

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - SEPTEMBER 2020**

CAMPAIGNS \$50,000 to \$199,999

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Dream Big Children's Festival	Adelaide Festival Centre Trust	18/09/2020	29/05/2021	7/09/2020	\$150,000	A campaign to drive ticket sales of the festival.

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
COVID19 Recovery Intrastate Extension	South Australia Tourism Commission	1/09/2020	31/12/2020	\$1,727,800	A campaign to encourage South Australians to travel around the State
COVID19 Recovery Interstate Extension	South Australia Tourism Commission	1/09/2020	31/12/2020	\$3,707,700	A campaign to encourage travel to South Australia
Seatbelts	South Australian Police	1/09/2020	31/03/2021	\$367,500	A behaviour change campaign regarding seatbelt compliance
Paid Search and Display Campaign 20/21	Study Adelaide	1/09/2020	30/06/2021	\$350,000	A campaign to encourage international students to study in Adelaide
New Zealand Approach Campaign	South Australia Tourism Commission	1/09/2020	30/06/2020	\$1,500,000	International campaign to encourage New Zealanders to travel to South Australia when able
Infrastructure Campaign	Department of the Premier and Cabinet	27/09/2020	30/06/2021	\$1,195,000	To raise awareness of the government's record investment in infrastructure across the state

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Actual Expenditure exGST (\$)
2020 Superloop Adelaide 500	South Australia Tourism Commission - Events South Australia	13/10/2019	23/02/2020	2/09/2020	\$1,004,825
2019/20 National Partnerships	South Australia Tourism Commission	1/07/2019	30/06/2020	2/09/2020	\$1,293,124
Paid Search and Display Campaign 19/20	Study Adelaide	1/08/2019	30/06/2020	2/09/2020	\$103,408
Morphettville Urban Renewal Project	SA Housing Authority	14/08/2019	30/06/2020	2/09/2020	\$148,000
Google Ad Words Campaign	TAFE SA	21/10/2019	30/06/2020	18/09/2020	\$172,727
Student Recruitment Campaign	TAFE SA	29/09/2019	30/06/2020	18/09/2020	\$557,277
Blair Athol Urban Renewal Project	SA Housing Authority	6/10/2019	30/06/2020	18/09/2020	\$83,478

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2020 Superloop Adelaide 500

Department: Events South Australia

Campaign Start Date: 14 October 2019

Campaign Completion Date: 24 February 2020

Campaign Total Spend: \$1,004,825 (ex GST)

Campaign Approval Date: 13 September 2019

Evaluation Approval Date: 02 September 2020

Evaluation Summary:

The 2020 Superloop Adelaide 500 marked the 22nd edition of the Event, and it remains the largest ticketed domestic motorsport event in Australia.

The primary objective of the Event is to drive visitation to South Australia, profiling Adelaide nationally and internationally via the Event's platforms and Supercars broadcast.

Despite the event receiving generally positive feedback through post event research, the campaign did not meet the objectives of the communication strategy; in-scope visitor numbers and crowd attendance. The impact of a strong international but local concert artist compared to a significant overseas international act in 2019 and devastating bushfires (in South Australia, New South Wales and Victoria), were contributing factors.

The campaign utilised a range of media channels to engage our target audiences. Paid digital and Supercars contra TV advertising was used to target interstate motorsport enthusiasts in phase one of the campaign. In phase 2 of the campaign, high reaching media was used to drive awareness and consideration for our key intrastate target audiences, with paid digital used to drive ticket sales for the Event.

The creative strategy was developed by creative agency TBWA Adelaide and based on insights gained from consumer research with each of the target audiences.

The creative campaign focused on the authentic experience of the Event, communicating a festival of adrenalin with motorsport at its core.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2019-20 National Partnerships

Department: South Australian Tourism Commission

Campaign Start Date: 02 July 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$1,293,124 (ex GST)

Campaign Approval Date: 16 July 2019

Evaluation Approval Date: 02 September 2020

Evaluation Summary:

The results for the National Market activity were mixed, with the national travel trade partnerships activity overachieving with a 10:1 ROI. Activity with airlines did result in the number of seats increasing above the target to eight per cent at the same time the domestic visitor expenditure also was achieved based on the year ending March 2020 National Visitor Survey results. The results year ending March 2020 do not reflect the significant impact COVID-19 has had on the aviation sector and more generally the tourism industry.

The 'Welcome Back' travel trade activity, which commenced after the South Australian lockdown was eased, did see some traction, with travel trade partners reporting significant increases. For the 2020-21 period, the return on investment calculation will need to be revisited as a focus incremental increase is not viable in the current economic environment South Australia now faces.

The international youth market activity did not reach the targeted uplift in room nights spent in South Australia and therefore the South Australian Tourism Commission (SATC) will not be allocating resources to this market in 2020-21.

The full budget was not spent due to COVID-19 pandemic and the cessation of price pointed marketing activity for a three month period. The budget savings were reallocated to other SATC programs and activity.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: StudyAdelaide Paid Search and Display 2019-20

Department: Study Adelaide

Campaign Start Date: 02 August 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$103,408 (ex GST)

Campaign Approval Date: 18 August 2019

Evaluation Approval Date: 02 September 2020

Evaluation Summary:

Paid search and display is a critical component of StudyAdelaide's marketing activities. It is an effective strategy to support StudyAdelaide's objective of raising awareness of Adelaide as a destination of choice for prospective international students during their awareness and research phases, by driving traffic to StudyAdelaide's digital channels.

The campaign ran from August to March, and was paused in March 2020 in light of the escalating pandemic and closure of Australia's international borders.

Despite running for a shorter time than intended, the campaign over-achieved in its role to support the objective of driving users and sessions to StudyAdelaide websites. For 2019-20, the target for users was exceeded by 130% and the sessions target exceeded by 70%.

Carat was the agency appointed to manage the campaign, using creative developed in-house by StudyAdelaide.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Morphetville Urban Renewal Project

Department: SA Housing Authority

Campaign Start Date: 15 August 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$148,000 (ex GST)

Campaign Approval Date: 24 July 2019

Evaluation Approval Date: 02 September 2020

Evaluation Summary:

Focusing on a digital strategy, marketing for Morphetville commenced in August for Townhouses and September for Land. Incorporating a multi-channel mix of display, search and social advertising both campaigns delivered successful results – not only achieving

high levels of audience engagement, but also meeting the majority of set KPIs in the 2019/20 Communications Plan. Activity across all channels delivered above average industry benchmarks, including:

Web visitation increased by over 200% from July when there was no in-market activity to August, once the Townhouse campaign was live and remained consistently high when both Land and Townhouse campaigns were active in market.

Display advertising delivered over 5.9m impressions, averaging a Click Through Rate (CTR) of 0.36%, 140% above the benchmark rate of 0.15%.

Search advertising delivered over 577,000 impressions with an average CTR of 6.74%, 169% above the benchmark rate of 2.5%.

Facebook activity resulted in high engagement levels with over 1.4m impressions and an average CTR of 1.32%, 120% higher than the benchmark rate of 0.6%.

eDMs achieved above average open and click through rates of 41.11% and 20.00% respectively, compared to benchmarks of 17.80% open rate and 2.60% CTR.

Database subscribers enjoyed steady growth of 4.63% per month.

The 2019/20 campaign exceeded four of the five set KPIs. Marketing activity throughout the campaign period has helped to increase, brand awareness, the size of the subscriber database, website visitation and the volume and interaction of social media followers.

The marketing communications activity outlined in this evaluation facilitated 32 land lots and 8 Townhouses sales, resulting in delivered revenue of \$9.1 million. In addition, 2019/20 activity has resulted in a larger and more engaged buyer pipeline for the future of the Project.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: TAFE SA Google Ads Campaign (October 2019 June 2020)

Department: TAFE SA

Campaign Start Date: 22 October 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$172,727 (ex GST)

Campaign Approval Date: 17 October 2019

Evaluation Approval Date: 18 September 2020

Evaluation Summary:

TAFE SA has been running Google Ads since 2015 with a commitment to increase brand presence and help drive enrolments. As part of the Digital Marketing Strategy and overarching Marketing Plan TAFE SA has continued using Google Ads as a key channel to drive conversion through the website.

Since the campaign commenced in October the results were below target for the first 3 months. We allocated lower spends for these months explaining the poor results. In January, with higher spends there were some significant gains particularly in the 'Apply Now' metric, which ultimately is the most important objective and KPI. February was a poor month due to lower spends and then as the implications of COVID-19 impacted the campaign throughout March and April where activity was paused. Budgets were re-activated in May and June, coinciding with extremely strong performance, which over exceeded expectations and delivered on the Google Ad Clicks overarching KPI and almost resurrected the Apply Now Clicks KPI.

To ensure ongoing successful outcomes, monthly phone and email communication have been held with Wavemaker since October 2019 to review reporting and refine the campaign as needed.

This has been beneficial to allow both parties to review all bidding on certain keywords through such turbulent times. In addition, we have included a further online course campaign and there has been two internal reviews of all keywords and ads during the 2019/20 campaign. This has maintained relevancy to the target market and empowered all senior marketing consultants to play key stakeholder roles within the campaign. These initiatives should be continued for the next campaign to ensure a proactive approach.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Blair Athol Urban Renewal Project

Department: SA Housing Authority

Campaign Start Date: 07 October 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$83,478 (ex GST)

Campaign Approval Date: 07 August 2019

Evaluation Approval Date: 18 September 2020

Evaluation Summary:

Incorporating a multi-channel mix of display, search and social advertising the campaign delivered successful results – not only achieving high levels of audience engagement, but also meeting the majority of set KPIs in the FY2019/20 Communications Plan. Activity delivered above average industry benchmarks, including:

Web visitation enjoyed an average of 804 new users month to month. New users continued to dominate visitation, averaging 88.04% compared to 11.06% of returning users per month. During the campaign period there were over 8,000 sessions, with users viewing an average of 1.5 pages per session.

Display advertising delivered over 1.3m impressions, averaging a Click Through Rate (CTR) of 0.24%, 60% above the benchmark rate of 0.15%.

Search advertising delivered over 23,000 impressions with an average CTR of 8.31%, 232% above the benchmark rate of 2.5%. Facebook and Instagram activity resulted in high engagement levels with over 840,000 impressions and an average CTR of 0.68%, 13.33% higher than the benchmark rate of 0.6%.

YouTube delivered over 33,000 impressions with almost 7,000 views at an average Cost Per View (CPV) \$0.09, 64% lower cost than the benchmark of \$0.25 CPV.

eDMs achieved above average open and click through rates of 54.31% and 39.61% respectively, compared to benchmarks of 17.80% open rate and 2.60% CTR.

Database subscribers enjoyed steady growth of 15.74% per month.

Marketing activity throughout the campaign period has helped to increase, brand awareness, the size of the subscriber database, website visitation and the volume and interaction of social media followers.

The marketing communications activity outlined in this evaluation facilitated in the market sales of 38 land allotments, generating revenue of \$7.7 million. In addition, 2019/20 activity has resulted in growing a large buyer pipeline for the future of the Project.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2019/20 Student Recruitment Campaign_V2

Department: TAFE SA

Campaign Start Date: 30 September 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$557,277 (ex GST)

Campaign Approval Date: 30 August 2019

Evaluation Approval Date: 18 September 2020

Evaluation Summary:

The TAFE SA student recruitment campaign aimed to drive awareness and applications for TAFE SA courses through an ongoing campaign aligned to specific key intake dates. The campaign targeted TAFE SA's key target markets within the South Australian community across both metropolitan and regional locations, and used a combination of media including TVC, outdoor, radio and digital, to drive traffic to the website and raise awareness of TAFE SA.

The campaign KPI's were focussed on increasing awareness, increasing visits to the TAFE SA website, increasing 'apply now' clicks on the TAFE SA website and increasing the volume of calls to the infoline.

The campaign met two of four objectives relating to website visits and apply now clicks, with a strong result recorded in the third objective (awareness), and an unreportable result for the fourth objective (infoline calls). This is a positive result, given the impacts on consumer behaviour of COVID-19 over the period.

The unreportable objective, regarding increasing calls to the TAFE SA Infoline, was unable to be measured effectively due to the impacts of COVID-19 as call volumes could not be recorded remotely. The measure has proven to be an unreliable and potentially perverse KPI and it will not be used to assess performance for future student recruitment campaigns.