



SIRXECM002

Prepare Digital Content

Assessment 3 of 4

Case Study and Tasks

Assessor Guide



Assessment Instructions

Task overview

Task overview

This assessment task is divided into **three (3)** 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 Cookies Marketing Plan [provided on 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.

Task 1 - Create written 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	Monday 9:30am												
	Subject	Promotional Blog and Product Description												
	Attachment													

Hi Tina,

Thank you for completing and collecting that information and the images.

Next, the fun part begins. I need you to create the written content as per the social media calendar outlined in the Tasty Bites Marketing Plan.

I require you to create the following written content.

- Write a promotional blog.
- Develop product descriptions for e-commerce websites.

When developing the above specified content, you must include the following information:

Content 1: Write a promotional blog.

- Brand Idea
- Brand Assets
- Our brand message
- Product details
- Consumer's Insights.

Content 2: Develop product descriptions and include the following information:

- Calories
- Carbs
- Packaging details

Make sure when you are developing content you take these considerations:

- Aligns with organisational style guide/ marketing plan
- The use of text styling that helps demonstrate a clear hierarchy of content

Gavin Stead
Managing Director
300 Fictional Way, Sydney, NSW 2000
Phone: 1800 111 222
www.cbsa.com.au



Approximate Word Count: 150-300 words in each section

Assessor Instructions

Purpose of the Task

- To create a promotional blog and product description for Tasty Bites Cookies.

The blog must include the following:

- Brand Idea
- Brand Assets
- Our brand message
- Product details
- Consumer's Insights.

The product descriptions must include the following:

- Calories
- Carbs
- Packaging details

Guidance to Assessors About this Task

- In the spaces provided to the students, exemplar answers and examples of content that needs to be included in their answers
- Students content must encompass
 - Aligns with organisational style guide/ marketing plan
 - The use of text styling that helps demonstrate a clear hierarchy of content please see details below extracted from the marketing plan

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

Style attributes

Style	Font	Size	Characteristics
Bullet	Verdana	10	Normal
Numbering	Verdana	10	Normal
Header and Footer	Verdana	7	Normal
Table text	Verdana	10	Normal
Title	Verdana	18	Bold, Uppercase
Heading 1	Verdana	13	Bold, Italic
Heading 2	Verdana	11	Bold, Italic
Graphic, diagram and table captions	Verdana	10	Underlined, Italic

Borders:

Promotional Blog

Promotional Blog for Tasty Bites Cookies

Title: Savor the Flavour Without the Guilt: Discover Tasty Bites Cookies

Blog:

Welcome to the delightful world of Tasty Bites Cookies – where taste meets health in a harmonious blend of flavour and wellness.

Brand Idea: At Tasty Bites, we believe that treating yourself shouldn't come with a side of guilt. Our cookies are crafted for those who cherish health as much as they cherish flavour.

Brand Assets: Our recipe, a New England family treasure, combines wholesome ingredients with a touch of culinary magic. The signature stack of our cookies isn't just a treat for the taste buds but a feast for the eyes too. And our tagline, "More Cookie, Less Guilt," encapsulates our philosophy.

Our Brand Message: With Tasty Bites, we break the myth that tasty can't be healthy. Our cookies are a testament to the possibility of a guilt-free indulgence, allowing you to Savour every bite without compromising your health goals.

Product Details: Each Tasty Bites cookie is a perfect blend of crunchy and chewy, baked to golden perfection. With only 100 calories and 2g of carbs per cookie, they are an ideal choice for a health-conscious snack.

Consumer Insights: Our consumers often share how Tasty Bites has transformed their snacking experience. "Once I tried Tasty Bites, I couldn't believe something this delicious was actually guilt-free. It's my go-to snack for my moments of indulgence," shares a delighted customer.

In a nutshell, Tasty Bites Cookies offer the perfect balance of health and taste. They are not just cookies; they are a celebration of guilt-free pleasures, keeping you in control of your health and cravings. Try them today and join our growing family of satisfied snackers!

Product Description

Product Descriptions for Tasty Bites Cookies

Product Name: Tasty Bites Guilt-Free Cookies

Description:

Indulge in the delightful crunch of Tasty Bites Guilt-Free Cookies, where every bite is an adventure in taste without the guilt. Perfectly baked to a golden hue, these cookies offer a symphony of flavours that health-conscious snackers can savour without second thoughts.

Calories: With just 100 calories per cookie, Tasty Bites is your perfect snack companion, whether you're looking for a quick energy boost or a sweet treat to brighten your day.

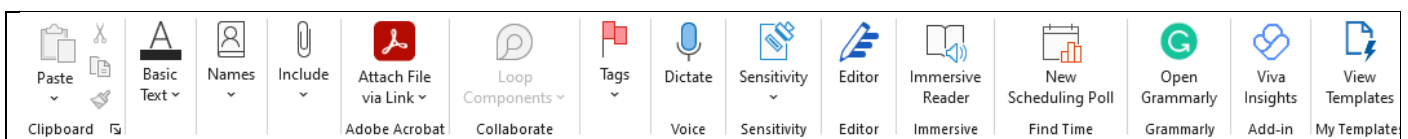
Carbs: Each cookie contains only 2g of carbs, making it an ideal choice for those monitoring their carbohydrate intake.


Packaging Details: Our cookies come in beautifully designed, eco-friendly packaging that keeps them fresh and delicious. The packaging, reflecting our commitment to sustainability, is as delightful as the cookies themselves.

Whether you're taking a break at work, needing a post-workout snack, or just craving something sweet, Tasty Bites Guilt-Free Cookies are your go-to choice for a healthy and delicious treat.

Task 2: Create visual content

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



	To	Tina Hughes [tina.hughes@cbsa.com.au]
	From	Gavin Stead [gavin.stead@cbsa.com.au]
	Date/ Time	Monday 9:30am
	Subject	Social Media Post and YouTube Video
	Attachment	

Good Morning Tina,

Thank you for work so far.

Next to adhere to the social media calendar we need to make the following:

- Social media posts to promote opening day coupons.
- YouTube video promoting the product.

When developing the above specified content, you must include the following information:

Content 1: Social media posts to promote opening day coupons.

- An image created in Canva that would promote the discount offered.
- A text that would have a tagline to attract the customers.

Content 2: YouTube video promoting the product:

- What do our consumers think now?
- What do we want consumers to do?
- Brand message

Guidelines for developing the written content:

- Find visual content that connects with the target market and is consistent with the organisation's style guide, branding, and marketing efforts.
- Edit visual content to create high-quality, visually appealing content.
- Make certain that the visual content accurately represents the products and services.

Make sure when you are developing content you take these considerations:

- Visual content needs to connect with the target market and aligns with the organisational style guide/ marketing plan
- The content is appealing and high quality

Gavin Stead
 Managing Director
 300 Fictional Way, Sydney, NSW 2000
 Phone: 1800 111 222
www.cbsa.com.au



Approximate Word Count:

Assessor Instructions

Purpose of the Task

- To create a social media post promoting Tasty Bites Cookies opening day. The social media post needs to promote the coupons that was created in the previous task
- To create a YouTube video promoting Tasty Bites Cookies for the consumer market

Guidance to Assessors About this Task

- Students are to create visual content for this task. In the provided boxes is some guidance on what the visual content needs to encompass to be deemed competent.
- Content must align with the marketing/ style guide, see snippet below

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.

Social Media Post



Content 1: Social Media Post to Promote Opening Day Coupons

For the social media campaign promoting the opening day discounts for Tasty Bites Cookies, I've created a visual content piece. This post features an attractive image of golden-brown Tasty Bites cookies, with a vibrant and modern background. The overlay text announces "20% Off on Opening Day!" in an engaging and bold font, while the tagline "Indulge in Guilt-Free Pleasure!" is elegantly displayed, aligning with the brand's health-conscious yet indulgent messaging. This visual is designed to attract attention on social media platforms, enticing potential customers with both the visual appeal of the product and the attractive discount offer.

YouTube Video Promoting the Product

Content 2: YouTube Video Concept for Promoting the Product

Video Concept for Tasty Bites Cookies:

Opening Scene:

- Close-up shots of Tasty Bites Cookies being enjoyed by various people.
- Voice-over: "What do our consumers think now about Tasty Bites Cookies?"

Consumer Testimonials:

- Clips of consumers sharing their positive experiences with Tasty Bites.
- Text overlay with quotes like: "I can't believe something this tasty is actually guilt-free!"

Brand Message:

- Narration: "At Tasty Bites, we believe in indulgence without guilt."
- Visuals of the cookies, highlighting their appealing texture and ingredients.

Call to Action:

- Voice-over: "TRY Tasty Bites today! Join us in celebrating guilt-free pleasures."
- On-screen text: "Find us on [E-commerce site/Store] and enjoy exclusive discounts."

Closing Scene:

- Montage of happy families and individuals enjoying the cookies.
- Final shot of the product with the tagline: "More Cookie, Less Guilt."

Task 3: Submitting content for review and feedback

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	
Clipboard		Basic Text		Names		Include		Adobe Acrobat		Collaborate		Tags		Voice		Sensitivity		Editor		Immersive		Find Time		Grammarly		Add-in		My Template	
		To		Tina Hughes (tina.hughes@cbsa.com.au)																									
		From		Gavin Stead (gavin.stead@cbsa.com.au)																									
		Date/ Time																											
		Subject																											
		Attachment																											
<p>Hi Tina,</p> <p>Thank you so much for your amazing work and the time you have taken to get this project off the ground.</p> <p>Before we commence looking at uploading and testing the content you have created are you able to please send me in an email. In the email can you provide me with the following:</p> <ul style="list-style-type: none"> • For each item that has been created, I need a brief description (50-100 words each) on how and why you chose the design • Make sure that before you submit your work for review that you have checked grammar and spelling-make edits if needed • Looking at your content, have you added key words for search engine optimisation for the brand? Have you referenced it at every possible point? • Review the marketing guide and make sure that you are not in breach with any copywriting legislation and that the content encourages customer engagement • Making sure that all visual content that has been created is appealing, aligns with the style guide and visually it accurately represents the products and services Tasty Treat Bites offers • Complete the table attached to this email <p>In the email you are required to ask Gavin to review the content and ask for feedback on the work you have created.</p>																													
<p>Gavin Stead Managing Director 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au</p>																													

Assessor Instructions

Purpose of the Task

- This task is to get the students to submit their work and seek feedback from both their written and visual content they have created. The task requires the students to review their work making sure it

aligns with the marketing and style guide, making sure they have taken into consideration for key word search optimisation, copyright etc.

- Students are required in the body of the email to ask Gavin to review and provide feedback to the student about the work they have developed.

Guidance to Assessors About this Task

- Students will need to provide an explanation on the content they have created (all 4 products). They will need to provide checks on their content. Exemplar answers have been provided below. Answers will vary depending on the content they have created.
- In the email it has been broken down into different sections to allow the students to answer all sections of the task clearly.
- Students answers may vary depending on the content that they have created. In their answers they must address the following points:

Promotional Blog

- The student needs to explain what details they have added to the blog. They need to explain the content that has been added. They need to address that they have references consumer insights about the product

Product Descriptions

- The student must explain how they have added the nutritional information about the product to the description. Explaining the health benefits behind it. As well the fact it is a guilt free treat.

Social Media Post

- The student must explain how they made the content visually appealing. How they followed the instructions from the marketing plan. The content they added around the special offers

YouTube Video

- The student must explain how they made the content visually appealing. How they followed the instructions from the marketing plan. How they incorporated the brand messaging and the call to action.
















Final task is for them to complete the finalisation questions that are in the table included in the body of the email. Students must answer the questions to let the assessor know how they completed the tasks. Answers will vary depending on the content that has been created. Example points have been provided in the table.

The student is required to ask Gavin for feedback based on the work they have sent in the email.

Email to Gavin

Note: You will be uploading your content at the end of the assessment, in this task you need to demonstrate on the template below that you have attached the content for Gavin to review.

Approximate Word Count- 30-60 words in each section

 Paste Clipboard		 Basic Text Basic Text		 Names Names		 Include Include		 Attach File via Link Adobe Acrobat		 Loop Components Collaborate		 Tags Tags		 Dictate Voice		 Sensitivity Sensitivity		 Editor Editor		 Immersive Reader Immersive		 New Scheduling Poll Find Time		 Open Grammarly Grammarly		 Viva Insights Add-in		 View Templates My Template	
		To		Gavin Stead																									
		From		Tina Hughes																									
		Subject		Content Review																									



Attachment

Promotional Blog
Product Description
Social Media Post
YouTube Video

Dear Gavin,

Please find in this email the following attachments.

- Promotional Blog
- Product Description
- Social Media Post
- YouTube Video

Can you please review the content and provide feedback on any rectifications that need to be completed before we test the products in the digital space.

Promotional Blog.

Product Descriptions

Social media posts

YouTube video


Finalisation Questions

Please complete the table below before completing the email.

Approximate Word Count: 50-100 words in each section

Students' words will vary but their responses need to reflect the content provided in the sample answer.

Task	How did you complete this task?
How did you check the spelling and grammar before submitting your work?	<ul style="list-style-type: none"> • Using online software like Grammarly for spelling and grammar checking • Using the spelling and grammar checking on Microsoft Word
How have you incorporated key words for search engine optimisation for the brand?	<ul style="list-style-type: none"> • By reviewing specific key words in the written content that will help when people look up Tasty Bites Cookies, cookies, health, healthy cookies etc • Reviewed online different advice on how to enhance the search engine optimisation for both written and visual content

	<ul style="list-style-type: none"> Using words like sale, cookies, healthy, low calorie, vegan options, discount, opening
How do you feel your content helps to engage customer engagement?	<ul style="list-style-type: none"> Making content that is directed to specific demographics and target markets Explaining the health benefits to engage consumers Displaying the benefits of the cookies vs cookies out in the market Making posts to be distributed to different social networks that people can engage with, share, comment etc
What steps have you taken to ensure you are not in breach of copyright?	<ul style="list-style-type: none"> Ensuring that images sources are from free vendors and not breaching trademarks Ensuring content has been developed in software that does not affect trade marks and copyright and we can share content and it is ours to own Not plagiarising on wording, content and imagery
What steps have you taken to ensure that the visual content you have created is appealing and aligns with the style guide?	<ul style="list-style-type: none"> Reviewing the marketing plan and the style guide to ensure that all content aligns with the requirements Sourcing images based on the marketing guide Content aligns with the styling of the content
<p>Tina Hughes CBSA Marketing 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au</p>	

Assessment checklist:

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

Task 1: Create written content	
<ul style="list-style-type: none">• Write a promotional blog in the table• Develop product descriptions in 'Product description' table	<input type="checkbox"/>
Task 2: Create visual content	
<ul style="list-style-type: none">• Write social media post in the table• Create YouTube video	<input type="checkbox"/>
Task 3: Submitting content for review and feedback	
<ul style="list-style-type: none">• Write an email to Gavin	<input type="checkbox"/>



Congratulations you have reached the end of Assessment 3!

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