

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE MARKETING COMMUNICATIONS EVALUATION APPROVAL REPORT

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Actual Expenditure exGST (\$)
19-360	Santos Tour Down Under 2020	South Australia Tourism Commission - Events South Australia	19/07/2019	27/01/2020	12/06/2020	\$1,311,576
19-383	Adelaide Lightning Basketball Partnership	Department of Planning, Transport and Infrastructure	11/10/2019	8/03/2020	24/07/2020	\$174,411
19-382	Adelaide United Football Club Partnership	Department of Planning, Transport and Infrastructure	11/10/2019	25/04/2020	24/07/2020	\$75,043
19-373	2019/20 Be Bushfire Ready Campaign	Country Fire Service	27/10/2019	1/04/2020	24/07/2020	\$742,842
19-400	2019 Bridgestone World Solar Challenge	South Australia Tourism Commission - Events South Australia	23/09/2019	21/10/2019	12/08/2020	\$67,656
19-407	Coronavirus Public Information Campaign	Department of the Premier and Cabinet	6/04/2020	21/06/2020	12/08/2020	\$1,147,231
19-356	Tasting Australia	South Australia Tourism Commission - Events South Australia	5/12/2019	13/03/2020	17/08/2020	\$415,555
19-369	Growth State 19/20 Marketing Communications	Department of the Premier and Cabinet	1/07/2019	30/06/2020	17/08/2020	\$122,960

OFFICIAL

Report Current as at 17 August 2020



Government of
South Australia

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Santos Tour Down Under 2020
Department:	Events South Australia

Campaign Start Date:	19 July 2019
Campaign Completion Date:	27 January 2020
Campaign Total Spend:	\$1,311,576 (ex GST)

Campaign Approval Date:	16 July 2019
Evaluation Approval Date:	12 June 2020

Evaluation Summary:

The campaign target of interstate brand awareness amongst cyclists was overachieved, measured at 36%, a 6% increase from 2019. In-scope visitation and spectator numbers were down on 2019, which is likely due to the national bushfire crisis. Website visits were also down which has been attributed to a smaller budget on the Google Display Network (GDN). While GDN is a traffic driver, it is low quality traffic as time spent on site and number of pages visited decreased while this activity was in market.

The campaign focused on high reach media, which comprised large format outdoor in the key interstate markets of Sydney, Melbourne and Brisbane. These assets were strategically placed using first- and third-party data at popular Strava cycling routes and near sports stadiums during football finals and airports. Television advertising was booked across SBS in a contextually relevant environment on cycling programming and across the Seven West Media network through paid activity in Melbourne and Adelaide, and supported by bonus activity run of station nationally.

High reach media was complimented with a targeted and measurable digital strategy to increase awareness and conversions with core audience types through programmatic display and video, Google Display Network, YouTube, Search Engine Marketing, social media and standard display advertising.

Showpony Advertising developed the creative for the 2020 campaign. The strategy was developed using research and insights conducted by Colmar Brunton and the results from the 2019 marketing and the event itself. The brief was to develop a consistent brand framework to build on over the next 2-3 years, aimed at growing recognition and awareness with the target audience interstate. This strategy proved successful, with an increase in awareness, appeal and distinctiveness among interstate cyclist's, measured by BDA Marketing Planning.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Adelaide Lightning Basketball Partnership
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Department:	Department of Planning, Transport and Infrastructure
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Campaign Start Date:	02 July 2019
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Campaign Completion Date:	01 July 2020
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Campaign Total Spend:	\$174,411 (ex GST)
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Campaign Approval Date:	10 October 2019
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Evaluation Approval Date:	24 July 2020
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Evaluation Summary:

DPTI was a Major Partner of Adelaide Lightning for the 2019/20 basketball season, providing the opportunity to promote the THINK! Road Safety initiative and key safety messages to the basketball community.

Messaging introduced the THINK! Road Safety initiative with an overarching message of 'Think when you drive'.

The campaign featured current basketball players in a series of videos that portrayed key road safety messages in an amusing, basketball-related context. Each video featured the overarching tagline with a behaviour specific message: Pass on drinking (drink driving), Block out distractions (distraction), Be on the ball (distraction), Road safety is not a game (speeding). These videos were supported by still images on various signage around Titanium Arena Stadium.

The partnership also included a half time on-court activation where two crowd members demonstrated the importance of concentration while quickly distinguishing colours from words and shooting goals.

THINK! Road Safety branded materials (i.e. basketballs, banners) were also used at a range of Lightning community engagement events.

The THINK! Road Safety logo was also included on the Adelaide Lightning website sponsor list.

While not all benefits were actioned, some due to the COVID-19 pandemic, the campaign successfully introduced the THINK! Road Safety initiative and shared key road safety messages with the basketball community.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide United Football Club Partnership

Department: Department of Planning, Transport and Infrastructure

Campaign Start Date: 02 July 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$75,043 (ex GST)

Campaign Approval Date: 27 September 2019

Evaluation Approval Date: 24 July 2020

Evaluation Summary:

DPTI was a Silver Sponsor of the Adelaide United Football Club for the 2019/20 A-League season, providing the opportunity to promote the THINK! Road Safety initiative and key safety messages to the soccer community.

Messaging continued the use of the previous partnership's overarching tagline "Use your head", accompanied by behaviour specific messages: Avoid distractions while driving, Be on the ball when you drive, Drink drive and it's game over, Take rest breaks.

The campaign featured current soccer players in a series of videos that portrayed key road safety messages in an amusing, soccer-related context. These videos reached an average of 5,800 views and were supported by still images on various signage around Coopers Stadium.

THINK! Road Safety branded materials (i.e. soccer balls, banners) were also used at a range of AUFC community engagement events.

The THINK! Road Safety logo was also included on the AUFC website sponsor list.

Due to COVID-19, the last two games were postponed, to be played interstate at a later date. In lieu of the normal home game activities, AUFC have offered DPTI an opportunity to promote the partnership and THINK! branding through LED advertisements at the interstate stadium.

Further, AUFC proactively offered other alternate opportunities which included handing out THINK! branded mini soccer balls to encourage supporters to stay active while at home. The THINK! brand was also included in a social media post thanking their sponsors.

Overall, this was a successful partnership that continued to promote safe road behaviours to the soccer community and introduced the THINK! Road Safety initiative.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2019_20 Be Bushfire Ready Campaign

Department: Country Fire Service

Campaign Start Date: 26 October 2019

Campaign Completion Date: 01 April 2020

Campaign Total Spend: \$742,842 (ex GST)

Campaign Approval Date: 13 September 2019

Evaluation Approval Date: 24 July 2020

Evaluation Summary:

The 2019/2020 Be Bushfire Ready campaign set out to impact on a number of key objectives. The first of these was to increase the number of households in high bushfire prone areas that have a self-assessed level of preparedness for a bushfire by 10% (from 60% to 70%). The campaign achieved a 14% increase (74%) during the unprecedented bushfire season that South Australia experienced.

The target audience (18-39yo) believe they are more prepared for a bushfire in their area now than this time last year, saw an increase from 16% to 27% (in comparison to April 2019 which is over a 10% increase of the target). For the general at risk population (18+), they were much more likely to cite 'leave early/decide early', whereas the primary at risk target audience more often mentioned 'have a bushfire plan/be bushfire ready'.

The target of an increase in 5 Minute Bushfire Plan engagements from 19,000 to 25,000 was exceeded by 7,179 with a total of 32,179 bushfire plans completed. The large increase in 5 Minute Bushfire Plan engagements also aligns with the target audience who will consider making a plan.

The objective of a 10% increase in the target audience in bushfire prone risk areas who would consider making a 5 Minute Bushfire Plan (from 54% to 64%) was achieved.

The campaign overall demonstrated that perceived community preparedness and taking action to download 5 Minute Bushfire Plans has greatly improved. To note, the unprecedented bushfire season in South Australia, and the rest of Australia has impacted target audiences and cemented that being prepared for bushfires is critical.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2019 Bridgestone World Solar Challenge

Department: Events South Australia

Campaign Start Date: 23 September 2019

Campaign Completion Date: 21 October 2019

Campaign Total Spend: \$67,656 (ex GST)

Campaign Approval Date: 17 September 2019

Evaluation Approval Date: 12 August 2020

Evaluation Summary:

The campaign met the target of increasing visitation from 25,203 visitor nights to 29,979 (+19%), generating \$6.12 million in economic benefit for SA (up 14% from 2017), a key objective of the communications strategy.

In addition, the campaign met objectives for the start line activation in Darwin and the Adelaide finish line activation. Website sessions over the campaign period, and specifically in-event week, underachieved and declined versus 2017, coinciding with a shift towards event engagement on social platforms (with subsequent growth in the BWSC community of 38%).

For 2019, a distinctive brand look and feel was developed that provided a clear visual platform for future events. This look and feel were adopted for the 2019 creative campaign, capturing, and communicating the uniqueness of the challenge, the people, and the destination (South Australia and the Northern Territory) aimed at a local, national and international audience.

The media strategy, including paid digital and radio, targeted families and science enthusiasts to drive event awareness and engagement as well tactically drive attendance at the Open day activation in Darwin and the Finish Line activation in Adelaide. Paid activity was complimented and amplified through radio partnerships as well as organic content and publicity.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Coronavirus Public Information Campaign

Department: Department of the Premier and Cabinet

Campaign Start Date: 06 April 2020

Campaign Completion Date: 21 June 2020

Campaign Total Spend: \$1,147,231 (ex GST)

Campaign Approval Date: 03 April 2020

Evaluation Approval Date: 12 August 2020

Evaluation Summary:

The South Australian Government understands that the community needs timely and accurate information and advice about a whole range of topics in relation to the COVID-19 pandemic.

An online portal was developed to enable South Australians to easily access timely and credible information on Coronavirus Disease (COVID-19) from trusted sources.

The portal, accessed via SA.GOV.AU, provided the latest official news and updates on COVID-19 and linked through to information and advice from trusted sources, covering a range of topical issues within the community.

A state-wide public information campaign was implemented by the Department of the Premier and Cabinet to drive South Australians to the new website and to communicate the key initiatives implemented by the Federal and State Governments to support small business owners and families/individuals to get through and bounce back after COVID-19.

Awareness of the SA.GOV.AU website increased steadily throughout the campaign period and was at 68% in the final wave of the research (a 30% increase on pre-campaign).

Notably, awareness of the website was significantly higher amongst those who recalled seeing/hearing advertising by the State Government regarding COVID-19. This demonstrates strong uplift as a result of the campaign, highlighting the value and effectiveness of the advertising.

Nearly three in five businesses knew where to access information on financial and non-financial support for businesses impacted by COVID-19. Those who were aware of the SA.GOV.AU website portal were more likely to be aware of where to access information compared to those not aware.

There were more than 1.3 million unique users, more than 3.2 million user sessions and more than 6.2 million page views on the SA.GOV.AU website.

The whole of government approach to communications reinforced the success of the campaign, including the use of the consistent tagline across all COVID-19 related communications of Keeping SA Safe and Strong.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Tasting Australia 2020

Department: Events South Australia

Campaign Start Date: 06 December 2019

Campaign Completion Date: 14 March 2020

Campaign Total Spend: \$415,555 (ex GST)

Campaign Approval Date: 27 September 2019

Evaluation Approval Date: 17 August 2020

Evaluation Summary:

The campaign is considered to have achieved key objectives of the communication strategy, including the ticket sales target tracking 13% ahead year on year and projected to sell 88%.

Website visitation was up by 16% year on year, with 47% coming from interstate and international markets. Website visitors were also spending 35% more time on site, indicating quality visitors who were engaged with the content and programming. Event awareness also increased interstate from 6% to 8% - exceeding the 7% target.

The campaign focused on high reach media through outdoor and TV, supported by a targeted and tactical digital advertising buy across search, social media and programmatic display. Paid media was complemented with promotional activity with our media partners across TV, radio and print.

The creative strategy was an evolution of the 2019 campaign and was based on insights gained from research both interstate and intrastate. Food and beverage imagery acted as a brand device, with event imagery used at a tactical level when communicating specific events.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Growth State 2019/20 Marketing Communications Plan

Department: Department of the Premier and Cabinet

Campaign Start Date: 02 July 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$122,960 (ex GST)

Campaign Approval Date: 26 July 2019

Evaluation Approval Date: 17 August 2020

Evaluation Summary:

In seven and a half months, the website has achieved over 13,000 unique visitors, with visitors consistently exploring beyond the home page, visiting 2.35 pages on average per visit.

The majority of visitors to the website originated from within SA, indicating strong interest amongst South Australians for information about Growth State. Beyond SA, the next highest visitors by state represented Growth State's priority interstate markets of VIC, NSW and QLD.

The best performing news stories averaged high dwell times, indicating that target audiences found news stories on the website to be relevant and engaging. This supports the need to continuously refresh website news content with timely and aspirational positive news stories as proof points to support growing confidence in our state.

While in its infancy, the eDM experienced a high engagement rate amongst the modest number of subscribers, indicating the value in this activity to engage with target audiences.

DPC's owned channels of Twitter and LinkedIn were effective in amplifying the positive news stories on the website to expose DPC's existing audience to Growth State messaging.

Media partnerships through Future Adelaide, The Lead and 5AA, significantly increased audience reach for content in support of Growth State priorities from trusted and credible independent voices. Additionally, the content generated was republished on the Growth State website, providing a regular source of good news stories to refresh the website.

Search advertising was the largest generator of traffic to the Growth State website above all other sources, illustrating the importance of including paid advertising to grow audience reach and to support website visitation.

Given the modest expenditure and the relatively short time in market from website launch in late November, the communications activities have been successful in engaging with target audiences.