

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

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| TSC Category | Copywriting | | | | | |
| TSC | Writing of Advertising Copy for Broadcast and Interactive Media | | | | | |
| TSC Description | Develop advertising copies for broadcast and interactive media that promote the ideal image, features and benefits of the products, services or ideas that comply with legal, organisational and ethical requirements | | | | | |
| TSC Proficiency Description | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 | Level 6 |
| | RET-COP-1006-1.1 | RET-COP-2006-1.1 | RET-COP-3006-1.1 | RET-COP-4006-1.1 | | |
| | Support the processes of writing advertising copies for broadcast and interactive media, produce copies which comply with legal, organisational and ethical requirements and draft documents with accurate punctuations, grammar and syntaxes | Maintain writing quality to meet requirements of creative brief in terms of information, format, language, writing style and level of detail, create content with accurate punctuations to ensure clarity of meaning and ease of reading as well as write using correct use of grammar and syntaxes | Write advertising copies for broadcast and interactive media based on creative brief, evaluate content and supporting information for accuracy and completeness as well as analyse design and copy options against requirements of creative briefs | Develop advertising copies for broadcast and interactive media and create original copies that set the organisation's products, services or ideas apart from its competitor's promotional materials | | |
| Knowledge | <ul style="list-style-type: none"> • Methods for conducting simple market research to understand the products or services and the target audience • Criteria for writing copies that are understandable to the target readers • Methods to conduct grammar and spelling check • Processes and technologies involved in printing production • Spelling and typographical mistakes, including commonly misspelled words • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses | <ul style="list-style-type: none"> • Methods for conducting simple market research to understand the products or services and the target audience • Criteria for writing copies that are understandable to the target readers • Methods to conduct grammar and spelling check • Processes and technologies involved in printing production • Spelling and typographical mistakes, including commonly misspelled words • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses | <ul style="list-style-type: none"> • Profiles of target audience • Types of broadcast and interactive media • Criteria for identifying the unique selling proposition to generate advertising ideas • Criteria for highlighting the features and benefits of the products and services in the advertisement copy • Criteria for defining digital platforms for publishing content • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses • Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct • Key characteristics of a storyboard • Processes related to creating storyboards for broadcast and interactive media | <ul style="list-style-type: none"> • Profiles of target audience • Types of broadcast and interactive media • Criteria for identifying the unique selling proposition to generate advertising ideas • Criteria for highlighting the features and benefits of the products and services in the advertisement copy • Criteria for defining digital platforms for publishing content • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses • Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct • Key characteristics of a storyboard • Processes related to creating storyboards for broadcast and interactive media | | |

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| | | | <ul style="list-style-type: none"> • Moving images such as flash images | <ul style="list-style-type: none"> • Moving images such as flash images | | |
| <p>Abilities</p> | <ul style="list-style-type: none"> • Conduct research to support advertising copy development • Produce copies which comply with legal, organisational and ethical requirements • Support and draft documents with accurate punctuations, grammar and syntaxes • Write using correct grammar and syntaxes | <ul style="list-style-type: none"> • Support writing quality to meet requirements of creative brief in terms of information, format, language, writing style and level of detail • Write advertisement copies to communicate advertising messages • Create content with accurate punctuations • Write using correct grammar and syntaxes | <ul style="list-style-type: none"> • Assess the creative brief to identify the advertisement's objectives and deliverables • Define the advertising messages by researching the products or services to be promoted • Propose changes to texts using clear language and logical structure • Produce text contents using a tone that is consistent with established themes • Present and describe interactive events, audio and motions in written form using storyboards | <ul style="list-style-type: none"> • Develop advertising copies for broadcast and interactive media containing required images, features and benefits of the products, services or ideas. • Confirm schedules and budgetary requirements for creating copy • Identify legal and ethical constraints impacting copies to be developed. • Edit copies to conform to grammar rules • Edit copies to maintain consistency with the publishing house style • Develop storyboarding templates to present and describe interactive events, audio and motions | | |