

BSBWRT501 Write Persuasive Copy

Assessment Guideline

Assessment Event 1 – Knowledge Questions

Question 1

Using the table below, discuss ethical requirements which may impact production and delivery of creative copy.

R 1. list five ethical requirements

R 2. provide rationale for each requirement

R 3. word count is approximately 50 words per requirement.

Ethical Requirement	Rationale

Please find the related information on lecture slide between 2 - 3 & Don't copy.

Question 2

Using the tables below, explain relevant legislation, standards and codes of practice affecting production and delivery of copy.

R 1. explain legal requirements:

- list five legislations
- list five codes of practice
- correctly write the name and date of each instrument
- these names and dates must be current
- for each legal instrument, explain their key provisions on the copywriting process

R 2. word count is approximately 50 words per explanation.

Legislation/Standards	Key Provisions

Codes of practice	Key Provisions

Please find the related information on lecture slide between 4 -15 & Don't copy.

Question 3

Using the table below, outline constraints to be considered during preparation, analysis, and evaluation of copy.

R 1. list two constrains for each phase in the copywriting process:

- preparation
- analysis
- evaluation

R 2. for each constraint:

- list two possible impacts on the copywriting process
- provide a way to overcome the constraint

R 1. word count is approximately 50 words per constraint.

Phases	Constraints	Impacts	Way to Overcome
Preparation	1.		
	2.		
Analysis	1.		
	2.		
Evaluation	1.		
	2.		

Please find the related information on lecture slide between 16 -17 & Don't copy.

Question 4

Using the table below, describe persuasive writing techniques used in copywriting.

R 1. list five persuasive writing techniques

R 2. explain the reason of use for each technique

R 3. word count is approximately 50 words per explanation.

Techniques	Reason

Please find the related information on lecture slide between 18 -19 & Don't copy.

Question 5

Using the table below, explain the structure of a persuasive copy.

R 1. list four elements

R 2. explain the motivation of each element

R 3. word count is approximately 50 words per explanation.

Element	Motivation

Please find the related information on lecture slide between 20 -21 & Don't copy.

Assessment Event 2: Crystal Cosmetics Simulation

Task 1: Analyse and Interpret Creative Brief

In this task, you will review the Client Brief, then conceptualise the creative context and lay the groundwork for copy production.

1.1 Analyse and confirm techniques for expressing central idea

- R 1. summarise the central idea
- R 2. shortlist minimum two techniques to express the central idea
- R 3. provide a rationale for each technique
- R 4. word count is approximately 150 words in total.

- Analyse central idea of Crystal Cosmetics- highlighting the company's product's uniqueness through combining visual and textual elements. information could be found on Client brief file page 4(Background to the Project), page 7(Macro and Micro Goals), page 8(Brand Image).
- Two techniques to express the central idea: information could be found on Client brief file page 7. Choose two technique from there and provide reason how you use these two techniques to promote clients product to customer.

Example 😊) Don't copy. Write your own response

- visual advertising- will be used to attract customer towards to product incorporating the following primary elements:
 - ✓ sea blue colors could be used to bring the product's 'refreshing', 'hydrating' and 'moisturising' features
 - ✓ eye-catching focal points and directional lines to enforce pure attention to the product's exclusive look
 - ✓ symbolism through using the 'butterfly icon' to increase brand awareness and association

1.2 Identify and check content and supporting information for accuracy and completeness

- R 1. summarise the accuracy and completeness of the Client Brief:
 - list two issues with its content and supporting information
 - explain how these issues may impact your copy production

- explain how each of these issues would be addressed in your copy production
- R 2. word count is approximately 50 words per issue.

- **Identify two issues:** from *Client brief file*. Issues mean which is not clear instruction to prepare for your copy documents.
- **Explain each issue how it impacts your copy production**
- **Explain how you will resolve it**

You can use tabular format like below:

Example (☹) Don't copy. Write your own response:

Issue	How does it impact your copy production	How does this issue address
The Client Brief requires the copy to appeal to emotion- it does not specify which emotions.	These are crucial to select the right 'keywords' or 'phrases' to create an emphasis on consumers' perception for the product.	This copy will primarily focus on 'exclusivity' and 'need for a healthy skin'.
Not clarity in primary and secondary audiences		
keywords or phrases to be incorporated that best describe the product		
not provide information about the colour palette		

1.3 Confirm schedule and budgetary requirements for creating copy

R 1. using an appropriate tool, create a timesheet including the following fields:

Date:	day a task to be executed
Task:	activity undertaken throughout the copywriting process
Hourly Rate:	hourly rate agreed
Estimated Duration:	time estimated to complete a task
Estimated Cost:	cost estimated to complete a task
Actual Duration:	actual time taken to complete a task
Actual Cost:	actual cost to complete a task
Variance:	the difference between the estimated and actual cost

R 2. populate the timesheet:

- fill date, task, hourly rate, estimated cost, and estimated duration fields
- list a minimum of three parent tasks each with a minimum of three subtasks
- data must be in accordance to the Client Brief requirements
- work breakdown structure must be coherent

R 3. attach a screenshot of your timesheet to your Student Assessment Workbook.

Use Microsoft excel/Word and create table like below for time sheet. Create a minimum of three parent tasks each with a minimum of three subtasks (example provide below), you need to choose your own task. Make sure you provide LEGEND (what means what?) under the table.

Please align your budget to the Client Brief, as follows

- one week for the total duration to meet the schedule (including weekend days)
- \$1,500 total budget
- \$50 hourly pay rate
- ✓ Strictly follow above requirement

you need to prepare up to **estimated cost only** for this task. You can provide screenshot of your budget here.

Task mention in table below is **Example only** 😊) **Don't copy.**

Screenshot for the final timesheet must be readable or you can print your time sheet separately.

Date	Task	Rate	Estimated Duration (hrs)	Estimated Cost (\$ AUD)	Actual Duration (hrs)	Actual Cost (\$ AUD)	Variance (\$ AUD)
1. Conceptualise							
11-Jul-17	1.1 Analyse Client Brief	\$50.00	2	\$100.00			
	1.2 Study competitor's copy	\$50.00	1	\$50.00			
	1.3 Search for social proof	\$50.00	3	\$150.00			
12-Jul-17	1.4 Decide persuasive techniques	\$50.00	1	\$50.00			
2. Design and Develop							
13-Jul-17	2.1 Create the sketch outlines	\$50.00	2	\$100.00			
	2.2 Incorporate product and brand elements	\$50.00	1	\$50.00			
	2.3 Insert social proof and textual elements	\$50.00	1	\$50.00			
14-Jul-17	2.4 Apply visual composition	\$50.00	5	\$250.00			
3. Proofread and finalise							
15-Jul-17	3.1 Proofread textual and visual elements	\$50.00	3	\$150.00			
	3.2 Send Brand Strategiest for review	\$50.00	0	\$0.00			
16-Jul-17	3.3 Apply changes as required	\$50.00	2	\$100.00			
Total estimated time is: 21 hours				Total estimated cost is: \$1050 AUD			

Legend:

Date: day the task(s) executed.

Task: activity undertaken throughout the copywriting process.

Rate: hourly rate agreed.

Estimated Duration: time estimated to complete a task.

Estimated Cost: cost estimated to complete a task.

Actual Duration: actual time taken to complete a task.

Estimated Cost: actual cost to complete a task.

Variance: the difference between the estimated and actual cost.

1.4 Identify legal and ethical constraints impacting copy to be developed

R 1. review the organisation's policy and conduct a desk research:

- list five legal constraints referencing corresponding legislation, standards or codes
- list five ethical constraints
- explain how each will have an impact on the copy to be developed

R 2. word count is approximately 25 words per constraint.

- You can apply knowledge from Assessment Event 1 (Question 1 and 2)
- Example only 😞) Don't copy.

<i>Legal Constraints</i>	<i>Reference to:</i>	<i>Impact</i>
<i>Plagiarism and licensing</i>		
<i>Fair trading</i>	<i>Competition and Consumer Act 2010</i>	<i>The copy must not include any misleading pricing or deceptive features about the B5 Pro. Any information used in the copy must be true and not create a false impression to the potential consumer.</i>
<i>Discriminatory language</i>		
<i>Obscenity</i>	<i>Broadcasting Services Act 1992 AANA Code of Ethics</i>	
<i>Advertising cosmetics</i>		

<i>Ethical Constraints</i>	<i>Impact</i>
<i>Honesty</i>	<i>The copy should be accurate and truthful when describing the B5 Pro's features and benefits. It should only include facts that are valid to ensure that consumers are not misguided.</i>
<i>Appropriate language</i>	
<i>Decent content</i>	
<i>Advocacy</i>	
<i>Subliminal promotion</i>	

Task 2: Evaluate Creative Options

In this task, you will overview the design and copy options provided in the Client Brief, and then select suitable elements for designing and developing the website copy ad.

Evaluate creative options and select suitable design and copy elements accordingly

R 1. evaluate copy options and made appropriate selections:

- list seven copy options
- these options must be appropriate to communicate the brand message
- these options must be suitable for the copy design and production
- these options must be achievable within time and budgetary requirements

R 2. list two possible uses for each chosen option

R 3. word count is not critical.

Please go to the *Client brief file* page 9 and select any seven copy options from there & write two possible uses for each chosen option. Remember you need to use your chosen option to create your web copy for next task.

Example only 😊) Don't copy.

Copy option	Possible uses in the copy
Headline	<ul style="list-style-type: none"> grab audience attention
Colour	<ul style="list-style-type: none">
Imagery	<ul style="list-style-type: none">
shadows	<ul style="list-style-type: none">
Symbolism	<ul style="list-style-type: none">
Text	<ul style="list-style-type: none"> highlight product's benefits communicate the brand's nature friendliness
Call to action buttons	<ul style="list-style-type: none">

Task 3: Prepare Persuasive Copy

In this task, you will create the website ad copy in accordance to the client and organisational requirements, surpassing the competitor's promotional material. This will require you to submit the draft to the Creative Director (your Assessor) for review and gain feedback on the necessary refinements to finalise the copywriting process.

3.1 Create the website ad copy

R 1. create the draft copy in accordance to:

- the requirements of the Client Brief
- Copywriting Policy and Procedures
- legal and ethical requirements
- time and budget constraints
- the performance criteria listed in the 'Creative Copy Check Sheet' in Appendix B

R 2. attach your draft copy to your Student Assessment Workbook

R 3. email the draft copy to the Creative Director for review.

- Now you need to create **draft** the website ad copy & email to your trainer.

You can use Microsoft word to design your copy.

- Please make sure you must have this information in your website ad copy:**

- Product's main features and benefits:
 - ✓ organic ingredients
 - ✓ nature & body friendly (use Green color to design this section)
 - ✓ free from harmful chemicals
 - ✓ hydrating
 - ✓ recovering
 - ✓ rejuvenating
 - ✓ anti-aging

Date	Task	Rate	Estimated Duration (hrs)	Estimated Cost (\$ AUD)	Actual Duration (hrs)	Actual Cost (\$ AUD)	Variance (\$ AUD)
1. Conceptualise							
11-Jul-17	1.1 Analyse Client Brief	\$50.00	2	\$100.00	2	\$100.00	\$0.00
	1.2 Study competitor's copy	\$50.00	1	\$50.00	1	\$50.00	\$0.00
	1.3 Search for social proof	\$50.00	3	\$150.00	2	\$100.00	\$50.00
12-Jul-17	1.4 Decide persuasive techniques	\$50.00	1	\$50.00	4	\$200.00	-\$150.00
2. Design and Develop							
13-Jul-17	2.1 Create the sketch outlines	\$50.00	2	\$100.00	3	\$150.00	-\$50.00
	2.2 Incorporate product and brand elements	\$50.00	1	\$50.00	1	\$50.00	\$0.00
	2.3 Insert social proof and textual elements	\$50.00	1	\$50.00	1	\$50.00	\$0.00
14-Jul-17	2.4 Apply visual composition	\$50.00	5	\$250.00	7	\$350.00	-\$100.00
3. Proofread and finalise							
15-Jul-17	3.1 Proofread textual and visual elements	\$50.00	3	\$150.00	4	\$200.00	-\$50.00
	3.2 Send Brand Strategiest for review	\$50.00	0	\$0.00	0	\$0.00	\$0.00
16-Jul-17	3.3 Apply changes as required	\$50.00	2	\$100.00	3.5	\$175.00	-\$75.00
Total estimated time is: 21 hours Total estimated cost is: \$1050 AUD Total actual time is: 28.5 hours Total actual cost is: \$1425 AUD Difference is: -\$375							
Legend: Date: day the task(s) executed. Task: activity undertaken throughout the copywriting process. Rate: hourly rate agreed. Estimated Duration: time estimated to complete a task. Estimated Cost: cost estimated to complete a task. Actual Duration: actual time taken to complete a task. Estimated Cost: actual cost to complete a task. Variance: the difference between the estimated and actual cost.							

You need to identify which task have variance and provide reason and how to improve. You can create table like below:

Example only 😊) Don't copy.

Variance	Reason	How to Improve
Creating sketch outlines	<ul style="list-style-type: none"> Underestimated the time required Concept review took much longer than estimated due to the exclusion of call to actions and icons 	<ul style="list-style-type: none"> Involve relevant stakeholders during conceptualisation to ensure nothing is left out
Proofread textual and visual elements	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
Apply changes as required	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

3.3 Revise and finalise the website ad copy

- R 1.refine your copy in accordance to the Creative Director's feedback
- R 2.copy must meet all the criteria listed in the 'Creative Copy Check Sheet'
- R 3.attach your final copy to your Student Assessment Workbook
- R 4.attach the email exchange including the feedback to your Student Assessment Workbook.

Email your trainer about final copy and attached Final version of website ad copy (Coloured print required). Please make sure your final copy have some changes from your draft copy.

- ✓ packed with revitalising ingredients
 - ✓ suitable for all skin types
 - Includes the mandatory information and artwork:
 - ✓ logo
 - ✓ product tub
 - ✓ brand symbol
 - ✓ add some button -enquiry /read more/Email/Find store etc.
- NB: All required logo and symbol is available in eLearning.
- You also need to attached trainer feedback screen shot here as proof to improvement option for your final copy.

Example only 😞) Don't copy.



3.2 Confirm schedule and budgetary requirements for creating copy

R 1. update the timesheet:

- populate 'Actual Duration' and 'Actual Cost'
- calculate 'Variance'
- calculate total actual cost

R 2. summarise variances:

- list the tasks with variances
- explain the reasons for each variance
- provide a way to improve in future projects.
- word count is not critical

R 3. attach a screenshot of your final timesheet to your Student Assessment Workbook.

Now you need to complete your timesheet which you create in Task 1.3. Before you write estimate duration and cost for your selected task. Now you need to write actual duration and cost you use. Also find variance in last column.

Example only 😞) Don't copy.