

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

<b>TSC Category</b>	Visual Display and Space Optimisation					
<b>TSC</b>	Shopper Marketing Campaign Management					
<b>TSC Description</b>	Develop evaluation strategies and analyse data to recommend improvements to future shopper marketing campaigns					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b> <b>RET-VDS-2003-1.1</b>	<b>Level 3</b> <b>RET-VDS-3003-1.1</b>	<b>Level 4</b> <b>RET-VDS-4003-1.1</b>	<b>Level 5</b> <b>RET-VDS-5003-1.1</b>	<b>Level 6</b>
		Conduct pre-campaign testing and evaluate campaign performance for future improvement	Execute offline and/or online campaigns based on creative briefs, ensure compliance with budgetary requirements and collaborate with partners closely	Develop detailed shopper marketing campaigns and liaise with partners to enhance offline and/or online awareness and campaign visibility	Establish shopper marketing campaign objectives in measurable terms given the constraints of time and budget factors and develop shopper marketing campaign action plans	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>• Dimensions of shopper marketing campaign effectiveness</li> <li>• Campaign evaluation tools and methods</li> <li>• Tactics in shopper marketing and/or visual merchandising campaign management</li> <li>• Types of message to be communicated</li> <li>• Types of products to be advertised</li> <li>• Means of using data gathered from pre-campaign testing</li> </ul>	<ul style="list-style-type: none"> <li>• Dimensions of shopper marketing campaign effectiveness</li> <li>• Campaign evaluation tools and methods</li> <li>• Tactics in shopper marketing and/or visual merchandising campaign management</li> <li>• Types of message to be communicated</li> <li>• Types of products to be advertised</li> <li>• Means of using data gathered from pre-campaign testing</li> </ul>	<ul style="list-style-type: none"> <li>• Shopper marketing strategy</li> <li>• Objectives of campaign</li> <li>• Dimensions of shopper marketing campaign effectiveness</li> <li>• Campaign evaluation tools and methods</li> <li>• Types of go-to-market execution (e.g. Point-of-Purchase and promotion strategies)</li> <li>• Mechanics of an integrated marketing communications structure</li> <li>• Tactics in shopper marketing and/or visual merchandising campaign management</li> <li>• Types of messages to be communicated</li> <li>• Types of products to be advertised</li> </ul>	<ul style="list-style-type: none"> <li>• Shopper marketing strategy</li> <li>• Objectives of campaign</li> <li>• Dimensions of shopper marketing campaign effectiveness</li> <li>• Campaign evaluation tools and methods</li> <li>• Types of go-to-market execution</li> <li>• Mechanics of an integrated marketing communications structure</li> <li>• Tactics in shopper marketing and/or visual merchandising campaign management</li> <li>• Types of messages to be communicated</li> <li>• Types of products to be advertised</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>• Collect information pertaining to past campaign performance</li> <li>• Contribute ideas for campaign development</li> <li>• Perform tasks in relation to pre-campaign testing activities</li> <li>• Participate in a continuous pre-campaign testing cycle</li> </ul>	<ul style="list-style-type: none"> <li>• Execute offline and/or online campaigns based on creative briefs as well as ensure compliance with budgetary requirements and collaborate with partners closely.</li> <li>• Monitor offline and/or online campaigns against projected outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a detailed shopper marketing campaign</li> <li>• Act as a main point of contact with partners to enhance offline and/or online awareness and campaign visibility</li> <li>• Raise offline and/or online awareness and increase interest in product and</li> </ul>	<ul style="list-style-type: none"> <li>• Establish shopper marketing campaign objectives in measurable terms</li> <li>• Operationalise shopper marketing campaigns within the constraints of time, budget, product and market factors</li> <li>• Develop shopper marketing campaign</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Collect data for campaign effectiveness evaluation</li> <li>• Evaluate campaign performance for improvement in future campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Develop actions plans to address any deviation of projected outcomes</li> <li>• Review campaign performance for improvement in future campaigns</li> </ul>	<p>service</p> <ul style="list-style-type: none"> <li>• Manage campaign to ensure smooth execution</li> </ul>	<p>action plans</p> <ul style="list-style-type: none"> <li>• Articulate desired chain of activities within a roadmap</li> <li>• Evaluate overall campaign performance and effectiveness</li> </ul>	
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