

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE COMMUNICATIONS APPROVAL REPORT - NOVEMBER 2023

CAMPAIGNS \$55,000 to \$199,999

| Campaign Title | Department | Start Date | End Date | Proposed Budget exGST (\$) | Synopsis |
|---|--|------------|------------|-------------------------------|--|
| THINK! Road Safety - Adelaide Lightning 2023-2024 | Department of Infrastructure and Transport | 1/11/2023 | 31/05/2024 | \$112,000 | A THINK! Road Safety partnership with the Adelaide Lightning to raise awareness of key road safety issues directly with multiple key road user groups and encourage fans to think about their behaviour on the roads |

CAMPAIGNS \$200,000 plus

| Campaign Title | Department | Start Date | End Date | Proposed Budget exGST (\$) | Synopsis |
|--|------------------------------|------------|------------|-------------------------------|--|
| LIV Golf 2024 | Events South Australia | 28/11/2023 | 28/04/2024 | Commercial in Confidence | A campaign to raise awareness and drive ticket sales for the LIV Golf Adelaide tournament to be held at the Grange Golf Course from 26-28 April 2024 |
| Here for the Game | Department of Human Services | 12/11/2023 | 30/09/2024 | \$606,185 | A campaign aimed disrupt the normalisation of gambling in sport and to drive behaviour change and conversations around gambling harm |
| Senior Drivers FY23/24 | South Australia Police | 5/11/2023 | 31/05/2024 | \$600,000 | A campaign to raise awareness of the possible dangers facing senior drivers |
| Speeding FY23/24 | South Australia Police | 1/11/2023 | 30/06/2024 | \$600,000 | A campaign to raise awareness of the dangers of speeding |
| StudyAdelaide global awareness 2023/24 | Study Adelaide | 29/11/2023 | 30/06/2024 | \$900,000 | A campaign to increase awareness of Adelaide as a study destination for international students and the opportunities available |

EVALUATIONS

| Campaign Title | Department | Start Date | End Date | Evaluation Approval Date | Proposed Expenditure exGST (\$) | Actual Expenditure exGST (\$) |
|--|---|------------|------------|-----------------------------|------------------------------------|----------------------------------|
| THINK! Road Safety - Adelaide 36ers 2022-23 | Department for Infrastructure and Transport | 13/10/2022 | 28/02/2023 | 10/11/2023 | \$75,000 | \$74,943 |
| THINK! Road Safety - Adelaide Lightning 2022-23 | Department for Infrastructure and Transport | 19/11/2022 | 31/03/2023 | 10/11/2023 | \$112,000 | \$109,838 |
| THINK! Road Safety - Adelaide United Football Club 2022-23 | Department for Infrastructure and Transport | 30/10/2022 | 31/05/2023 | 10/11/2023 | \$112,000 | \$108,110 |
| SANFL Community Football 2022 Season | Department for Infrastructure and Transport | 1/04/2022 | 18/09/2022 | 10/11/2023 | \$270,000 | \$238,279 |
| Melanoma Awareness | SA Health | 2/10/2022 | 18/12/2022 | 10/11/2023 | \$150,000 | \$150,000 |
| Domestic Marketing 2021-2022 | South Australian Tourism Commission | 5/05/2021 | 30/06/2023 | 10/11/2023 | \$17,330,000 | \$12,256,000 |
| Business is Better in SA (Victorian Campaign) | Department of the Premier and Cabinet | 27/08/2023 | 23/09/2023 | 10/11/2023 | \$160,960 | \$154,418 |
| Better Housing | Department of the Premier and Cabinet | 15/06/2023 | 30/07/2023 | 10/11/2023 | \$750,000 | \$772,821 |
| Influenza Immunisations Program – Children 6 months to 5 years | SA Health | 1/06/2023 | 30/06/2023 | 24/11/2023 | \$150,000 | \$127,594 |
| Answer the Call | SA Ambulance Service | 22/03/2023 | 30/06/2023 | 24/11/2023 | \$97,100 | \$95,268 |
| Tour Down Under 2023, THINK! Road Safety | Department for Infrastructure and Transport | 9/01/2023 | 22/01/2023 | 24/11/2023 | \$241,000 | \$230,299 |
| Cervical Screening Self Collection | SA Health | 1/11/2022 | 31/05/2023 | 24/11/2023 | \$198,000 | \$298,000 |
| Rakuten Japan Promotion | Department for Trade and Investment | 26/05/2022 | 2/04/2023 | 24/11/2023 | \$175,000 | \$212,103 |
| Single-use plastic products ban | Green Industries South Australia | 1/12/2020 | 30/04/2021 | 24/11/2023 | \$139,349 | \$252,039 |
| Which Bin 2020 | Green Industries South Australia | 7/06/2020 | 31/05/2021 | 24/11/2023 | \$334,959 | \$373,783 |



**Government of
South Australia**

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: THINK! Road Safety - Adelaide 36ers 2022-23

Department: Department of Infrastructure and Transport

Campaign Start Date: 13 October 2022

Campaign Completion Date: 28 February 2023

Campaign Total Spend: \$74,943 (ex GST)

Campaign Approval Date: 11 October 2022

Evaluation Approval Date: 10 November 2023

Evaluation Summary:

The Department worked collaboratively with the Adelaide 36ers to extend and localise the THINK! Road Safety 2022 AFL season campaign 'Make Getting Home Safe Your Goal' for a basketball-based audience during the Adelaide 36ers' 2022-2023 season. The partnership with Adelaide 36ers offered the Department an opportunity to engage with the Adelaide 36ers' fanbase and young road users to support safer road behaviours. It also offered valuable exposure opportunities for the THINK! Road Safety brand.

All contractual deliverables under the partnership agreement were achieved by the Adelaide 36ers.

With regards to social media metrics, the total reach and impressions of road safety and road safety ambassador-related posts on Adelaide 36ers' social media platforms during the 2022-2023 season was consistent with previous year's results.

CAMPAIGN EVALUATION REPORT



Government
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|---------------------------|---|
| Campaign: | THINK! Road Safety - Adelaide Lightning 2022-23 |
| Department: | Department of Infrastructure and Transport |
| Campaign Start Date: | 19 November 2022 |
| Campaign Completion Date: | 31 March 2023 |
| Campaign Total Spend: | \$109,838 (ex GST) |
| Campaign Approval Date: | 11 October 2022 |
| Evaluation Approval Date: | 10 November 2023 |

Evaluation Summary:

The Department worked collaboratively with Adelaide Lightning to extend and localise the THINK! Road Safety 2022 AFL season campaign 'Make Getting Home Safe Your Goal' for a basketball-based audience during Adelaide Lightning's 2022-2023 WNBL season. The partnership with Adelaide Lightning offered the Department an opportunity to engage with Adelaide Lightning's fanbase and young road users to support safer road behaviours. It also offered valuable exposure opportunities for the THINK! Road Safety brand.

All contractual deliverables under the partnership agreement were achieved by Adelaide Lightning during the 2022-2023 financial year.

With regards to social media metrics, the average reach of road safety-related posts on Adelaide Lightning's social media platforms during the 2022-2023 WNBL season exceeded expectations.

Growth in community engagement activity was also noted during the 2022-2023 financial year, indicating a strong foundation for grassroots community engagement activity around road safety issues, and a growing audience for THINK! Road Safety brand awareness in future.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

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|---------------------------|--|
| Campaign: | THINK! Road Safety - Adelaide United Football Club 2022-23 |
| Department: | Department of Infrastructure and Transport |
| Campaign Start Date: | 30 October 2022 |
| Campaign Completion Date: | 31 May 2024 |
| Campaign Total Spend: | \$108,110 (ex GST) |
| Campaign Approval Date: | 11 October 2022 |
| Evaluation Approval Date: | 10 November 2023 |

Evaluation Summary:

The Department worked collaboratively with the Adelaide United Football Club (AUFC) to extend and localise the THINK! Road Safety 2022 AFL season campaign 'Make Getting Home Safe Your Goal' for a football/soccer-based audience during AUFC's 2022-2023 A-League seasons.

The partnership with AUFC offered the Department an opportunity to engage with AUFC's broad fanbase and young road users to support safer road behaviours. It also offered valuable exposure opportunities for the THINK! Road Safety brand.

All contractual deliverables under the partnership agreement were achieved by AUFC during the 2022-2023 financial year.

Campaign messaging was captured across both in-stadium and online match-day audiences, ensuring fans were pushed the tagline 'Make Getting Home Safe Your Goal' no matter where they watched the game.

With regards to social media metrics, the total reach and impressions of road safety and road safety ambassador-related posts on AUFC's social media platforms during the 2022-2023 A-League seasons exceeded expectations.

Growth in community engagement activity was also noted during the 2022-2023 financial year, indicating a strong foundation for grassroots community engagement activity around road safety issues, and a growing audience for THINK! Road Safety brand awareness in future.

CAMPAIGN EVALUATION REPORT



Government
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Campaign: SANFL Community Football 2022 Season

Department: Department of Infrastructure and Transport

Campaign Start Date: 01 April 2022

Campaign Completion Date: 18 September 2022

Campaign Total Spend: \$238,279 (ex GST)

Campaign Approval Date: 17 February 2022

Evaluation Approval Date: 10 November 2023

Evaluation Summary:

The Department for Infrastructure and Transport (the Department) worked collaboratively with SANFL to extend and localise SAPOL's regional campaign 'Think about who you'll leave behind' during the 2022 SANFL Community (non-metro) Football season. The partnership with SANFL offered the Department an opportunity to engage with regional football clubs to support safer road behaviours. It also offered valuable exposure opportunities across regional South Australia for the THINK! Road Safety brand.

All deliverables under the partnership agreement were achieved by SANFL during the 2022 season and KPIs for the digital component of the THINK! Road Safety campaign delivered to leverage this partnership overachieved, with a 331% increase in social media impressions in 2022, and an engagement rate of 17.7% in 2022 compared with 6.5% in 2021 for road safety-related posts.

While general brand awareness for THINK! Road Safety did not reach 71% prompted awareness as expected, the metric used to gather this data relates to targeted road safety campaigns in market and may not be an accurate reflection of general public brand awareness for partnership activities. As such, the Department is currently undertaking a full THINK! Road Safety partnerships market research project to establish partnerships-specific brand benchmarking for future.

The Department has extended the SANFL agreement for the 2023 season and has identified this as an opportunity to further refresh the associated campaign, in collaboration with SAPOL. Through this, the Department aims to amplify a regional driving campaign developed by SAPOL and adapt it accordingly to target regional SANFL audiences.

Further emphasis will also be placed on reporting and generating data to help support the SANFL and establish revised metrics to measure partnership success in future years.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

| | |
|---------------------------|-------------------------------------|
| Campaign: | Melanoma Awareness |
| Department: | Department for Health and Wellbeing |
| Campaign Start Date: | 02 October 2022 |
| Campaign Completion Date: | 18 December 2022 |
| Campaign Total Spend: | \$150,000 (ex GST) |
| Campaign Approval Date: | 19 September 2022 |
| Evaluation Approval Date: | 10 November 2023 |

Evaluation Summary:

The Same goes for you campaign aimed to raise awareness of sun protection behaviours amongst men aged 40-59 years.

The campaign achieved good levels of awareness amongst the target audience across the 11-week campaign period; achieving 38% spontaneous recall of general sun safety advertising amongst the target audience.

Good understanding amongst the target audience that they are at a higher risk of developing skin cancer was also achieved with 85% of surveyed men who recalled the campaign understanding that men were at higher risk of developing skin cancer compared to 66% of men with no recall.

The campaign also supported good reinforcement of the target audience's understanding of and uplift in some of some sun protection behaviours. However, whilst there was some uplift, the campaign has not yet translated into significant or reliable differences in intent or actual behaviour change across all the promoted sun protection behaviours.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

| | |
|---------------------------|-------------------------------------|
| Campaign: | Domestic Marketing 2021-2022 |
| Department: | South Australian Tourism Commission |
| Campaign Start Date: | 05 May 2021 |
| Campaign Completion Date: | 30 June 2023 |
| Campaign Total Spend: | \$12,256,000 (ex GST) |
| Campaign Approval Date: | 24 February 2021 |
| Evaluation Approval Date: | 10 November 2023 |

Evaluation Summary:

The 'For Those Who Want a Little More' campaign delivered impactful creative and a high level of consumer engagement throughout the campaign period which assisted in the positive results of an overall average of 18% awareness, 46 % consideration and 33% intention for the campaign period of 2021-2023. Consideration and intention for South Australia as a holiday destination were also above the average when compared to similar SATC brand campaigns. The longevity of this brand campaign along with activating a high impact media strategy contributed significantly to the benefit of brand building directly to our intrastate and interstate High Yield Experience Seeker audiences by positioning South Australia more attractively to alternative source markets.

Overall, this was an effective marketing campaign that acts as a great platform for our future brand ambitions.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Victorian Campaign

Department: Department of the Premier and Cabinet

Campaign Start Date: 27 August 2023

Campaign Completion Date: 23 September 2023

Campaign Total Spend: \$154,418 (ex GST)

Campaign Approval Date: 07 August 2023

Evaluation Approval Date: 10 November 2023

Evaluation Summary:

The campaign was successful in spruiking South Australia's business and lifestyle attributes to create talkability and generate PR both here and interstate.

The press conference with the Premier and Minister for Trade and Investment, held on 7 September 2023, generated the most media mentions about the campaign.

The large format billboards in high visibility locations were also amplified digitally by two news platforms, 7News and ABC News.

There was a total of 6,886 page views on the Invest SA website during the campaign period, with 5,230 users (a 106% increase on users for the previous month). The average engagement time on the 'Why business is better in SA' web page was 1m 05s.

The META campaign achieved a total of 1,232,192 impressions. The unique reach was 191,544 over the campaign period at a strong frequency of 2.62. The traffic campaign generated 2,817 clicks of which 2,390 were unique.

The digital advertising campaign on News Corp delivered a total of 985,377 impressions, exceeding the booked impressions by 142% and delivering 1,011 clicks.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Better Housing

Department: Department of the Premier and Cabinet

Campaign Start Date: 15 June 2023

Campaign Completion Date: 30 July 2023

Campaign Total Spend: \$772,821 (ex GST)

Campaign Approval Date: 09 June 2023

Evaluation Approval Date: 10 November 2023

Evaluation Summary:

The Better Housing campaign showcased its effectiveness in reaching the audience and conveying its messages.

The campaign achieved great success, especially across social media and digital platforms, performing above projected benchmark in terms of views, engagement rate and click-through rate. The campaign was very effective in driving quality traffic to the website, with 80% of the website generated by paid advertising.

Whilst the post campaign research showed a moderate recall of the campaign assets (33% recalled seeing or hearing about the campaign), it was easily well-received and informative:

- 55% of respondents agreed the campaign was easy to understand.
- 46% agreed the campaign was relevant.
- 45% of respondents felt that the campaign told them something they didn't already know.
- Only 16% did not agree that the campaign was believable.

The campaign also had positive effects on perception around the future of the state and housing-related matters.

- 29% indicated that the campaign positively influenced their outlook on the future of housing in South Australia.
- 32% stated that the campaign made them feel more positive about the future of the state.
- 30% responded the campaign gave them confidence in the future of South Australia.

Those who rent showed a higher agreement across all campaign measures, especially the positive impact on their outlook on the future of the state (39%).

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2023 Influenza Immunisation Program Children 6 months to 5 years

Department: Department for Health and Wellbeing

Campaign Start Date: 01 June 2023

Campaign Completion Date: 30 June 2023

Campaign Total Spend: \$127,594 (ex GST)

Campaign Approval Date: 30 May 2023

Evaluation Approval Date: 24 November 2023

Evaluation Summary:

The '2023 Influenza Immunisation Program – Children 6 months to under 5 years' campaign effectively reached the target audience of parents and carers of children 6 months to under 5 years to inform them the influenza vaccination is free for eligible children, and to encourage them to get their children vaccinated.

A strategic blend of digital, radio, and outdoor advertising channels were used to effectively reach the target audience.

All channels achieved meeting the projected media plan targets, with Mamamia, Play n Go, Kiddo and radio being the strongest performing channels, indicating that parents listen to parent "influencers" as trusted sources of information.

Mamamia had a Click-Through-Rate (CTR) of 0.08% (33.3% above target) and 141,565 impressions (0.9% below target). Meta had 21,988 unique users (11.1% above target) and 245,470 impressions (26.7% below target due to reduced planned spend). Play n Go had a CTR of 0.07% (16.7% above target). Xaxis had 1,682,240 impressions (9.2% above target). Kiddo was unable provided total impressions across all platforms but had 137,000 impressions on the website.

A strong digital campaign was reinforced with advertising on radio and in physical locations that parents frequently visit, including GPs, pharmacies, shopping centres and parent change rooms. Radio included 215 spots (29.5% were bonus spots). There were 130 small format outdoor spots (shopping centre panels, GPs and pharmacies) and 55 shopping centre change room spots. The flu vaccination coverage rate for the 6 months to under 5 years cohort was 26.31% at the end of the campaign period. This is compared to 31.77% for the same period in 2022 and 26.51% for the same period in 2021.

Overall the campaign was successful. Further community education and promotion is required to increase the coverage rate for this cohort, to reduce the rate of serious illness and death.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Answer the Call - Repeated campaign

Department: SA Ambulance Service

Campaign Start Date: 22 March 2023

Campaign Completion Date: 30 June 2023

Campaign Total Spend: \$95,268 (ex GST)

Campaign Approval Date: 19 February 2023

Evaluation Approval Date: 24 November 2023

Evaluation Summary:

Prompted recall for Answer the Call campaign has improved and is well understood in the target market. Awareness of SAAS advertising remains steady in the community and awareness of the need for more volunteers has also remained steady. Strong application results have flowed in the months following the campaign, and website traffic increased exponentially from the advertising exposure. The campaign slogan is well understood by the target market (all cohorts) and is liked for its simplicity, sharp design and clear message. It is motivational and touches on the emotional benefits of volunteering.

People are far more considered in where they are spending their time, and SAAS needs to ensure we are selling our opportunities better than other emergency services. It was noted in the market research that the cost of living is now impacting free time, as people are now looking to earn more money to stay on top of bills. The requirement for vaccination against disease is seen as a barrier by 13% of respondents, 8% are unsure, while 80% don't see it as a barrier.

Interest in volunteering for SAAS has increased, 12.7% of all respondents in the community survey showed interest in becoming a volunteer. This is up from 5.4% in 2022 and 1% in 2021. This is pleasing given the overall downturn in volunteering across Australia.

The general community survey carried out by Intuito found the promotional method of social media had the highest recall at 40%, followed by posters at 27%, outdoor banners of 25%, TV at 19%, newspaper at 19%, while radio was 8%.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Tour Down Under 2023

Department: Department of Infrastructure and Transport

Campaign Start Date: 9 January 2023

Campaign Completion Date: 22 January 2023

Campaign Total Spend: \$230,299 (ex GST)

Campaign Approval Date: 15 December 2022

Evaluation Approval Date: 24 November 2023

Evaluation Summary:

The Department worked collaboratively with the SATC to deliver cycling specific road safety messaging during the TDU 2023 event.

The partnership with SATC offered the Department the unique opportunity to engage directly with vulnerable road users, specifically cyclists, to support safer road user behaviours. The event also offered valuable exposure for the THINK! Road Safety brand. All contractual deliverables under the agreement were achieved by SATC, with some overachieved.

Campaign messaging and THINK! Road Safety branding were displayed prominently across the event and associated broadcasts to encourage audiences and cycling fans to 'share the road' and consider road safety no matter where they were watching from. Social media delivered solid results with high impressions, engagement and average reach, meaning campaign objectives relating to social media were met.

The community engagement opportunities offered throughout the event were valuable to the Department and proved successful to directly reach event attendees and the general public with cycling safety messaging.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Cervical Screening Self Collection Campaign

Department: Department for Health and Wellbeing

Campaign Start Date: 01 November 2022

Campaign Completion Date: 31 May 2023

Campaign Total Spend: \$298,000 (ex GST)

Campaign Approval Date: 02 September 2022

Evaluation Approval Date: 24 November 2023

Evaluation Summary:

The You can do it Self-collection Campaign aimed to inform women and people with a cervix, aged 25-74 years, that they can access a self-collection test, and encouraged them to talk to their health care provider about cervical screening. The campaign ran from 1 November 2022 to 31 May 2023 and achieved a 337% increase in the proportion of completed self-collection tests in South Australia (1,225 average tests per month) during the campaign period, compared to the three months prior to commencement of the campaign (280 average tests per month).

Post campaign market research of 400 South Australian women aged 25-74 indicated:

- the campaign creative delivered the key message clearly (70% of the surveyed target audience identified they can now do the self-collection test themselves from seeing the creative),
- empowered the target audience (almost 50% of the surveyed target audience felt the ad made them feel more confident), and encouraged a majority of the target audience to consider the new self-collection option for their next cervical screen (67% of the surveyed target audience agreed with this statement).

Based on learnings from the You can do it campaign and data from the National Cancer Screening Register it is recommended that future campaigns correct the target audience's misconceptions regarding how to take the test, the test's effectiveness and how to access the test, and target under-screened communities.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Rakuten Japan Promotion

Department: Department for Trade and Investment

Campaign Start Date: 26 May 2022

Campaign Completion Date: 02 April 2023

Campaign Total Spend: \$212,103 (ex GST)

Campaign Approval Date: 10 February 2022

Evaluation Approval Date: 24 November 2023

Evaluation Summary:

- This initiative leveraged the huge growth in e-commerce used in Japan, supporting in-market products to grow their market share, and supported new market exporters wanting to enter the e-commerce market.
- South Australian products for sale on Rakuten could be promoted on a well-established platform that included bespoke videos and with the "badge of government". This is important in the Japanese market due to the extremely strong competition, and the perceived risk of a non-reputable site/platform.
- Importers of South Australian products in market could leverage the Tasting South Australia page as a vehicle for promotion, as an extra sales channel through vendors on Rakuten or through establishing their own Rakuten presence. Penfolds Japan (as Nippon Liquor/Veritas) and Hakurai Wines are two examples of importers who established their own presence through creating sales pages on Rakuten. They would not have produced their own pages on Rakuten had DTI not had the Tasting South Australia presence.
- For new to market exporters, the problem was navigating e-commerce in Japan without a partner in market. To sell products on Rakuten, businesses needed to already have an importer in Japan that is on Rakuten, or who sells their products to a vendor on Rakuten.
- DTI engaged with BPI International to provide an import and distribution service for South Australian businesses to allow them to sell their products on Japan's largest e-commerce site, Rakuten.
- About Rakuten:
 - o Japan is the fourth largest e-commerce market globally, with over 122 million internet users.
 - o The Rakuten e-commerce marketplace has over 111 million users in Japan
 - o Rakuten transacted more than US\$40 billion in 2020 which equated to 27% of all Japanese e-commerce in Japan.
 - o A clear strength of Rakuten is food sales, where they dominate global competitors Yahoo! Japan and Amazon.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Single-use plastic products ban

Department: Green Industries South Australia

Campaign Start Date: 01 December 2020

Campaign Completion Date: 30 April 2021

Campaign Total Spend: \$252,039 (ex GST)

Campaign Approval Date: 15 January 2021

Evaluation Approval Date: 24 November 2023

Evaluation Summary:

The Replace the Waste campaign addressed South Australia's ban on certain single-use plastic products, including plastic drinking straws, plastic cutlery and beverage stirrers, and outlined specific exemptions to items used in health and vulnerable sectors.

Overall, the Xaxis native activity generated 11,967 clicks, delivering well above the planned goal of 4,400 clicks. Further to this the 'Single Life isn't all it's cracked up to be' ad delivered the highest number of clicks, whilst the compostable stirrer ad continued to deliver the highest click-through rate of all the creative variations.

The display activity generated a strong click-through rate of 0.12% - generally programmatic click-through rates sit between 0.03% – 0.06%. The Interscroller creative delivered the highest number of clicks and highest click-through rate accounting for 41% of clicks.

Facebook activity generated 3,103 clicks, reporting a strong click-through rate of 0.52%, reporting a cost-efficient CPM of \$4.14 – 58% lower than the planned rate of \$10.

The 'Yellow Polka Dot Shirt' creative delivered the highest website clicks and CTR throughout Burst 1 however the Carousel 4 | Striped Shirt delivered the highest website clicks and CTR throughout Burst 2.

Householder survey: Awareness & understanding

Two phases of householder research were conducted via online surveys; the first in 2020 (pre-initiation of the education campaign) and in 2021, following the campaign. Key findings were:

- Awareness of the prohibition of SUP increased, post implementation, from 64% to 88%
- Slight increase in awareness of exemptions to the legislation from 15% (pre-) to 23% (post-)
- Awareness of subsequent, planned phases of SUP prohibitions remained stable (50% & 47%). There was confusion surrounding next phases of the legislation
- Householder confidence was high and they recommended providing education, communications & good alternatives to support them to be ready for the next stages of legislation

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Which Bin 2020

Department: Green Industries South Australia

Campaign Start Date: 07 June 2020

Campaign Completion Date: 31 May 2021

Campaign Total Spend: \$373,783 (ex GST)

Campaign Approval Date: 15 May 2020

Evaluation Approval Date: 24 November 2023

Evaluation Summary:

The Which Bin campaign addressed recycling challenges, focusing on food waste and preventing improper disposal of soft plastics and textiles in the yellow recycling bin.

On Facebook, the campaign surpassed expectations with a CPM of \$4.56, 59% below the planned CPC of \$11.30-\$16.50. It delivered 3,372 clicks (CTR: 0.19%). The "Plastic Bags" content resonated most with Adelaide Metro, accounting for 30.7% of clicks and a 0.27% CTR. Gender demographics were balanced but skewed toward ages 18-34.

YouTube outperformed expectations with a CPV of \$0.01, delivering 398,672 completed views (CVR: 90.95%). "Plastic Bags" generated 89.5% of completed views. Male viewers accounted for 97,639 impressions; 300,314 views couldn't be gender-classified. The 18-24 age group had the most impressions (44,461); 318,754 views couldn't be age-classified.

Metro television ran from 16 May to 12 June, reaching 237,111 individuals aged 25-54 with an average frequency of 5.1, meeting objectives. Excluding bonus activity, TARP's exceeded predictions by 25%.

Finecast achieved 100% budget allocation with a 97% completion rate, targeting specific local government areas in SA. The device share favoured set-top boxes, with peak viewership between 1pm-3pm and 9pm-11pm on Mondays.

The Which Bin website received 31,833 views, a 93.65% increase, with the homepage (and item lookup) getting 14,161 views, up by 195.7%. Users spent an average of 01:50 on the page.

The hotline received 788 phone calls during the campaign, a 50% increase from the prior period.

In post-campaign focus groups in 2023, recall was moderate, with participants recognising the character 'Vin' but not associating it with the campaign. Outdoor banners and council mail-outs were primary exposure sources. Support for the web series assets was generally positive, though some found the format dated.

In 2019-20, SA collected 669,200 tonnes of MSW, with a 48.2% recovery rate, up by 2.2%, including organics (58.4%) and recyclables (41.6%).