

US 67 – Produce and distribute promotional materials in a retail or distribution environment Level 4, Credit 4, Version 5

This evidence guide aims to assist you in preparing for assessment of this unit standard. It outlines the requirements for each element in the unit standard and the knowledge you need to have before you are assessed.

Purpose of the unit standard:

People credited with this unit standard are able to prepare to produce promotional materials; produce promotional materials; and distribute promotional materials in a retail or distribution environment.

Special notes from the unit standard

1. Definitions

Promotional materials refers to materials used for promotion of goods and/or services to potential customers and may include but is not limited to – leaflets, brochures, bill boards, websites, campaigns.

Retail or distribution environment refers to workplaces where the primary focus is on customers purchasing goods and/or services.

Agreed indicates a course of action that is agreed between two or more people (including the candidate) and which follows organisational procedures.

Organisational procedures refer to instructions to staff on policy and procedures which are formally documented, or generally accepted within the workplace.

2. Performance of the elements of this unit standard must comply with the requirements of the following legislation: Consumer Guarantees Act 1993, Fair Trading Act 1986, Sale of Goods Act 1908, Copyright Act 1994, and their subsequent amendments.

3. **Evidence is required for TWO DIFFERENT promotional materials.**

Resources

The following resources may be useful when completing this assessment

- Copy of the unit standard.

Summary of Evidence Requirements

Sources of evidence may include:

- Task observation and recording
- Verbal questioning
- Verified documentation
- Letters of attestation

Instructions:

If evidence is cross-referenced from other unit standards, the assessor must indicate the unit standards that are used as the basis of this cross-referencing.

Read through the checklist on the following pages; if you can confidently tick all the boxes then you are ready to be assessed. If not, you will need to complete additional work before you are assessed.

The column labelled *evidence* is there for you to make notes about the type of evidence you are going to supply. This is optional.

If you are unsure of any requirements you may contact your assessor or workplace mentor for further clarification. It is recommended that you have all your evidence prepared before you meet with your assessor.

Evidence Checklist for US 67

☑	Performance criteria	Evidence
	Element 1. Prepare to produce promotional materials.	
	<p>1.1 Identify the market which will be targeted by the promotional materials. The target market will meet with organisational objectives. e.g. A travel agency may target the leisure market by sending promotional emails to existing clients.</p>	
	<p>1.2 Identify what the promotional materials will achieve according to the organisational procedures. e.g. A travel agency may wish to increase its sales of Pacific Island cruise packages over the winter months.</p>	
	<p>1.3 Identify specifications for the promotional material which meet with the organisational procedures.</p> <p>Specifications identified by you will enable the promotional objectives to be met. Specifications may be:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Approach <input type="checkbox"/> Mix <input type="checkbox"/> Message <input type="checkbox"/> Theme <input type="checkbox"/> Style <input type="checkbox"/> Format <input type="checkbox"/> Medium <input type="checkbox"/> Materials <input type="checkbox"/> Impact <input type="checkbox"/> Use of visuals <input type="checkbox"/> Quality control procedures <input type="checkbox"/> Timeframe <input type="checkbox"/> Budget 	

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	<ul style="list-style-type: none"> <input type="checkbox"/> Production method <input type="checkbox"/> Distribution method <input type="checkbox"/> Evaluation method <input type="checkbox"/> Placement <input type="checkbox"/> Compliance with legislative requirements. <input type="checkbox"/> Other (please specify) 	
	<p>1.4 Identify what information needs to be included in the promotional material according to the organisational procedures. Check the information to ensure it is:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Current <input type="checkbox"/> Accurate <p>e.g. information to be included in promotional material for Pacific Island cruises might be departure dates, destinations of cruises, ship specifications, activities on cruise, room size, price range etc.</p>	
	<p>1.5 Identify what resources are needed to create the promotional materials. Check the necessary resources are available in sufficient quantities. Resources might be:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Consumables <input type="checkbox"/> Stationery <input type="checkbox"/> Tools <input type="checkbox"/> Equipment <input type="checkbox"/> Hardware <input type="checkbox"/> Software <input type="checkbox"/> Agencies i.e. designers, printing companies etc. 	

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	<p>1.6 Ensure the following is agreed to according to organisational procedures:</p> <ul style="list-style-type: none"><input type="checkbox"/> Information included in the promotional material<input type="checkbox"/> Design of the promotional material<input type="checkbox"/> Layout of the material<input type="checkbox"/> Production method of the material.	
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Evidence Checklist for US 67

<input checked="" type="checkbox"/>	Element 2: Produce promotional materials.	
	2.1 Ensure the promotional materials are created to meet the agreed specifications and following the organisations procedures.	
	2.2 Ensure the promotional materials communicate the information accurately and clearly.	
	2.3 Ensure the promotional materials are produced within the agreed timeframe.	
	2.4 Ensure that the promotional material complies with legislative requirements. e.g. does not make any false claims regarding benefits, price etc. As specified in legislation such as Fair Trading Act 1993, Consumer Guarantees Act 1986 etc.	
	2.5 Ensure the promotional materials are completed according to the organisational procedures. Completion might include: <ul style="list-style-type: none"> <input type="checkbox"/> Drafting <input type="checkbox"/> Checking <input type="checkbox"/> Proofing <input type="checkbox"/> Approval <input type="checkbox"/> Safety <input type="checkbox"/> Sign off <input type="checkbox"/> Other (please specify) 	

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	<p>2.6 Evaluate the effectiveness of the promotional materials according to organisational procedures. e.g.</p> <ul style="list-style-type: none"><input type="checkbox"/> Focus groups<input type="checkbox"/> Staff/management feedback<input type="checkbox"/> Other (please specify)	
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Evidence Checklist for US 67

Element 3: Distribute promotional materials	
<p>3.1 Distribute the promotional materials as required by the agreed specifications and the organisations procedures. e.g.</p> <ul style="list-style-type: none"> • Letter box drops • Posters put up • Email's sent • Window displays • Newspaper advertising 	
<p>3.2 Distribute the promotional materials to appropriate recipients which will ensure the planned outcomes of the promotion are achieved. e.g.</p> <ul style="list-style-type: none"> • Letter box drops will be in affluent neighbourhoods • Posters put up in travel agencies • Emails sent to parties who have expressed interest in the product. 	
<p>3.3 Evaluate the effectiveness of the distribution of the promotional material according to the organisational procedures. e.g.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Increase in visitor numbers <input type="checkbox"/> Return of voucher/coupons <input type="checkbox"/> Increase in sales <input type="checkbox"/> Increase in revenue <input type="checkbox"/> Other (please specify) 	