

BTB1010/BTC1110/BTF1010
Business and Commercial Law, Semester 2, 2024
Assessment 3 (Professional Skills Task)

***Assessment 3 Spotify Advertisement Creation and Adaptation Example**

This document aims to help you understand the key processes for completing Assessment 3 (Professional Skills Task). In Assessment 3, you will create the text for a Spotify advertisement promoting one of two products. You will then adapt this text to produce three versions:

1. Fully compliant with the Australian Consumer Law (ACL)
2. Borderline or ambiguous compliance with the ACL
3. Non-compliant with the ACL

It is crucial that you refer to the [Assessment 3 Specifications document](#) on Moodle and follow its instructions carefully.

This document provides examples of AI-produced Spotify advertisement text to help you understand the task. Please note:

1. The examples in this document use a different product from those listed in the [Assessment 3 Specifications](#). You must choose one of the two products specified in the [Assessment 3 Specifications](#).
2. These examples in this document were created using Claude (version Sonnet 3.5). For your assessment, you must use Copilot, which is freely available to all Monash students.
3. The analysis following each example in this document explains whether each version complies with the ACL and why. This is not a template for your assessment answers. **You must use the [Assessment 3 Analysis template](#) and respond to all questions within that document when preparing your responses to Assessment 3.** Use the [pre-submission checklist](#) to ensure you have met all assessment requirements.

* This resource was created using artificial intelligence tools, specifically Claude (version Sonnet 3.5), under the supervision of the Chief Examiner. The AI was used to generate initial drafts of the advertisement versions and analysis. Throughout the process, human oversight was maintained to ensure accuracy and relevance. The final outputs were reviewed by the Chief Examiners and modified as necessary to align with the example overview and learning objectives. While AI facilitated the content creation, the ultimate responsibility for the exercise's integrity and educational value rests with the Chief Examiners involved in its development.

A. Overview of the product used in this example

Option 2 – Smart Drink Bottle

Product Name: "BioEnergix Smart Water Bottle"

Price: \$99.99

Product Details:

Description: The BioEnergix Smart Water Bottle is your hydration partner for a healthier and more sustainable lifestyle. It's not just a bottle; it's your wellness companion.

Features:

- Hydration Monitoring: Tracks your daily water intake and sends reminders to stay hydrated.
- Eco-Friendly Materials: Made from eco-conscious materials, promoting sustainability and reducing single-use plastic waste.
- Personalized Recommendations: Offers personalised hydration goals based on your age, weight, and activity level.
- Smart App Integration: Connects to a dedicated app for a seamless and interactive experience.
- Health Benefits: Proper hydration can lead to improved focus, skin health, and overall well-being.

Promotional Slogan: "Stay Hydrated, Stay Healthy - BioEnergix Smart Water Bottle."

B. Base Spotify Advertisement

The following is an example of a basic text to a Spotify advertisement promoting the above product:

Are you ready to revolutionise your hydration routine? Introducing the BioEnergix Smart Water Bottle, your new wellness companion.

Our innovative bottle tracks your daily water intake and sends friendly reminders to keep you hydrated throughout the day. Made from eco-conscious materials, it's not just good for you, but great for the planet too.

The BioEnergix app offers personalised hydration goals based on your unique profile. While individual results may vary, many users report improved focus and skin health with proper hydration.

At \$99.99, the BioEnergix Smart Water Bottle is an investment in your well-being. Visit our website to learn more about how this smart bottle could support your hydration journey.

Stay Hydrated, Stay Healthy with BioEnergix Smart Water Bottle.

C. Version of the advertisement that is fully compliant with the ACL:

The following is an example of the advertisement above adapted to ensure that it DOES comply with the ACL in at least 5 places:

Introducing the BioEnergix Smart Water Bottle, designed to support your hydration goals. Our bottle features a built-in tracking system that can monitor your daily water intake. The accompanying app is designed to send customisable reminders to help you stay on top of your hydration routine.

Crafted with durability in mind, our bottle is made from materials chosen for their long-lasting properties, which may help reduce the need for single-use plastics. The BioEnergix app offers personalised hydration recommendations based on the information you provide, such as your age, weight, and activity level.

While individual results may vary, staying properly hydrated is generally associated with potential benefits for focus, skin health, and overall well-being. The BioEnergix Smart Water Bottle: your potential partner in working towards a healthier, more hydrated lifestyle.

Available now for \$99.99. For more information on features and our warranty, visit our website.

Key points to note about the fully compliant version:

This version of the advertisement is designed to be compliant with the ACL in the following ways:

1. It avoids absolute claims and uses more cautious language (e.g., "designed to support" instead of guaranteeing results).
2. It clarifies that the hydration recommendations are based on user-provided information.
3. It does not make definitive health claims, instead stating that hydration is "generally associated with potential benefits".
4. It includes the price, which is important for transparency.
5. It mentions the availability of more information and warranty details, which relates to consumer guarantees.
6. It avoids exaggerated claims about the eco-friendliness of the product, instead focusing on its potential to reduce single-use plastic waste.

This version aims to provide accurate information without misleading consumers, in compliance with sections 18 (misleading or deceptive conduct), 29 (false or misleading representations), and 55 (guarantee of fitness for purpose) of the ACL.

D. Version of the advertisement that does NOT comply with the ACL:

The following is an example of the advertisement above adapted to ensure that it does NOT comply with the ACL in at least 5 places:

Revolutionise your life with the BioEnergix Smart Water Bottle, the only hydration solution you'll ever need!

Our cutting-edge bottle guarantees perfect hydration, tracking every sip and ensuring you never feel thirsty again. Made from indestructible eco-materials, it's 100% environmentally friendly and will last a lifetime.

The BioEnergix app provides scientifically proven hydration goals that will dramatically improve your health. Users report significant weight loss, perfect skin, and doubled energy levels within just one week of use!

For only \$99.99, the BioEnergix Smart Water Bottle is cheaper than all competitors and will save you thousands in medical bills. Buy now and we'll double your order for free - a \$200 value for half the price!

BioEnergix Smart Water Bottle: The miracle cure for all your health problems!

Key points to note about the non-compliant version:

This version of the advertisement is intentionally non-compliant with the Australian Consumer Law (ACL) in at least 5 places, focusing on sections 18, 29, 54, and 55. Here is a breakdown of the non-compliant elements:

1. "...the only hydration solution you'll ever need!" (Section 18 - Misleading or deceptive conduct) This absolute claim is likely to mislead consumers about the uniqueness and necessity of the product.
2. "...guarantees perfect hydration" (Section 54 - Guarantee as to acceptable quality) This makes an unrealistic guarantee about the product's performance, which it cannot reasonably ensure.
3. "Made from indestructible eco-materials, it's 100% environmentally friendly and will last a lifetime." (Section 29 - False or misleading representations about goods or services) This makes false claims about the product's durability and environmental impact.
4. "Users report significant weight loss, perfect skin, and doubled energy levels within just one week of use!" (Section 18 - Misleading or deceptive conduct) This makes exaggerated and unsubstantiated claims about the product's benefits.
5. "...will save you thousands in medical bills." (Section 29 - False or misleading representations about goods or services) This makes a false claim about potential savings without any reasonable basis.
6. "Buy now and we'll double your order for free - a \$200 value for half the price!" (Section 29 - False or misleading representations about goods or services) This misrepresents the value of the offer and the original price of the product.

7. "The miracle cure for all your health problems!" (Section 55 - Guarantee as to fitness for any disclosed purpose) This falsely suggests that the water bottle can cure health problems, which goes far beyond its intended purpose.

These non-compliant elements exaggerate the product's benefits, make false claims, and could potentially mislead consumers, violating multiple provisions of the ACL.

E. Version of the advertisement where compliance with the ACL is borderline or ambiguous:

The following is an example of the advertisement above adapted to ensure that its compliance with the ACL is ambiguous or unclear in at least 5 places:

Experience the future of hydration with the BioEnergix Smart Water Bottle – your ultimate wellness companion. Our advanced bottle uses cutting-edge technology to track your water intake with precision.

Crafted from innovative eco-materials, BioEnergix is the green choice for conscious consumers. Our smart app delivers personalised hydration plans that could revolutionize your health routine.

Many users report significant improvements in focus and skin health – you could be next! At \$99.99, it's an investment in your well-being that pays for itself.

Limited time offer: Buy now and we'll double your warranty! Don't wait – start your journey to optimal hydration today.

BioEnergix Smart Water Bottle: Hydrate smarter, live better.

Key points to note about the ambiguous/borderline version:

This borderline-compliant version has at least 5 areas of ambiguous compliance:

1. "Ultimate wellness companion" (Section 18): Could be seen as puffery or as a misleading claim about the product's capabilities.
2. "Cutting-edge technology" and "precision" (Sections 18 and 29): Vague terms that could be considered misleading without further clarification.
3. "Innovative eco-materials" (Sections 18 and 29): Ambiguous claim about the product's environmental impact without specific details.
4. "Could revolutionize your health routine" (Sections 18 and 55): The use of "could" makes this less definitive, but it might still be considered an exaggeration.
5. "Many users report significant improvements" (Sections 18 and 29): This claim is not quantified and could be considered misleading without supporting evidence.
6. "Investment in your well-being that pays for itself" (Sections 18 and 29): This could be seen as a vague claim about value or as misleading about potential savings.

7. "Double your warranty" (Sections 54 and 55): Without specifying the terms, this could be considered misleading about consumer guarantees.

An important reminder!

The above examples are illustrative only. **In completing Assessment 3 you must ensure you follow all instructions in the [Assessment 3 Specifications](#) document and prepare your responses using the [Assessment 3 Analysis Template](#).** Refer also to the [pre-submission checklist](#) before submitting your assignment.