requirements • Provide sufficient information regarding the campaign to supporting units.

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Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Able to develop advertising campaigns with precise objectives, target customers, media options, budget and timeline to achieve marketing plan• Able to develop guidelines and creative frameworks for the campaign• Able to verify campaigns against corporate marketing and marketing communications strategy• Able to promote advertising campaign to relevant units• Able to review campaign designs based on staff and customer feedback and changing market environment• Able to design campaigns in compliance with regulatory requirements.
Remark	This unit of competency is also applicable to general insurers and life insurers.