

IPA Advanced Effectiveness

Formerly known as the Eff Test. Develop a greater understanding of and a forensic approach to the evaluation of campaigns.

Gain a deep knowledge of theories of advertising effectiveness and how to design a multi-platform campaign measurement programme and learn how to write a winning effectiveness paper to showcase your client and agency's success.

Who is this qualification for?

Senior planners and strategists/business directors.

Learning outcomes

- Learn how to prove the value of your contribution to your clients' businesses
- Improve your client relationships by speaking their language
- Discover the best practice approach to designing a measurement programme to evaluate multi-platform activity
- Confidently and correctly analyse the impact and effect of any campaign
- Gain the confidence to write a brilliant effectiveness paper

How is the qualification delivered and assessed?

- 35 hours of online solo learning split across 14 modules - allow for 2-3 months of study prior to the exam
- Workbooks, video and case studies
- Explores data driven approaches supported by IPA Databank
- Additional recommended resources
- 2 hour exam resulting in a certificate

Exam dates / Booking deadlines

25 April 2024 / Booking deadline 1 March 2024

25 July 2024 / Booking deadline 31 May 2024

31 October 2024 / Booking deadline 30 August 2024

Price

\$1,440 + GST member

\$1,600 + GST non-member