

MARKETING COMMUNICATIONS APPROVAL REPORT - FEBRUARY 2019

CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
18-176	Regional Driver Safety	Motor Accident Commission	3/02/2019	2/03/2019	9/01/2019	\$190,590	Public education campaign to arrest road trauma experienced in regional South Australia.
18-177	Drug Driving	Motor Accident Commission	17/02/2019	27/04/2019	23/01/2019	\$259,598	Public education campaign targeting drug driving on South Australian roads.

EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
18-108	Sydney Roosters (2018)	South Australian Tourism Commission	15/05/2018	29/06/2018	25/02/2019	\$135,000	\$92,775
18-90	Hybrid World Adelaide 2018	Adelaide Film Festival	30/04/2018	27/07/2018	13/02/2019	\$349,500	\$348,664
18-106	Food and Wine	South Australian Tourism Commission	1/07/2018	31/08/2018	21/02/2019	\$799,048	\$764,278
18-104	2018 Adelaide Fashion Festival	Events South Australia	7/08/2018	21/10/2018	10/02/2019	Redacted - Commercial in Confidence	
18-129	2018 Credit Union Christmas Pageant	South Australian Tourism Commission	14/10/2018	9/11/2018	21/02/2019	\$88,000	\$75,791
18-118	Short Courses for Anyone and Everyone	TAFE SA	1/07/2018	31/12/2018	19/02/2019	Redacted - Commercial in Confidence	

BRANDING EXEMPTIONS

ID	Entity	Department	Approval Date	Ministerial Approval Date	Exemption Type
	Nil				

Sensitive: SA Cabinet - I2 - A1



Government of
South Australia

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2018 Adelaide Fashion Festival

Department: Events South Australia

Campaign Start Date: 07 August 2018

Campaign Completion Date: 21 October 2018

Campaign Total Spend: Redacted - Commercial in Confidence

Campaign Approval Date: 30 July 2018

Evaluation Approval Date: 11 February 2019

Evaluation Summary:

The campaign was successful, meeting ticket sales (86%) and website visitation (73,450) targets. The campaign had a strong focus on targeted and digital advertising, including programmatic and social media, together with digital channels Plista and Glam Adelaide. The offline media included Channel 10, screens at Westfield, AdShel, Ooh!Media, The Advertiser, Sunday Mail and SA Style.

The campaign was shot at Lake Bumbunga, which showcased South Australia as a tourism destination and provided the background for an impactful and distinctive creative look and feel. The creative also championed South Australian talent (model), fashion designers, musician and use of creative agency, Cul-de-sac.

For the first time, vertical video was incorporated into the paid digital strategy through Instagram stories. These videos performed well through remarketing in the final weeks of the campaign with the Acler & Aje runway video resulting in 16% conversion rate and SA Designer Showcase runway achieving 19% conversion rate.

While the following objectives fell short of target, the campaign achieved 4% conversion rate through programmatic digital advertising and 2.6% conversion rate through social media – consistent with industry benchmark. Traffic to the website from social media advertising doubled compared to the 2017 campaign, impacting the 2018 conversion rate due to the website traffic being higher and conversions staying consistent.

Intrastate awareness amongst fashion enthusiasts fell short of the target, but the campaign still achieved 21% for TVC and 25% for the hero imagery. While intention to attend the Festival also fell short, consideration increased to 36% and importantly, the ticket sales target was achieved. Measurement of awareness and intention was undertaken by BDA using a small sample size. A learning will be to ensure a greater sample size to ensure accuracy. Given the success of digital marketing, this will be again a heavy focus in the media plan.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	2018 Credit Union Christmas Pageant
Department:	South Australian Tourism Commission

Campaign Start Date:	21 October 2018
Campaign Completion Date:	10 November 2018
Campaign Total Spend:	\$75,791 (ex GST)

Campaign Approval Date:	03 October 2018
Evaluation Approval Date:	22 February 2019

Evaluation Summary:

The Credit Union Christmas Pageant is the traditional start to the festive season in Adelaide, with hundreds of thousands of happy faces lining the 3.3-kilometre route each year.

Every year, children and adults (from all cultures, ages and socio-economic backgrounds) wait in anticipation for the floats – old and new – to come past as the magical parade brings the spirit and joy of Christmas to Adelaide's city streets.

In 2018, the Credit Union Christmas Pageant's theme was 'Shining a Light on Kindness'. The Credit Union Christmas Pageant brings the community together through kindness regardless of race, religion, gender, age or location.

In 2018 a crowd of 320,000 lined the streets to welcome the Pageant and Father Christmas, slightly down from 2017. However, when combined with the TV broadcast figures, 487,000 people watched the Pageant either at the event or on TV on Saturday 10 November 2018.

From a digital perspective, website sessions increased by 10.01% compared to the same period in 2017. The total number of sessions in this period (3- 17 November 2018) was 103,860.

Media coverage for the 2018 Credit Union Christmas Pageant has been valued at an estimated PR value of \$17.4 million (up from \$14.66 million in 2017). This includes 1,276 traditional media items and an additional 769 social media items with a potential reach of 42.9 million. Highlights include a live cross on the Weekend Today Show (Channel 9) on event day, a feature about the Design a Mini Float competition which aired on Totally Wild (Channel 10) on 11 December 2018, Watch TV Guide Cover and 8-page editorial lift-out inserted into The Advertiser on Friday 9 November.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Food and Wine

Department: South Australian Tourism Commission

Campaign Start Date: 01 July 2018

Campaign Completion Date: 31 August 2018

Campaign Total Spend: \$764,278 (ex GST)

Campaign Approval Date: 17 May 2018

Evaluation Approval Date: 22 February 2019

Evaluation Summary:

Off the back of the SATC's MasterChef SA Week sponsorship a food and drink campaign was developed to promote South Australia as the first choice for a food and drink holiday.

Objective 1 was to surpass Victoria - the number 1 state for 'State association of best food and wine'. SA may not have moved to the number 1 position in food and wine association, but SA did increase by 1% to 53% and, in latest results, is now in line with Victoria at 56%.

Whilst SA's state association with good food and wine is much stronger, more work will need to be undertaken in order to surpass Victoria. As a key performance indicator, the SATC will continue to measure SA's progress and incorporate food and wine as a focus in its future marketing activity.

The use of Gary Mehigan as a SA food and drink ambassador and alignment of the campaign advertising with the MasterChef TV program, resulted in positive brand associations and contributed to high engagement of the 10 x 60-second Gary Mehigan online video advertisements and the television commercial (TVC).

Objective 2 was to increase expenditure in SA food and wine regions by an average of 10% YOY. As at 30 August NVS reports growth in the Interstate expenditure figures. 2018 target is \$2.3b. As at 30 August spend was \$2.1b with 4% growth YOY, and on track to reach the \$2.3b target.

Further analysis is required to determine the level of expenditure within SA's food and wine regions and can be provided as part of September 2019 NVS results.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Hybrid World Adelaide 2018

Department: Adelaide Film Festival

Campaign Start Date: 30 April 2018

Campaign Completion Date: 29 July 2018

Campaign Total Spend: \$348,664 (ex GST)

Campaign Approval Date: 06 April 2018

Evaluation Approval Date: 14 February 2019

Evaluation Summary:

Launched in 2017, Hybrid World Adelaide, explored the future of a 'hybrid' world in three parts; a start up development lab, a tech industry conference, and a free interactive events program.

The 2018 campaign was designed to target millennials, tech/start up communities and the general tech curious public locally and nationally with key performance indicators measured around box office, attendance and visitation targets, creative innovation, media coverage and digital engagement.

Combining traditional marketing with innovative applications such as a Gif booth activation, Facebook Augmented Reality and snapchat filter, the campaign was a huge success with results over delivering on all KPIs.

The 2018 event saw a 78% increase on attendance with visitation jumping up 92%. In turn this impacted box office which saw a 21% uplift in ticket sales.

Publicity efforts reached 4 million people and garnered \$1.3million worth of advertising space. Over 140 stories ran across local and national outlets in the lead up to and during the event with features on ABC radio, 7 News, The Australian, CNet and a cover story in SA Weekend.

Between March and August 2018, over 45000 people visited the HWA website to seek further information about the event with 30.9% of these visits originating from outside SA.

Social media conversation saw the hashtag trend during the Tech Conference generating impressions of over 8 million.

HWA Conference covered topics such as artificial intelligence, privatised space, tech entrepreneurs and jobs across SA industries with the HWA LAB enabling opportunities for winners and participants to further develop ideas with \$80k of government grants. Winners have since exhibited at TechCrunch Disrupt - San Francisco, Tokyo Game Show and winning Consumer Markets category AIIA iAwards.

In 2018 94% of attendee would recommend HWA to family/friends and 93% likely to attend in the future.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Short Courses for Anyone and Everyone
Department:	TAFE SA

Campaign Start Date:	01 July 2018
Campaign Completion Date:	31 December 2018
Campaign Total Spend:	Redacted - Commercial in Confidence

Campaign Approval Date:	26 June 2018
Evaluation Approval Date:	20 February 2019

Evaluation Summary:

The primary aim of the TAFE SA Short Courses campaign was to generate interest and enrolment for Short Courses. This was the first significant, dedicated campaign that was launched to promote TAFE SA's Short Course offering.

The campaign achieved varied results. The first objective was to increase website visits by 25% during the campaign period. This objective was underachieved with the target being 140,752 visits versus a result of 81,697. This was an ambitious target that was set to ensure there were high targets to drive the campaign.

The second objective was to increase visits to the "Online" short courses web page by 10%. This objective was overachieved with the target being 9,221 visits and 10,565 visits being achieved.

The third objective was to increase visits to the "Regional" course listings web page by 10%. This objective was underachieved with the target being 6,255 visits and 3,797 visits being achieved.

The fourth objective was to increase the subscriber list to 115 subscribers. This objective was over achieved with 1,109 subscribers being achieved.

The fifth objective was to increase awareness of Short Courses to 90%. This objective was underachieved with 74.09% awareness being achieved via a market research survey.

While not all targets for the campaign were met, there has been an increase in interest in TAFE SA Short Courses as a separate and distinct study option from TAFE SA Award courses. Anecdotal evidence suggests that since the campaign has been in market there has been a reduction in the number of courses that needed to be cancelled due to insufficient enrolments. While not all objectives overachieved, total enrolments via the TAFE SA website for the campaign period increased by 8.33% compared to the same period in 2017. Also, the January digital objectives for the next campaign have already overachieved.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Sydney Roosters (2018)

Department: South Australian Tourism Commission

Campaign Start Date: 16 May 2018

Campaign Completion Date: 29 June 2018

Campaign Total Spend: \$92,775 (ex GST)

Campaign Approval Date: 08 May 2018

Evaluation Approval Date: 26 February 2019

Evaluation Summary:

Events South Australia (ESA) formed a partnership with the Sydney Roosters Rugby League Football Club to play one home game at Adelaide Oval each year from 2017 to 2019. The primary objective of the partnership is to drive visitation to South Australia and profile South Australia nationally and internationally via the event's media platform.

In 2018 the Sydney Roosters played their second home game at Adelaide Oval. Following on from the Golden Point Extra Time thriller in 2017, the crowd of 17,728 was again treated to another classic contest as Melbourne Storm captain Cameron Smith kicked a last-minute field goal to secure a one-point win.

While the attendance of 17,728 was down on 2017 (21,492), when compared to the average attendance for the Sydney Roosters home games (13,274) and the average attendance across the NRL season (15,260), the crowd in Adelaide was above average on both counts. In addition, only one Sydney Roosters home game attracted a larger crowd than the game at Adelaide Oval.

TV viewership was up 247% against 2017 as a result of being broadcast on free to air (Channel 9) as well as Fox League. On a like-for-like basis the viewership on Fox League was up 4% from 2017.

As with overall attendance, interstate visitation was slightly down in comparison to 2017 (3,061 vs 3,654). This could be attributed to the fact that it was the second year the two teams had played in Adelaide and that the game was played on a Friday night rather than Saturday night as in 2017.

There is a growing appetite for rugby league in South Australia and these games help grow the footprint of the sport in a non-rugby league market as we build towards State of Origin in 2020.