

# MASTER MEDIA SCHEME:

---

# GUIDE TO FUNCTIONAL ADVERTISING

JULY 2019



**Government  
of South Australia**

Wavemaker is the agency on the Media Panel that has responsibility to produce and book Functional Advertising, under the Master Media Scheme.

### What is Functional Advertising?

Functional Advertising provides specific information in a simple format for immediate or short-term appearance. Generally, it will have minimal creative content and can be used to communicate information regarding:

- Public health and safety notices
- Road and public transport interruptions
- Emergency or legal notices
- Recruitment
- Attending an event
- Auctions and sales of goods and property
- Courses at tertiary educational institutions.

### Wavemaker Functional services

Wavemaker provides the following Functional Advertising services:

- Planning and buying of offline and online media for Functional Advertising
- Production of Functional Advertising material and templates
- Despatch of Functional Advertising material
- Posting of online recruitment advertising to careers sites and job boards.

### Introducing WM Online

Functional Advertising will now be requested via WM Online, which is an online portal provided by Wavemaker specifically for Functional Advertising. WM Online requires login credentials. You can obtain your credentials by contacting Wavemaker on [sagovadvertising@wmglobal.com](mailto:sagovadvertising@wmglobal.com) or by telephone (08) 8130 1900. When you receive your login credentials, Wavemaker will provide you with training on how to use the portal.

**WM Online provides the following services:**

- Information about all major Functional offline and online publishers servicing South Australia
- An easy interface for requesting advertising, transacting and communicating with Wavemaker
- Access to your Functional Advertising templates and an archive of all advertising placed via WM Online from 1 July 2019
- Simple self-service reporting on advertising for your agency

WM Online will be live from 1 July 2019 and is based on a proven model used by other Australian state governments. WM Online is available 24/7 and is designed to make it easy and enjoyable to transact and keep track of all your Functional Advertising.

## How do I contact Wavemaker if I have queries about Functional Advertising?



Via your secure login to WM Online



Email [sagovadvertising@wmglobal.com](mailto:sagovadvertising@wmglobal.com)



Phone (08) 8130 1900



**Government  
of South Australia**