

MASTER MEDIA SCHEME:

MEDIA PANEL RULES OF ENGAGEMENT

MARCH 2019



**Government
of South Australia**

The Government of South Australia has a new Master Media Scheme effective from 31 March 2019.

What is the Master Media Scheme?

The Master Media Scheme (the Scheme) facilitates the effective planning and buying of advertising media for the government. Media Agencies appointed to the Scheme liaise with various media outlets such as television networks, radio stations, newspapers, digital, outdoor and social media outlets on behalf of government.

What are the benefits of a Master Media Scheme?

The Scheme uses the combined buying power of all government agencies to negotiate favourable media rates and additional benefits such as bonus and no-charge community service announcements.

It is mandatory that all government agencies, statutory authorities and business enterprises, plan, book and buy media through the Scheme, to ensure that we all continue to receive benefits. *Department for Premier and Cabinet (DPC) Circular 009: The Master Media Scheme for Government Advertising* mandates the use of the Scheme.

Why has a Media Panel been established?

The government has had a Scheme in place since 1993 that has traditionally been serviced by a sole supplier. Moving to a panel model is a first for the South Australian Government. The panel of three suppliers for Brand Advertising will provide government agencies with choice of supplier, a larger pool of strategic thinking and access to a greater range of resources.

Who are the agencies that have been appointed to the Media Panel?

Wavemaker, Carat and Reprise are the appointed Brand Advertising media agencies that will collectively be known as the Media Panel.

What services will each agency on the Media Panel offer?

All agencies on the Media Panel will provide the Brand Advertising services of media strategy, planning and buying. Wavemaker will also provide Functional Advertising services, media rate negotiation and consolidated monthly expenditure reporting to the Department of the Premier and Cabinet (DPC).

Do I have to use an agency from the Media Panel to book my media?

Yes. The Scheme is mandated across all government departments, ensuring that only agencies on the Media Panel plan and buy media. This is supported by *DPC Circular 009: The Master Media Scheme for Government Advertising*.

How do I engage the Media Panel for Brand Advertising Services?

You need to complete a 'Media Brief Request for Quote' template which is available for download via the DPC website.

The *Media Brief Request for Quote* is required to be completed before any work can begin. The template has been standardised and will be accepted by all media agencies on the Media Panel.

You do not need the Head of Profession's approval prior to briefing an agency on the Media Panel.

Once you submit the *Media Brief Request for Quote* you will receive back a 'Quote Response Proposal' from the media agency. The *Quote Response Proposal* will include information including the team who will be working on your brief, an estimated strategy cost based on head hour rates and an outline of the approach the media agency will take to respond to your brief.

You can expect a *Quote Response Proposal* in response to your media brief within three working days.

Once you have reviewed and accepted a *Quote Response Proposal*, the media agency you select can begin to prepare a strategy in response to your media brief.

The strategy, including a costed draft media plan should be provided to you within ten working days from your written approval and acceptance of the *Quote Response Proposal*.

What secondary procurement process do I need to follow?

The State Procurement Board has mandated that a secondary procurement process will be required.

The secondary procurement process will assist you in selecting a supplier from the Media Panel, as all media agencies may need to be briefed depending on your total media spend for your campaign.

The process for secondary procurement will differ depending on whether you are conducting Brand or Functional Advertising.

For Brand Advertising, your *Media Brief Request for Quote* will need to be submitted to more than one media agency depending on the value of your media spend as indicated below.

| Media Spend | Number of Agencies from the Media Panel that are required to be engaged |
|--------------------------------|---|
| Up to \$33,000 (inc GST) | 1 Media Panel Agency |
| \$33,001 - \$550,000 (inc GST) | 3 Media Panel Agencies |
| \$550,001 - \$15M (inc GST) | 3 Media Panel Agencies |

The secondary procurement process for Brand Advertising is as follows:



The secondary procurement process is mapped out at the end of this document.

What secondary procurement process will need to be followed for Functional Advertising?

For Functional Advertising under \$33,000 (inc GST) a quote must be obtained from Wavemaker, who is the sole supplier for Functional Advertising. There is no requirement to complete an Acquisition Plan. If the media spend is greater than \$33,001 (inc GST) a quote must be obtained from Wavemaker and a *Simple Procurement Report* must be completed.

How should I provide feedback to the Media Panel following a secondary procurement process?

Once you have reviewed each agency's *Quote Response Proposal*, the media agencies that were unsuccessful should be provided feedback on their response via email. This will assist them when they next respond to a *Media Brief Request for Quote* from your department.

Where can I find secondary procurement templates?

As a guide, DPC has developed a suite of pre-populated templates that may assist you with the secondary procurement process. These templates can be found on the DPC website. Please check with your departmental procurement unit before conducting a secondary procurement to determine if there are any additional requirements.

What resources are available to assist with my interaction with the Media Panel?

A range of templates have been produced to support you through the process of engaging the Media Panel. They can be accessed from the DPC website.

Templates are available for:

- **Media Brief Request for Quote:** The standardised brief is required to be used to brief all agencies on the Media Panel. There is no need to complete a separate brief for each media agency.
- **Quote Response Proposal:** The proposal you receive back from a media agency will be on a template, so you will be able to easily compare proposals against each other.
- **Secondary Procurement Process:** *Simple Acquisition Plan* and *Simple Purchase Recommendation* templates have been pre-populated with the relevant information for each agency on the Media Panel to assist you with the required secondary procurement process.
- **Media Plans:** will be standardised, meaning that you will receive a media plan that follows the same format no matter which media agency you are working with.

Am I limited to using one agency from the Media Panel for Brand Advertising services?

No. As long as you adhere to the secondary procurement processes, you are free to choose from the Media Panel which agency you wish to use for each campaign's media strategy, planning and buying.

Can I enter into an exclusive arrangement with one media agency for an extended period?

You are not able to enter into an exclusive arrangement with any agency on the Media Panel. Each campaign must be briefed in separately.

Can I obtain multiple strategies in response to my Media Brief?

Yes. You can approve the *Quote Response Proposal* of more than one media agency, giving them the approval to proceed with developing a media strategy. This will provide you with a range of ideas and strategies to select from. Each strategy developed will attract a fee.

Can I have a strategy developed by one agency on the Media Panel and then take that strategy to another agency to buy?

No. You must buy media from the media agency that planned the strategy in response to your brief.

Can I share past media plans or post campaign analysis with all agencies on the Media Panel?

No. You must not share documents or campaign post analysis prepared by a media agency with another agency on the Media Panel. The agencies on the Media Panel will coordinate this function and share the appropriate level of information amongst themselves.

Can I share strategy developed by one agency on the Media Panel with another?

No. A strategy contains the original ideas of the media agency and remains the intellectual property of the media agency who created it, therefore, sharing of strategy with other agencies on the Media Panel is not permitted.

Can I share past campaign evaluation reports?

Yes. The report you produce to evaluate a campaign (final step in the communications approval process) including outcomes of market research results can be shared as these learnings may prove useful when planning your next campaign. Please ensure that costings are removed.

Will all agencies on the Media Panel have access to the negotiated government media rates?

Yes. Wavemaker will annually negotiate media rates on behalf of the government. These rates will be used by the Media Panel through a set media rate card. Agencies on the Media Panel may secure rates lower than the set rate at the time of buying the media for your approved plan.

How will I be charged?

There is no charge for the *Quote Response Proposal* (the initial response to your media brief). You will be charged for the development of the media strategy at a head hour rate which will be outlined in the *Quote Response Proposal*. A comprehensive list of common job titles (such as Account Director, Media Strategist etc) have been established across the Media Panel, to assist with comparing proposals.

All agencies on the Media Panel have the same fixed buying fee (for most media) on total domestic gross media. The fee will be shown on your media plan.

Will I be invoiced separately for the components of strategy and buying?

Yes. Once the strategy has been delivered and approved by you, the media agency will invoice you for this work at the cost that you agreed to in the *Quote Response Proposal*.

Following appearance of your advertising, you will be issued an invoice within ten business days after the end of the billing month.

Can I split a campaign over two agencies on the Media Panel?

For example, have one agency buy digital and another buy traditional media for one campaign?

No. It is a requirement that campaigns are planned and bought by one agency from the Media Panel.

Can I change to another agency on the Media Panel mid-campaign?

Once you have accepted and approved a strategy, you are committed to that media agency for the duration of the campaign.

At what point will an agency on the Media Panel start to liaise with the media for my campaign?

A media agency will brief media outlets once you have approved their *Quote Response Proposal*.

When do I give my media agency approval to book the media schedule?

The schedule can be booked once you have the appropriate approvals, as outlined in the *Marketing Communications Guidelines*. Depending on your campaign spend, this will be your Chief Executive or upon the issuing of a 'green' from the Head of Profession via the Communications Approval Portal (CAP) and signed by the relevant minister and the Premier's delegate.

Which Media Agency is responsible for Functional Advertising?

Wavemaker is the agency on the Media Panel that has responsibility to produce and book Functional Advertising. Blaze Advertising has merged with Wavemaker, so the contact details remain unchanged from the previous arrangement.

What is the process for booking Functional Advertising?

There is no change to the existing Functional booking process. Contact details remain the same but if you are unsure who to contact, you can call Wavemaker on (08) 8130 1900.

How do I get access to the Functional Advertising booking system?

On 1 July 2019 a new booking system called WM Online will be available. Wavemaker will arrange for you to be trained and you will be issued with log-in credentials during June. Until then, you can continue to use AdMomentum.

When will I receive an invoice for my Functional Advertising placement?

You will be invoiced by the fifth business day of the week following the week during which the advertising costs relate.

Which agencies from the Media Panel can book international media?

All three agencies can book media internationally. Additional costs may apply, and these will be outlined in the proposal you receive in response to your media brief.

What criteria applies to Community Service Announcements (CSAs)?

Your advertising can be considered for CSA if it is predominantly for community benefit (for example the message addresses health, safety or behaviour change) and is an active campaign or live brief.

How can I access CSAs?

Please enquire about CSA availability and eligibility with the media agency that is working on your campaign. The media agency will request relevant CSA on your behalf. DPC will make the final decision, based on government priorities, which campaigns will receive CSA. All agencies on the Media Panel will have access to negotiated benefits, including CSAs.

What is the process for Facebook boosting?

There are two types of Facebook boosting requirements – Campaign Boosting and Functional Boosting.

Campaign Boosting

This is where Facebook has been well considered as an effective medium forming part of a campaign media plan. The boosted post can be administered, scheduled and distributed at the appropriate time – with little delays. The boosting would be the responsibility of the media agency appointed to the campaign. The boosting would attract the standard media service fee, as is the case with all media purchased.

Functional Boosting

Functional boosting should not be usual practice. However, there are instances where departments may need to boost a post – outside of campaigns.

Wavemaker, as the recently procured sole supplier for government Functional Advertising have developed a solution in Facebook Business Manager that allows departments to continue to control post setup and boosting. Please see the end of this document for information on the steps required for this process, which will apply to Functional boosting for Facebook, Messenger and Instagram.

The standard fixed buying fee and contract management levy will apply to all boosted posts. Invoicing for this activity will be issued by Wavemaker in line with the monthly invoicing process.

DPC will have visibility of all boosted post activity via the whole of government expenditure reporting.

What is the process for Paid Search?

Paid Search is best utilised in a longer term or 'always-on' capacity where cost efficiencies can be capitalised on multiple campaigns but also with longer term efforts in strategy. With this in mind, it has been determined that departments, statutory authorities and business enterprises who have regular or ongoing needs for Paid Search must brief this out as a longer-term brief over a six or 12 month period, in line with secondary procurement process requirements. This will assist in achieving optimal results.

This process is also relevant for Google Analytics, which is separate to Google Ads (formally known as Google Adwords) – whereby you would only allow access to the media agency you are working with.

In instances where another media agency other than the agency who is managing Paid Search, is responsible for elements of your media during a campaign, the Media Panel commit to working together to ensure impact in-market is maximised.

In instances where always-on Search is not a consideration due to budget or business reasons, Search can also be recommended by any media agency as part of a holistic media response.

What if I am proactively presented with an opportunity directly from the media?

The media is permitted to directly approach departments with proactive media proposals, or they may approach any agency on the Media Panel.

You will need to assess if there is a need to invest in the opportunity, and importantly, if you have an approved budget.

Irrespective of how the opportunity has arisen, you should write a communications strategy outlining how the planned communications activities seek to support your objectives.

A *Media Brief Request for Quote* should then be prepared. The proactive opportunity can be highlighted in your brief, and depending on your proposed media budget, it may be presented to all agencies on the Media Panel.

Within three days the media agencies will provide you with a *Quote Response Proposal*. The agencies may suggest that there are more effective opportunities than the proactive one presented to you. Once you have assessed their proposals you can determine which agency you wish to engage to make the booking.

What if the proactive opportunity happens to support an active campaign already in market?

Again, the first step is to consider if there is a need for an additional investment, and importantly, if you have the budget approval authority.

The media agency responsible for the current active campaign should book the media for the proactive opportunity.

For example, if you have a flu campaign already in market, and then a proactive flu media proposal is presented to you, which clearly supports the in-market campaign, then the media agency which originally developed the strategy, planned and booked the media for the in-market campaign should book the proactive flu media proposal and add the activity to your existing media plan.

What if I have a campaign planned and / or booked that is scheduled to run post 30 March 2019?

Media briefs that have been received by Wavemaker prior to the commencement of the new agreement, will have fees charged under the conditions of the previous contract. If your campaign falls into this category, you will be advised.

What is the Contract Management Service Levy?

In managing the Scheme, DPC Communications is responsible for several key contract management tasks on behalf of all government departments. A Contract Management Levy of 4% will be applied to strategy and planning head hours and gross media costs. The Contract Management Levy will not be applied to non-media costs such as Ad-serving, production, installation or translations. The Contract Management Levy is used to offset the costs associated with contract management and responsibilities such as:

Contract Performance: Monthly monitoring of media agency performance against the established contracted Key Performance Indicators.

Annual Rate Negotiations: Utilising the total aggregated government advertising expenditure to yield favourable advertising rates on behalf of all departments. This results in significant savings to departments in reducing their overall expenditure. The negotiations also yield media bonuses and CSA advertising at no added costs. This is particularly important in supporting departments to heighten awareness on topics relating to public health and safety. Since the current agreement commenced in 2015, the total savings to South Australian Government departments (and third-parties) was over \$40-million. The same negotiations yield further value for government departments, such as bespoke media opportunities at no additional cost.

Media Audits: An independent media specialist will audit the negotiated media advertising rates – ensuring the agreed rates are being applied to all government department advertising campaigns, along with assessing media agency performance.

Department Evaluations: An independent research agency conducts an evaluation amongst communications staff across government to attain feedback on media agency performance.

Reporting: The government is required to provide regular and accurate whole of government, and agency level, advertising expenditure reports. This is more complex given reports will now be assembled from three media agencies.

What if I have an issue with an agency on the Media Panel?

Your account manager at the agency you are working with should be your first point of reference. If the issue cannot be resolved directly, contact the Managing Director of the media agency who will assist in coming to a resolution.

Media Panel for Brand Advertising

Wavemaker

Matt Hofmeyer
Managing Director
E: matthew.hofmeyer@wmglobal.com
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Carat Adelaide

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Reprise

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Head of Melbourne, Perth and Adelaide
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Functional Advertising – Wavemaker

Mark Clemow
Client Director
E: mark.clemow@wmglobal.com
P: (08) 8130 1905

Daniella Kalyvas
Senior Account Manager
E: daniella.kalyvas@wmglobal.com
P: (08) 8130 1906

Functional Social Media Boosting – Wavemaker

For Facebook Business Manager account setup and enquiries:

Simon Keith
Client Manager - Digital
E: simon.keith@wmglobal.com
P: (08) 8366 4740

Department of the Premier and Cabinet

Please direct your queries regarding the Master Media Scheme to govcommunications@sa.gov.au

The secondary procurement process for Brand Advertising



Functional Facebook Boosting Process

STEP 1

Departments will need to have a Facebook Business Manager account. If you don't have a business manager account go to business.facebook.com and create a new account. For help, see facebook.com/business/help



STEP 2

To initiate the setup of your new self-serve Facebook Ad Account you will need to give Wavemaker your Business Manager Account ID (from Step 1).

This can be found by going to Business Settings > Business Info. For help, see facebook.com/business/help

Please email this information to sagovtsocialboosting@wmglobal.com



STEP 3

Wavemaker will then assign your Business Manager Account as a partner to a new Wavemaker created self-serve Facebook Ad Account for your department. This will then appear in your Business Manager Account ready to use. They will also supply you with information on naming conventions (for invoicing) to use and brand safety best practice guidelines.



STEP 4

All functional posts and ads should now be set up in your Business Manager account under this new self-serve ad account and not promoted using the boost post button on your Facebook Page.

If under any circumstances you are going to be boosting directly from your page via the boost post button you will need to select the new self-serve ad account as the payment account.

Wavemaker will not provide monitoring or reporting on these boosted posts, this is the sole responsibility of departments.



STEP 5

Wavemaker will invoice you in line with the monthly invoicing process. Your invoice will show each post and cost, which will include the standard buying fee and the contract management levy. You will no longer receive invoices direct from Facebook.

This process will apply to Functional boosting for Facebook, Messenger and Instagram. If you are boosting posts in other social platforms on an ad hoc / non-campaign basis – please liaise with Wavemaker.



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