

**SKILLS FRAMEWORK FOR FOOD SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

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	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		FSS-SNM-2043-1.1	FSS-SNM-3043-1.1	FSS-SNM-4043-1.1	FSS-SNM-5043-1.1	
		Conduct pre-campaign testing, and collect information pertaining to campaign performance, and effectiveness of product messages	Conceptualise marketing messages and execute marketing campaigns based on creative briefs	Develop marketing campaigns to communicate the product 'story' and enhance campaign awareness and campaign visibility	Drive marketing campaign development implementation and review the effectiveness of campaigns to achieve organisational objectives	
Knowledge		<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Match strategic marketing purposes to product storytelling techniques and structures to accommodate market segments Structure and conceptualise stories to market products 	<ul style="list-style-type: none"> Establish campaign objectives Establish target market profiles, customers profiles and/or personas Establish performance targets aligned to brand, sales and marketing strategies and objectives 	

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		<ul style="list-style-type: none"> • Collect information pertaining to past campaign performance • Collect data for campaign effectiveness evaluation 	<ul style="list-style-type: none"> • Monitor campaign performance and effectiveness in accordance with performance measures to further refine action plans • Analyse evaluation data to develop and document recommendations for improvement in future marketing campaigns • Monitor media platforms for campaign execution and competitors' responses • Manage operational plans and campaign budgets 	<ul style="list-style-type: none"> • Develop operational plans to achieve campaign objectives • Select relevant communication tools to reach out to target markets effectively • Set performance measures for each element of the campaigns • Monitor and evaluate campaign performance and effectiveness in accordance with performance measures to further refine operational plans and marketing stories • Evaluate media effectiveness against media cost 	<ul style="list-style-type: none"> • Select performance metrics and targets to measure effectiveness of marketing operational plans • Drive marketing campaign action plans and chain of activities aligned to marketing strategies • Evaluate performance effectiveness of marketing operational plans in meeting marketing objectives • Recommend improvements to marketing operational plans based on evaluation outcomes 	
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