

MARKETING COMMUNICATIONS APPROVAL REPORT - OCTOBER 2018

CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
18-159	TAFE SA Google Adwords OCT 18 - JUN 19	TAFE SA	1/10/2018	30/06/2019	12/09/2018	\$195,000	Tactical digital activity to help drive student enrolments.
18-158	Seatbelts FY1819	Motor Accident Commission	14/10/2018	24/11/2018	18/09/2018	\$189,906	Public education to encourage seat belt use by South Australian road users.
18-143	2018/19 Bushfire Ready Campaign	Country Fire Service	28/10/2018	31/03/2019	25/09/2018	\$747,140	Public education to build bushfire awareness and preparedness.
18-138	Speed FY18/19 - 'Slow Down Before Things Get Hairy'	Motor Accident Commission	1/10/2018	30/06/2019	27/08/2018	\$638,944	Public education to encourage road users to not 'creep' over the speed limit.
18-129	2018 Credit Union Christmas Pageant	South Australian Tourism Commission	14/10/2018	9/11/2018	2/10/2018	\$88,000	Communication activities designed to encourage community attendance and participation.
18-156	Home Battery Scheme	Department for Energy and Mining	22/10/2018	3/03/2019	11/10/2018	\$550,000	Communications to encourage South Australian households to access the State Government subsidy.
18-137	Adelaide Basketball Partnership FY1819	Motor Accident Commission	19/10/2018	31/03/2019	11/10/2018	\$183,828	Various communications activities designed to promote the dangers of inattention at Adelaide 36ers and Lightning home games.
18-132	Level Crossing Safety Campaign (working title)	Department of Planning, Transport and Infrastructure	22/10/2018	25/11/2018	11/10/2018	\$85,000	Public education designed to encourage greater safety when entering rail crossing.
18-131	Playford Alive Marketing and Communications Plan FY18/19	Renewal SA	1/10/2018	30/06/2019	22/10/2018	\$1,039,000	New communications activities designed to increase sales among first home buyers.
18-125	2019 Adelaide 500 campaign	Events South Australia	27/10/2018	3/03/2019	15/10/2018	Redacted Commercial in Confidence	A new advertising campaign to promote the Adelaide 500 to enhance visitation and attendance.
18-136	Adelaide United FC partnership FY1819	Motor Accident Commission	26/10/2018	25/04/2019	22/10/2018	\$102,281	Communications activities designed to promote various road safety messages via an association with the Adelaide United Football Club.

EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
18-95	Seatbelts	Motor Accident Commission	1/04/2018	12/05/2018	15/10/2018	\$281,107	\$261,037
18-91	Pedestrian Safety	Motor Accident Commission	3/06/2018	7/07/2018	18/10/2018	\$340,498	\$349,764
18-99	ATE and Virgin Australia Campaign	South Australian Tourism Commission	9/04/2018	13/05/2018	28/10/2018	\$155,280	\$152,280

BRANDING EXEMPTIONS

ID	Entity	Department	Approval Date	Ministerial Approval Date	Exemption Type
22	Revision of Education Standards Board logo	Education Standards Board	24/09/2018	18/10/2018	Revision to a logo with an existing common branding exemption



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Seatbelts

Department: Motor Accident Commission

Campaign Start Date: 06 May 2018

Campaign Completion Date: 30 June 2018

Campaign Total Spend: \$261,037 (ex GST)

Campaign Approval Date: 30 April 2018

Evaluation Approval Date: 16 October 2018

Evaluation Summary:

The 'Get Your S**t Together' campaign returned to market in May '18 for its third year with the goal of raising awareness of the seatbelts campaign and increasing seatbelt compliance. Goals were based on past campaign performance with the campaign having last been in market in July '17. The long hiatus between time in-market saw May '18 seatbelt activity awareness fall short of July '17 activity. May '18 activity was additionally unsupported by MAC's regional signage network of 59 double-sided roadside banners. Awareness shortfalls were small:

- Peak of 42% of General Population (against a goal of 48%)
- Peak of 59% of Target Audience (against a goal of 68%).

Pre-campaign testing of May '18 activity shows that awareness levels had decayed to 27% amongst the General Public and 47% amongst the Target Audience. The resulting awareness levels are sound and represent a statistically significant increase of 15% amongst General Public and 12% of Target Audience.

Of those exposed to the campaign, increased compliance is evident and behavioural goals met. Maintenance stage of 'always wearing a seatbelt for the entire trip' increased across the course of the campaign period:

- Peak of 71% of General Population (against a goal of 69%)
- Peak of 69% of Target Audience (against a goal of 64%)

While not a documented objective it is also pleasing to see a secondary effect of the campaign encouraging drivers to tell passengers to put on their seatbelt:

- Peak of 89% of both General Population and Target Audience

It is desirable to return the campaign to market as soon as possible, with the additional support of MAC's regional roadside signage, to maintain momentum and prevent further decay. Ongoing monitoring will determine if the campaign is approaching wear-out with investigation into new messaging taking place as succession planning.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Pedestrian Safety

Department: Motor Accident Commission

Campaign Start Date: 03 June 2018

Campaign Completion Date: 07 July 2018

Campaign Total Spend: \$349,764 (ex GST)

Campaign Approval Date: 03 June 2018

Evaluation Approval Date: 19 October 2018

Evaluation Summary:

Pedestrians are classified as 'vulnerable road users' due to having little to no protection on the road. In recent years pedestrians in fatal crashes have been increasing.

While prior pedestrian campaigns have specifically targeted intoxicated pedestrians, the broadening nature of the problem necessitated a new campaign addressing the other at risk groups of the elderly and young. This campaign targeted the Key Target Audience of at fault drivers most implicated in pedestrian crashes, encouraging them to watch out for the three key pedestrian groups, and a secondary audience of the General Community.

"Watch Out Before You Take Out a Pedestrian" launched in June 2018 and ran for five weeks.

Post campaign evaluation indicated the following performance against submitted campaign objectives;

1. Campaign awareness was below targeted benchmarks:

45% v 59% Key Target Audience; 42% v 59% General Community.

Benchmarks are set by MAC based on historical campaign awareness and these reflected the performance of the previous 'DrinkWalkers' campaign that had been in market for 5 years. After one month of activity 'Taken Out' has not had the same benefit of exposure to reach this level of awareness, however it is an indication of what is achievable for this issue and will continue to be strived for as future activity builds on this initial burst. Of those exposed to the campaign, positive behavioural shifts are noted, achieving objectives;

2. Always actively looking for at risk pedestrians increased: 54% to 71% Key Target Audience; 57% to 65% General Community

Rejecting the need to actively look for pedestrians decreased: 28% to 20% Key Target Audience; 32% to 24% General Community

3. A reduction in pedestrian casualties was noted in the active month of June 2018 compared to June 2017 from 43 to 34 or 20%.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	ATE and Virgin Australia Campaign
Department:	South Australian Tourism Commission

Campaign Start Date:	09 April 2018
Campaign Completion Date:	13 May 2018
Campaign Total Spend:	\$152,280 (ex GST)

Campaign Approval Date:	06 April 2018
Evaluation Approval Date:	29 October 2018

Evaluation Summary:

In April 2018, the SATC undertook an advertising campaign in airports of key gateway cities of Brisbane, Sydney, Melbourne and Adelaide. The advertising campaign was to raise awareness of South Australia as a holiday destination and to book flights to Adelaide with Virgin Australia. The campaign included an airfare sale by Virgin Australia to Adelaide.

The campaign had two objectives.

The first objective was to increase flight bookings by 10 per cent year on year into Adelaide through Virgin Australia as the campaign partner via an airfare sale. This objective was not met as overall flight bookings did not achieve the campaign target. Virgin Australia advised that the result was consistent with its nationwide booking patterns during this period.

The second objective was to reach 2.1 million consumers and travel trade travelling through Australia's gateway airports of Sydney, Brisbane, Melbourne and Adelaide. This involved the placement of advertisements throughout these airports, and in Virgin Australia's lounges.

Airport statistics show that more than 4.8 million passengers travelled through the Brisbane, Sydney, Melbourne and Adelaide airports. However, while it is reasonable to assume that a number of travelers would have seen the campaign executions, the exact number cannot be determined. As a result, the campaign has been recorded as Underachieved.