## TSC Category
Customer Experience

## TSC
Food Product Marketing

## TSC Description
Develop strategies for marketing campaigns, including the conceptualising of product stories to create emotional connections with the target audience

### TSC Proficiency Description

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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### Knowledge

- Profiles of target audience
- Objectives of campaigns
- Types of products and/or services to be advertised
- Items to evaluate during pre-campaign testing
- Pre-campaign testing evaluation criteria
- Impact of storytelling, as a marketing tool, on consumers
- Considerations when selecting the marketing mix
- Types of products to be advertised
- Campaign schedules
- Marketing campaign management tactics
- Means of using data gathered from pre-campaign testing
- Components of operational plans
- Considerations when selecting the marketing mix
- Components of marketing budgets
- Characteristics of target audience groups in different cultures, countries, and their culinary preferences
- Types of stories and marketing messages to activate a variety of emotions in target audience
- Products to be advertised
- Means of using data gathered from pre-campaign testing
- Marketing strategies
- Dimensions of marketing campaign effectiveness
- Campaign evaluation tools and methods
- Types of performance metrics
- Considerations in customising marketing campaigns for various countries and cultural customer bases

### Abilities

- Participate in continuous pre-campaign testing cycles
- Contribute ideas for campaign development
- Contribute ideas to conceptualise marketing messages or stories by incorporating experiences from product formulation
- Manage pre-campaign testing plans to gauge effectiveness of campaigns and refine operational plans
- Collaborate with marketing teams to draft product messages and/or story narratives
- Match strategic marketing purposes to product storytelling techniques and structures to accommodate market segments
- Structure and conceptualise stories to market products
- Establish campaign objectives
- Establish target market profiles, customers profiles and/or personas
- Establish performance targets aligned to brand, sales and marketing strategies and objectives
<table>
<thead>
<tr>
<th>Actions</th>
<th>Description</th>
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<tbody>
<tr>
<td>Collect information pertaining to past campaign performance</td>
<td>Collect data for campaign effectiveness evaluation</td>
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<tr>
<td>Monitor campaign performance and effectiveness in accordance with</td>
<td>Develop operational plans to achieve campaign objectives</td>
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<tr>
<td>performance measures to further refine action plans</td>
<td>Select relevant communication tools to reach out to target markets effectively</td>
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<tr>
<td>Analyse evaluation data to develop and document recommendations for</td>
<td>Set performance measures for each element of the campaigns</td>
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<tr>
<td>improvement in future marketing campaigns</td>
<td>Monitor and evaluate campaign performance and effectiveness in accordance</td>
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<tr>
<td>Monitor media platforms for campaign execution and competitors’</td>
<td>with performance measures to further refine operational plans and marketing</td>
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<tr>
<td>responses</td>
<td>stories</td>
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<tr>
<td>Manage operational plans and campaign budgets</td>
<td>Evaluate media effectiveness against media cost</td>
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<tr>
<td>Select performance metrics and targets to measure effectiveness of</td>
<td>Drive marketing campaign action plans and chain of activities aligned to</td>
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<tr>
<td>marketing operational plans</td>
<td>marketing strategies</td>
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<tr>
<td>Evaluate performance effectiveness of marketing operational plans in</td>
<td>Recommend improvements to marketing operational plans based on evaluation</td>
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<tr>
<td>meeting marketing objectives</td>
<td>outcomes</td>
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