



SIRXECM002

# Prepare Digital Content

Assessment 2 of 4

Case Study and Tasks

Assessor Guide



## Assessment Instructions

### Task overview

This assessment task is divided into **two (2)** case studies with associated tasks to complete. Read each question carefully before typing your response in the space provided.

### Additional resources and supporting documents

To complete this assessment, you will need to access:

- Tasty Bites Marketing Plan (provided in LMS)



## Assessment Information

### Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

### Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.



The following assessment tasks use a simulated business called Complete Business Solutions Australia (CBSA). To complete the assessment tasks, students will need to access information, templates, policies and procedures associated with CBSA. These documents can be accessed on CBSA's intranet accessible via the website. To access; head to [www.cbsa.com.au](http://www.cbsa.com.au).

## This assessment task requires you to create the following:

- A Facebook Business Page to be used to upload and display content developed in this assessment.

### Does a Facebook business page have to be linked to a personal account?

Facebook requires every business page to be linked to a personal Facebook profile, but all the information—posts, comments, photos, updates, etc. —are separate. The information on your personal profile will not appear on your business page and vice versa, unless you manually share them between pages.

### How to create a business page on Facebook?

Click on the links below to help you create a Facebook business page. This will be required later on in the assessment.




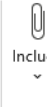

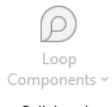

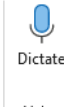
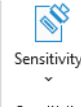


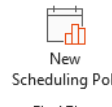
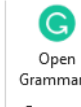



- [https://www.facebook.com/business/tools/facebook-pages?content\\_id=2b0iY7hbYd1v4gY&ref=sem\\_smb&utm\\_source=GOOGLE&utm\\_medium=fbsmbsem&utm\\_campaign=PFX\\_SEM\\_G\\_BusinessAds\\_AU\\_EN\\_DSA\\_Other\\_Desktop&utm\\_content=BusinessAds\\_AU\\_EN\\_DSA\\_Desktop-&utm\\_term&utm\\_ct=EVG&refsem\\_smb&utm\\_termdsa-1456248249043&gclid=EAlaIqobChMlxcGlyofRggMVsklmAh3jngylEAAAYASABEgLicfD\\_BwE&gclid=EAlaIqobChMlxcGlyofRggMVsklmAh3jngylEAAAYASABEgLicfD\\_BwE](https://www.facebook.com/business/tools/facebook-pages?content_id=2b0iY7hbYd1v4gY&ref=sem_smb&utm_source=GOOGLE&utm_medium=fbsmbsem&utm_campaign=PFX_SEM_G_BusinessAds_AU_EN_DSA_Other_Desktop&utm_content=BusinessAds_AU_EN_DSA_Desktop-&utm_term&utm_ct=EVG&refsem_smb&utm_termdsa-1456248249043&gclid=EAlaIqobChMlxcGlyofRggMVsklmAh3jngylEAAAYASABEgLicfD_BwE&gclid=EAlaIqobChMlxcGlyofRggMVsklmAh3jngylEAAAYASABEgLicfD_BwE)
- [https://business.facebook.com/latest?nav\\_ref=mfb\\_get\\_started\\_body\\_cta](https://business.facebook.com/latest?nav_ref=mfb_get_started_body_cta)

### YouTube Links to help


- Facebook Business Page- HubSpot Marketing: [https://youtu.be/k3kjJDGBa\\_o](https://youtu.be/k3kjJDGBa_o)

## Task 1: Determine Digital Content Requirements

To begin this task please read the following email and its attachment, then complete the tasks that are associated with this case study.

 Paste	 Basic Text	 Names	 Include	 Attach File via Link	 Loop Components	 Tags	 Dictate	 Sensitivity	 Editor	 Immersive Reader	 New Scheduling Poll	 Open Grammarly	 Viva Insights	 View Templates
	To	Tina Hughes [tina.hughes@cbsa.com.au]												
	From	Gavin Stead [gavin.stead@cbsa.com.au]												
	Date/ Time	Tuesday 11 a.m.												
	Subject	Tasty Bites Cookies												
	Attachment	Creative Brief												

Hi Tina



Congratulations and welcome to the Marketing Team at CBSA.

CBSA has just launched their new division in the company opening a marketing section specialising in marketing, branding, interactive solutions, and visual communication across various platforms. CBSA will be oversees marketing projects from conception to completion, from ideation to digital strategy through UX, website design, and development.

CBSA further writes persuasive content in the following forms based on the creative brief provided.

- Digital
  - Magazine articles
  - Website advertisements
  - Blogs
  - Videos
  - E-books
  - Brochures
- Audio

We have just received our first new client: Tasty Bites Cookies. Attached to this email is the information pack about Tasty Bites Cookies.

To give you a quick overview, Tasty Bites Cookies in a new company coming out to the market. We will be assisting them with the launch of their brand.

Once you have reviewed the document please complete the task below. I need you to identify some key points about our new client and their product before we commence assisting them. Attached below is the questionnaire for you to complete to assist us

Gavin Stead  
Managing Director  
300 Fictional Way, Sydney, NSW 2000  
Phone: 1800 111 222  
[www.cbsa.com.au](http://www.cbsa.com.au)



## Task 1: Determine Digital Content Requirements

Review the CBSA Digital Content Requirements Document and the Tasty Bites Cookies Marketing Information. Answer the questions associated with the documents.

### Assessor Instructions

#### Purpose of the Task

- To determine the social media needs for Tasty Bites Cookies.
- Reviewing the Marketing Plan and completing the questions presented below, understanding the brand

#### Guidance to Assessors About this Task

## Digital Content Requirements

### CBSA Digital Content Requirements- Tasty Bites Cookies

Task 1a: Organisation's written and visual digital content requirements

Approximate Word Count: 80-120 words

The answer may vary but must include the following information:

For CBSA, the digital content requirements encompass a blend of written and visual elements tailored to attract the target demographic of "Proactive Preventers," specifically suburban working moms aged 35-40. The content must be engaging, informative, and persuasive, emphasizing the guilt-free pleasure of Tasty Bites Cookies. The content should include:

- Engaging product descriptions focusing on low calories and carbs.
- Promotional blogs incorporating consumer insights and brand messages.
- Visually appealing images and videos highlighting the cookies and their health benefits.

- Copy for social media posts and advertisements that align with the brand's message of health-conscious indulgence.

#### Task 1b: Style guide requirements

- Page margins
- Layout guidelines

Approximate Word Count: 30-60 words

**The answer may vary but must include the following information:**

- The student must review the marketing plan and identify the style guide requirements around page margins and layout guidelines.
- They must identify the page margins and the measurements
- They must identify the layout guidelines, what the instructions from marketing plan says

In the example answer below are the specific information that must be included in their answer.

**Example answer:**

**Page margins:**

- Left margin: 2.4 cm
- Right margin: 2.4 cm
- Header and footer: 1.25 cm

**Layout:**

Bullets

- First level indent-left: 0.64 cm
- Second level indent-left: 1.91 cm
- Second level indent-left: 3.18 cm
- Spacing after: 8pt

#### Task 1c: Functionality and limitations of:

- Canva
- OBS

List three (3) examples for each section for each software. You will need to look at the learning content and do online research about the software listed below.

Approximate Word Count: 10-50 words in each section

**The answer may vary but must include the following information:**

- The student must review the marketing plan and do online research about the software Canva and OBS. They must provide 3 examples of functions and 3 examples of limitations for each software. In the spaces provided below there are multiple example answers the students may use. Their 3 answers must consist of any of the following examples.

Example answer:

Software	Functions	Limitations
<ul style="list-style-type: none"> <li>Canva</li> </ul>	<ul style="list-style-type: none"> <li>Create professional looking posters</li> <li>Slideshows</li> <li>Images</li> <li>Event flyers</li> <li>Resumes</li> <li>Cards</li> <li>Certificates</li> <li>Infographic and other media</li> </ul>	<ul style="list-style-type: none"> <li>Everything Canva offers can only be accessed online to the internet, no offline features</li> <li>Lack of professional features, it offers basic design tools but does not have advanced features that you may find on other design software like Adobe Photoshop and Illustrator</li> <li>Free version is limited to designs and functions</li> <li>Intellectual property belongs to Canva</li> </ul>
<ul style="list-style-type: none"> <li>OBS</li> </ul>	<ul style="list-style-type: none"> <li>Free open source solution for offline video recording and live streaming</li> <li>Mac and Windows compliant</li> <li>Open canvas approach to video creation</li> <li>Can capture and record multiple scenes or screens at the same time and is good for presentations, tutorials or streaming gameplay on Twitch</li> </ul>	<ul style="list-style-type: none"> <li>Confusion with the program when developing content, you don't know if its running or stopped recording or streaming</li> <li>Commands at times don't work</li> <li>Frequently updated</li> <li>Limitations on design and customizable interface</li> <li>Some issues with personal mics depending on your set up and hardware</li> <li>Navigating the system can be difficult for people who are unfamiliar with the software and how to use it</li> </ul>

Task 1 d: a: Whether the content can be used across internal and external platforms. Provide two [2] reasons why?

[Review the Social Media Content Calendar]

Approximate Word Count: 40-80 words

**The answer may vary but must include the following information:**

- The student must review the marketing plan and identify if the content can be used for both internal and external platforms. Their answer must be a Yes and explain why it is. The students must address the following points: Adaptability and Consistency.

Example answer:

- Adaptability:** The content should be designed to be easily adaptable for both internal [company presentations, internal communications] and external use [social media, websites, e-commerce platforms].
- Consistency:** Maintain brand consistency across all platforms, ensuring that the message and visual style remain coherent

Task 1d: b: Whether the content allow ease of use across multiple platforms. Provide two [2] reasons why?

[Review the Social Media Content Calendar]

Approximate Word Count: 30-60 words

**The answer may vary but must include the following information:**

- The student must review the marketing plan and see if the content that is going to be created allows ease to be used across multiple platforms. The students must address the following points: Format flexibility, modular design.

**Example answer:**

- **Format Flexibility:** Create content in versatile formats (e.g., JPEG for images, MP4 for videos) that are widely accepted across various platforms.
- **Modular Design:** Design content in modular blocks that can be rearranged or resized to fit different platforms without losing the essence of the message.

Task 1e: Product and organisational information needed for the creation of following content.

**Write a promotional blog**

Approximate Word Count: 150-300 words

**The answer may vary but must include the following information:**

- The student must extract the information from the marketing plan to help them understand the organisational information that they need to help develop products. In the example answer below has been extracted from the marketing plan. The students answer must include the content in the answer below.

**Example answer:**

Tempt consumers to try Tasty Bites Cookies because they are the “best tasting yet guilt-free pleasure.”

**Our cherished consumer**

Our target

“Proactive Preventers,” suburban working moms, 35-40, who are willing to do whatever it takes to stay healthy. For many, food can be a stress-reliever and escape even for people who watch what they eat.

Consumer's enemy

Temptation and guilt when they cheat.

Consumer's Insights

Once consumers cheat on their diet, it puts their whole willpower at risk. “Once I give in to a cookie, I can't stop myself. They taste too good. It puts my diet at risk of collapsing. I feel so guilty.”

What do our consumers think now?

While Tasty Bites Cookies have achieved a small growing base of brand fans, most consumers remain unfamiliar with the brand and have yet to



	<p>try Tasty Bites. Those few who love Tasty Bites, describe it as “equally good on health and taste.”</p> <p><u><i>What do we want consumers to do?</i></u></p> <p>TRY Tasty Bites, and we know once they do, the great taste will win them over.</p> <p><u><i>The tone we take with our customers</i></u></p> <p>A safe choice, honest and down-to-earth.</p> <p><u><i>Main message</i></u></p> <p>With Tasty Bites Cookies, you can do what you want and stop feeling guilty over eating an adman cookie.</p> <p><u><i>Support points</i></u></p> <p>Tasty Bites Cookies matched the market leaders on taste but only has 100 calories and 2g of carbs. In a 12-week study, consumers using Tasty Bites once a night in a desert were able to lose 5 lbs.</p> <p><u><i>Brand Idea</i></u></p> <p>Tasty Bites are the best tasting yet guilt-free pleasure so you can stay in control of your health and mind.</p> <p><u><i>Brand Assets</i></u></p> <p>Story of our New England family recipe, our signature stack of beautiful cookies, and tagline “More Cookie Less Guilt.”</p>
<p><b>Develop product descriptions for e-commerce websites.</b></p> <p>Approximate Word Count: 20-50 words</p>	<p><b>The answer may vary but must include the following information:</b></p> <ul style="list-style-type: none"> <li>• The student must review the marketing plan and extract the product descriptions they can use for their product descriptions for the e-commerce website. The students answer must have the following points in the answer below.</li> </ul> <p><b>Example answer:</b></p> <ul style="list-style-type: none"> <li>• Tasty Bites matched leaders on taste, only 100 calories and 3g of net carbs.</li> <li>• 12- week study, consumers using Tasty Bites as a daily desert lost 5-10 pounds.</li> <li>• Tasty Bites Cookies matched the market leaders on taste but only has 100 calories and 2g of carbs. In a 12-week study, consumers using Tasty Bites once a night in a desert were able to lose 5 lbs.</li> </ul>

## Task 1f

### Assessor Instructions

**The answer may vary but must include the following information:**

- The student must review the marketing plan and answer the questions below. The answers provided in the table below have been extracted from the Marketing Plan. Students answers must reflect the information provided below.

**Example answer:**

Are provided in each section in red.

## Tasty Bites Cookies- Marketing Information

Organisation's written and visual digital content requirements

Approximate Word Count: 5-10 words

- Promotional blog
- Product descriptions
- Promotional content
- YouTube video

Target market

Approximate Word Count: 20-40 words

"Proactive Preventers," suburban working moms,35-40, who are willing to do whatever it takes to stay healthy. For many, food can be a stress-reliever and escape even for people who watch what they eat.

What makes you unique?

Approximate Word Count: 40-80 words

With Tasty Bites Cookies, you can do what you want and stop feeling guilty over eating an adman cookie.

Tasty Bites Cookies matched the market leaders on taste but only has 100 calories and 2g of carbs. In a 12-week study, consumers using Tasty Bites once a night in a desert were able to lose 5 lbs.

What content formats will you focus on?

Approximate Word Count: 5-10 words

- Product descriptions
- Videos
- Still images
- Purchasing information
- Promotional content

What channels will you publish on?

Approximate Word Count: 10-20 words

- Social Media Channels (Facebook, Instagram, YouTube, LinkedIn Stories, Quora, Reddit)
- Company website and e-commerce platforms
- Email marketing campaigns

How will you manage content creation and publication?

Approximate Word Count: 30-60 words

Developing content that can be universal across the different platforms. Making sure I adhere to the social media content calendar and achieving the projected milestones and relevant dates. Having touch points/ meetings with management and getting work reviewed prior to finalisation.

## Task 2: Acquiring Images to use for promotional content

To begin this task please read the following email and its attachment, then complete the tasks that are associated with this case study.

														
Clipboard	Basic Text	Names	Include	Attach File via Link	Loop Components	Tags	Dictate	Sensitivity	Editor	Immersive Reader	New Scheduling Poll	Open Grammarly	Viva Insights	View Templates
	To	Tina Hughes [tina.hughes@cbsa.com.au]												
	From	Gavin Stead [gavin.stead@cbsa.com.au]												
	Date/ Time													
	Subject	Promotional Blog & Product Description												
	Attachment													
<p>Hi Tina,</p> <p>Thank you for completing and collecting that information. It is always good to get a great overview before diving into a project.</p> <p>Next, I need you to review the copyright information that was attached to the marketing guide.</p> <p>As this project is helping them start from scratch we will need to source some images that we can use to help create some of the visual content to help with social media posts. Make sure that you review the Marketing Plan and source images that align with the style guide.</p> <p>I require you to find 3 images that you will use when developing content. This needs to reference cookies. You will use these images when creating the following:</p> <ul style="list-style-type: none"> <li>• Promotional Blog</li> <li>• Product Descriptions for e-commerce websites</li> <li>• Promotional Content</li> <li>• YouTube Video</li> </ul> <p>You need to add the images into the allocated boxes and provide a link to where you found them. You need to make sure that you obtain the images from sites that don't affect copyright.</p> <p>Kind Regards,</p>														
<p>Gavin Stead          Managing Director          300 Fictional Way, Sydney, NSW 2000          Phone: 1800 111 222  <a href="http://www.cbsa.com.au">www.cbsa.com.au</a></p>														

## Task 2: Images & Source

Review the Marketing Plan and source three (3) images in accordance with the email instructions, that align with the style guide.

## Assessor Instructions

The answer may vary but must include the following information:

- Students are to obtain three (3) images that they will use when developing the promotional content. Students must provide the source/ reference of the image so assessors can check the source.
- The student must make sure the images align with the style guide. The style guide states the following:

### Images:

Types of images include:

- photographs and decorative images
- charts, graphs and maps
- diagrams
- drawings
- icons.

Keep images simple and use them to support information in the text.

Images must be:

- accessible
- easy to understand
- relevant
- uncluttered
- from a credible source
- consistent in design and style across the content.

### Example answer:

- An example answer is provided below

Image 1



<b>Source</b>
<a href="#">Unsplash</a>
<b>Link</b>
<a href="https://unsplash.com/photos/close-up-photo-of-baked-cookies-0fdDiqx8Cz8">https://unsplash.com/photos/close-up-photo-of-baked-cookies-0fdDiqx8Cz8</a>

<b>Image 2</b>
[add image]
<b>Source</b>
[add source]
<b>Link</b>
[add link]

<b>Image 3</b>
[add image]
<b>Source</b>
[add source]
<b>Link</b>
[add link]

**Assessment checklist:**

Students must have completed all questions within this assessment before submitting. This includes:

Case Study 1 - Determine Digital Content Requirements		
Task 1	Complete tables (a-e) regarding digital content requirements	<input type="checkbox"/>
	Complete tables (f) regarding marketing information	<input type="checkbox"/>
Case Study 2 - Acquiring Images		
Task 2	Source images and complete tables	<input type="checkbox"/>



**Congratulations you have reached the end of Assessment 2!**

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