

MARKETING COMMUNICATIONS APPROVAL REPORT - APRIL 2018

CAMPAIGNS

ID	Campaign Title	Department	Synopsis	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)
18-95	Seatbelts	Motor Accident Commission	Encourage the wearing of seat belts to help reduce road trauma experience on South Australian roads.	29/04/2018	9/06/2018	19/03/2018	\$281,107
18-99	ATE and Virgin Australia Campaign	South Australian Tourism Commission	Communications to encourage consumers to book a holiday to South Australia. The communications is in collaboration with Virgin Australia and primarily implemented in the Brisbane, Sydney and Melbourne markets.	9/04/2018	13/05/2018	5/04/2018	\$155,280
18-90	Hybrid World Adelaide 2018	Adelaide Film Festival	Encourage attendance to the 2018 Hybrid World Adelaide event held in July 2018.	30/04/2018	27/07/2018	19/03/2018	\$349,500
18-107	2018 TAFE SA Midyear Entry	TAFE SA	Communications designed to drive enquiries and applications for TAFE SA award courses for Semester 2, 2018.	30/04/2018	6/07/2018	18/04/2018	\$92,700

EVALUATIONS

ID	Campaign Title	Department	Outcome	Start Date	End Date	Approval Date	Actual Expenditure exGST (\$)
	Nil						

BRANDING EXEMPTIONS

ID	Entity	Department	Synopsis	Exemption Type	Approval Date	Premier Approval Date
	Nil					

