

MARKETING COMMUNICATIONS APPROVAL REPORT - JANUARY 2019

CAMPAIGNS

| ID | Campaign Title | Department | Start Date | End Date | Approval Date | Proposed Budget exGST (\$) | Synopsis |
|--------|---|---------------------------|------------|------------|---------------|--------------------------------------|---|
| 18-170 | TAFE SA Short Courses Phase 2 (January - June 2019) | TAFE SA | 21/01/2019 | 30/06/2019 | 18/12/2018 | Redacted Commercial in Confidence | Campaign designed to promote TAFE SA 2019 Short Course offering. |
| 18-147 | 2019 Tour Down Under Sponsorship - BE SAFE BE SEEN | Motor Accident Commission | 11/01/2019 | 20/01/2019 | 9/01/2019 | \$288,504 | MAC's partnership with the TDU, imparting road safety education to cyclists and motorists. |
| 18-157 | The Square at Woodville West marketing campaign 2018/19 | Renewal SA | 1/01/2019 | 30/06/2019 | 12/12/2018 | \$349,997 | Campaign designed to drive awareness and facilitate residential sales for The Square at Woodville West. |
| | | | | | | | |

EVALUATIONS

| ID | Campaign Title | Department | Start Date | End Date | Evaluation Approval Date | Proposed Expenditure exGST (\$) | Actual Expenditure exGST (\$) |
|--------|---|-------------------------------------|------------|------------|--------------------------|---------------------------------|-------------------------------|
| 18-127 | 2018/19 Digital Marketing Campaign | South Australian Tourism Commission | 16/07/2018 | 30/11/2018 | 15/01/2019 | \$700,000 | \$621,819 |
| 18-122 | #YOUMUSTSEE ADELAIDE FILM FESTIVAL 2018 | Adelaide Film Festival | 18/06/2018 | 21/10/2018 | 21/01/2019 | \$332,800 | \$332,443 |
| 18-121 | Help Stop Elder Abuse 2018 | Department for Health and Ageing | 14/06/2018 | 9/08/2018 | 22/01/2019 | \$74,000 | \$62,641 |
| 18-158 | Seatbelts FY1819 | Motor Accident Commission | 14/10/2018 | 24/11/2018 | 23/01/2019 | \$189,906 | \$196,157 |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

BRANDING EXEMPTIONS

| ID | Entity | Department | Approval Date | Ministerial Approval Date | Exemption Type |
|----|--------|------------|---------------|---------------------------|----------------|
| | Nil | | | | |
| | | | | | |



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2018/19 Digital Marketing Campaign

Department: South Australian Tourism Commission

Campaign Start Date: 14 July 2018

Campaign Completion Date: 30 November 2018

Campaign Total Spend: \$621,819 (ex GST)

Campaign Approval Date: 16 July 2018

Evaluation Approval Date: 16 January 2019

Evaluation Summary:

The purpose of this digital marketing campaign was to leverage SATC brand activity by using a mix of search, social and display advertising to deliver traffic to southaustralia.com and convert this website visitation into leads and referrals to SA tourism operators.

Overall the campaign was a success as we succeeded in finding consumers who are interested in holidaying in SA, drove these consumers to southaustralia.com to find out more about SA and generated leads and referrals to SA tourism operators and industry partners. This marketing activity directly resulted in 496,794 visits to southaustralia.com and 61,512 leads and referrals to SA tourism operators and industry partners.

While the average cost per visit to southaustralia.com of \$1.15 was 22% more expensive than our 2017-18 benchmark of \$0.94, these visits generated page views at a rate of 2.98 page views per visit, which was 51% higher than the 2017-18 benchmark. These visits also generated leads and referrals to SA tourism operators and industry partners at a conversion rate of 12.4%, which was 110% above our benchmark, while the total cost per lead generated of \$9.27 was 42% lower than the benchmark seen in the 2017-18 campaign.

A large part of the success of this campaign was due to a significant improvement in conversion rates from digital media, which increased from 5.9% in 2017-18 to 12.4% in this campaign. This improvement was due to a combination of factors including ongoing optimisation of automated digital media buying via the Adobe platform; a better understanding of our digital audiences, allowing us to serve more relevant content to consumers based on their interests (e.g. showing a wildlife ad to someone who has viewed wildlife pages on southaustralia.com); improvements in website design to make SA tourism products easier to find; and a deeper integration with brand advertising activity.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

| | |
|--------------------|---|
| Campaign: | #YOUMUSTSEE ADELAIDE FILM FESTIVAL 2018 |
| Department: | Adelaide Film Festival |

| | |
|----------------------------------|--------------------|
| Campaign Start Date: | 18 June 2018 |
| Campaign Completion Date: | 28 October 2018 |
| Campaign Total Spend: | \$332,443 (ex GST) |

| | |
|----------------------------------|-----------------|
| Campaign Approval Date: | 21 June 2018 |
| Evaluation Approval Date: | 22 January 2019 |

Evaluation Summary:

The #YOUMUSTSEE Adelaide Film Festival (AFF) campaign was designed to generate industry and consumer conversation on a national level, increase social engagement, website traffic and box office results.

The campaign commenced with a national call to vote for the top 3 Australian feature of all time giving the public an opportunity to see their favourites played at the festival. This generated national and local media attention and conversation among film aficionados attracting voters from across the country with 71% of votes from interstate/overseas.

The tagline #YOUMUSTSEE, linked the different elements of the program i.e Premieres #YOUMUSTSEE, and was used for the entire campaign delivering a high recall with those surveyed (71%.)

Social media marketing, traditional advertising, and publicity around MY TOP 3, Fund Premieres, and special VIP guests were key to the success of this campaign.

Awareness in the lead up to the festival was up 14% from 2017.

Website traffic increased by 47% with 23.8% of patrons then going on to purchase tickets.

Total social media interactions (post likes, shares and comments) surpassed KPI by 73.7%, the #YOUMUSTSEE hashtag reached 7.7 million and trended on Twitter on opening days of the festival.

Reaching 15 million people, publicity efforts generated \$4.42 million worth of media - an increase of 51% YOY with 22% of the press generated nationally.

Red carpet and opening night coverage transformed Adelaide into Hollywood attracting attention across national TV and radio news, The Australian, The Advertiser, The Age, The Guardian, Film ink, and Empire Magazine to name a few.

AFF punches well above its weight as an industry development and showcase platform for the state. The return on investment seen on the small marketing budget overachieved all KPI's set and saw an economic impact of \$26.5 million – an outstanding result all round.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Help Stop Elder Abuse 2018

Department: Department for Health and Ageing

Campaign Start Date: 14 June 2018

Campaign Completion Date: 09 August 2018

Campaign Total Spend: \$62,641 (ex GST)

Campaign Approval Date: 04 June 2018

Evaluation Approval Date: 23 January 2019

Evaluation Summary:

The 2018 Stop Elder Abuse campaign ran for eight weeks. It built on Office for the Ageing's ongoing work under the Strategy to Safeguard the Rights of Older South Australians 2014-2021, which sets the policy context for safeguarding the rights of older people, and the prevention and awareness of elder abuse.

In South Australia, 50% of cases of elder abuse are financial, so the 2018 campaign focused on the financial services sector plus the general community. The target audience also included real estate agents because of their ability to notice whether a property transaction is being controlled by family members/others to the detriment of an older home owner.

Target audiences were encouraged to respond by using campaign collateral, calling the South Australian Elder Abuse Prevention 1800 Phone Line Support and Referral Service or visiting the website.

The campaign was successful in raising awareness about the rights of older people and the signs of elder abuse, and increasing the uptake of information and support tools. The number of visits to the webpage more than doubled during the campaign period, with a 123% increase compared with 2017. The digital advertising component also performed well, with more than 871,500 Facebook impressions, a 56% increase on 2017.

The campaign also resulted in a 27.9% increase in the number of calls to the phone line compared with 2017. More than 220 stakeholders participated in the campaign by distributing materials, and seven major finance and real estate sector organisations also partnered with SA Health to participate.

The Stop Elder Abuse campaign has now run successfully for four years. The 2019 campaign will feed in to communications and education about the new Adult Safeguarding Unit, which will be the first established in Australia. Consideration will also be given to starting the campaign earlier in 2019.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

| | |
|--------------------|---------------------------|
| Campaign: | Seatbelts FY1819 |
| Department: | Motor Accident Commission |

| | |
|----------------------------------|--------------------|
| Campaign Start Date: | 14 October 2018 |
| Campaign Completion Date: | 01 December 2018 |
| Campaign Total Spend: | \$196,157 (ex GST) |

| | |
|----------------------------------|-------------------|
| Campaign Approval Date: | 19 September 2018 |
| Evaluation Approval Date: | 24 January 2019 |

Evaluation Summary:

Seatbelt compliance is a priority issue for road safety.

Most occupants are correctly restrained when travelling, yet seatbelt non-use remains a significant contributing factor to road trauma and represents, on average, 27% of fatalities.

MAC's 'Get Your S**t Together' ran in May 2018 after a ten months hiatus that saw some decays in awareness and behaviours. MAC returned the campaign to market in October and November to build on the gains made.

The new activity saw sound performance:

Goal: Reach or exceed awareness benchmarks. Target Audience 68%; General Population 48%

Achieved:

Target Audience (TA) - 63%

General Public (GP) - 53%

Awareness was slightly below goal against core target, however improved on that achieved in the last burst (59% - TA; 42% - GP)

Goal: Increase maintenance/compliance of wearing seatbelts each and every trip. Target Audience 64%; General Population 68%

Achieved:

TA - 65%

GP - 68%

Goal: Reduce rejecting the need to wear seatbelts. Target Audience 11%; General Population 10%.

Under achieved:

TA - 14%;

GP - 14%

The small group of non-users increased marginally post campaign. While the reasons for this are unclear it may be a sign that creative is no longer engaging those at the belligerent end of offending.

Goal: Contribute to a reduction in seatbelt related casualty crashes

Achieved:

Seatbelt related fatalities:

2018 - 16% v 2017 - 38% (-22%)

While performance is building on past activity, gains are being maintained rather than demonstrably improving, suggesting the campaign may be waning in its impact. The 'Get Your S**t Together' campaign has been in market for three over three years, consistent with the typical life of a MAC road safety campaign.

Attitudinal research amongst drivers will commence in anticipation of replacing the campaign in the coming year.