## 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

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
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<td>RET-PCM-2001-1.1</td>
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<tr>
<td>Assist in branding campaign activities, support pre-campaign testing and consolidate information pertaining to outcomes of brand campaign performance</td>
<td>Conduct pre-campaign testing, review campaign performance and evaluate brand campaign effectiveness to develop recommendations for improvements to future campaigns</td>
<td>Assess branding campaign data to determine success and document recommendations for improvements to future campaigns</td>
<td>Develop evaluation strategies for branding campaign effectiveness and oversee campaign implementation</td>
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#### Knowledge

- 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
- Objectives of branding campaigns
- Brand communications and message
- Shopper personas
- Campaign schedules
- Means of using data gathered from pre-campaign testing
- Brand management strategies
- Brand portfolio, image, and position
- Shopper personas
- Campaign evaluation tools and methods
- Means of using data gathered from pre-campaign testing
- 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

- 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
- 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
- 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
- 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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<th>versus desired brand positioning</th>
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<tr>
<td></td>
<td>• Monitor campaign performance and effectiveness in accordance with brand communications and message</td>
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<td>• Manage pre-campaign testing plans to gauge effectiveness of campaigns</td>
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<td>• Refine operational plans based on pre-campaign test findings</td>
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<td>• Manage operational plans and budget to support campaign objectives</td>
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<td>• Monitor and evaluate campaign performance and effectiveness in accordance with brand communications and message</td>
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