

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

TSC Category	Programme and Campaign Management					
TSC	Brand Campaign Management					
TSC Description	Develop strategies to evaluate brand campaign effectiveness and analyse data to provide recommendations for improvements to future brand campaigns					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-PCM-2001-1.1	RET-PCM-3001-1.1	RET-PCM-4001-1.1	RET-PCM-5001-1.1	
		Assist in branding campaign activities, support pre-campaign testing and consolidate information pertaining to outcomes of brand campaign performance	Conduct pre-campaign testing, review campaign performance and evaluate brand campaign effectiveness to develop recommendations for improvements to future campaigns	Assess branding campaign data to determine success and document recommendations for improvements to future campaigns	Develop evaluation strategies for branding campaign effectiveness and oversee campaign implementation	
Knowledge		<ul style="list-style-type: none"> Objectives of branding campaigns Brand communications and message Types of products and/or services Evaluative components of pre-campaign testing Pre-campaign testing evaluation criteria 	<ul style="list-style-type: none"> Objectives of branding campaigns Brand communications and message Shopper personas Campaign schedules Means of using data gathered from pre-campaign testing 	<ul style="list-style-type: none"> Brand management strategies Brand portfolio, image, and position Shopper personas Campaign evaluation tools and methods Means of using data gathered from pre-campaign testing 	<ul style="list-style-type: none"> Brand management strategies Brand portfolio, image and position Dimensions of brand effectiveness Campaign evaluation tools and methods Practices for establishing campaign budgets Techniques to evaluate brand campaign effectiveness 	
Abilities		<ul style="list-style-type: none"> Contribute ideas for branding campaign development Collect information of past campaign performance and to identify customer personas Participate in continuous pre-campaign testing cycles on brand communications and message Perform pre-campaign testing activities with identified customer persona samples Collect feedback for campaign effectiveness evaluation with identified customer personas 	<ul style="list-style-type: none"> Review pre-campaign testing activities in alignment to brand communications and message Analyse pre-campaign testing data to develop and document recommendations for improvements to future branding campaigns and identified customer personas Execute brand campaigns in alignment to branding strategies Review information on brand's image and customer feedback 	<ul style="list-style-type: none"> Develop branding campaign activities to achieve brand strategies Recommend potential communication tools to reach out to identified customers and increase interest in brands via traditional media, online portals and in-store Manage execution of campaigns to achieve desired results Evaluate customer responses to determine effectiveness of campaigns Refine campaigns to enhance effectiveness 	<ul style="list-style-type: none"> Establish branding campaign objectives and brand strategies Establish evaluation targets aligned to brand portfolio, image and positioning Evaluate performance of brand campaigns in meeting brand objectives and strategies Recommend improvements to branding campaigns based on evaluation outcomes 	

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			<p>versus desired brand positioning</p> <ul style="list-style-type: none"> • Monitor campaign performance and effectiveness in accordance with brand communications and message 	<ul style="list-style-type: none"> • Manage pre-campaign testing plans to gauge effectiveness of campaigns • Refine operational plans based on pre-campaign test findings • Manage operational plans and budget to support campaign objectives • Monitor and evaluate campaign performance and effectiveness in accordance with brand communications and message 		
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