

## MARKETING COMMUNICATIONS APPROVAL REPORT - DECEMBER 2018

### CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
18-160	Tasting Australia 2019	South Australian Tourism Commission	7/12/2018	14/04/2019	18/11/2018	Redacted Commercial in Confidence	A campaign designed to position the event as the pre-eminent food and beverage festival in Australia, with the ultimate objective of selling tickets.
18-135	Fatigue FY18/19	Motor Accident Commission	16/12/2018	30/06/2019	25/11/2018	\$372,490	Public education campaign to address driver fatigue - estimated to be a factor in up to 30% of fatal crashes and 15% of serious injury crashes each year in South Australia.
18-172	Sponsorship of South Australian Regional Showcase 2019	Department of Primary Industries and Regions (PIRSA)	10/12/2018	31/10/2019	4/12/2018	\$50,000	PIRSA major partnership of the South Australian Regional Showcase program

### EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
18-88	New Drug Driving Laws	Motor Accident Commission	25/02/2018	12/05/2018	12/12/2018	\$296,777	\$470,753
18-107	2018 TAFE SA Midyear Entry	TAFE SA	30/04/2018	6/07/2018	16/12/2018	\$92,700	\$88,254
18-113	Our Port - Winterfest	Renewal SA	14/05/2018	22/07/2018	9/12/2018	\$65,000	\$68,901
18-97	132500 Campaign	State Emergency Service	4/06/2018	31/08/2018	9/12/2018	\$395,410	\$368,226
18-124	Emergency Departments are for Emergencies	Department for Health and Ageing	3/06/2018	31/08/2018	3/12/2018	\$410,000	\$204,695
18-115	Regional Drivers	Motor Accident Commission	15/07/2018	31/08/2018	16/12/2018	\$783,662	\$753,736
18-96	2018 Footy Express	Department of Planning, Transport and Infrastructure	18/03/2018	30/09/2018	5/12/2018	\$97,364	\$71,570

### BRANDING EXEMPTIONS

ID	Entity	Department	Approval Date	Ministerial Approval Date	Exemption Type
	Nil				



# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

<b>Campaign:</b>	New Drug Driving Laws
<b>Department:</b>	Motor Accident Commission

<b>Campaign Start Date:</b>	25 February 2018
<b>Campaign Completion Date:</b>	03 June 2018
<b>Campaign Total Spend:</b>	\$470,753 (ex GST)

<b>Campaign Approval Date:</b>	23 February 2018
<b>Evaluation Approval Date:</b>	13 December 2018

## Evaluation Summary:

At time of campaign development, 28% of drivers/riders killed on South Australian roads had illegal drugs in their system, compared with 24% with an illegal Blood Alcohol Concentration. The illegal drug driving detection rate is around 9% of drivers tested, compared with 1.5% for drink-driving. Drug driving is now exceeding drink driving as a significant contributor to road trauma.

In response, in March 2017, the SA Government introduced stronger penalties to deter drug driving. The key components of these changes were the introduction of loss of licence for drug driving detection and mandatory drug dependency assessment for drug drivers detected with children in the car.

MAC developed a campaign to inform drug users of the increases to these penalties to provide further deterrence to drug driving with a secondary objective of informing the community that appropriate measures were being introduced for improved safety.

The "New Drug Penalties" campaign had the intended effect of raising awareness amongst drug users and the community of new penalties for drug driving, exceeding the awareness benchmarks set in the campaign planning phase, as measured by New Focus market research:

Raise awareness amongst users of THC/Meth/MDMA of the increases to drug driving penalties - Target Drug User awareness - 48%

- Campaign awareness - 66%
- Appropriate message take out of target audience exposed to the campaign - 70%

Inform the community of the additional deterrents in place to increase safety of all road users - Target General Public awareness - 21%

- Campaign awareness - 52%
- Appropriate message take out of target audience exposed to the campaign - 76%

There is also some evidence of a reduction in drug driving with self-reported incidents of drug driving decreasing from 52% pre campaign to 42% post campaign.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** 2018 TAFE SA Midyear Entry

**Department:** TAFE SA

**Campaign Start Date:** 01 May 2018

**Campaign Completion Date:** 30 June 2018

**Campaign Total Spend:** \$88,254 (ex GST)

**Campaign Approval Date:** 18 April 2018

**Evaluation Approval Date:** 17 December 2018

## Evaluation Summary:

The primary aim of the recruitment campaign is to drive enquiries and applications during mid-year intake. A secondary aim is to position TAFE SA as an education provider of choice. The 2018 Mid-Year Student Recruitment Campaign was the re-entry of advertising since activity was put on hold in December 2017 with the ASQA audit results.

The campaign achieved varied results for both the Infoline and 'Apply Now' clicks. The campaign was targeting a recruitment period where places were still available for prospective students for Semester Two. The activities targeted regional and metropolitan areas promoting courses that were available in each area. The "Get Job Ready Apply Now for Mid-Year Entry" messaging provided strong messaging in market which positioned TAFE SA as an education provider that delivers job ready outcomes.

The first objective was to increase 'Apply Now' Clicks on the TAFE SA website by 5% during the recruitment period compared to the same period in 2017.

The outcome for this objective was underachieved with 26,090 'Apply Now' clicks received from 01 May – 30 June 2017 vs 23,698 'Apply Now' clicks being recorded from 1 May – 30 June 2018.

Although the KPI of 'Apply Now' Clicks underachieved there was a 51% increase of website visitations achieved (22,488 vs 14,755 01 May-30 June 17 vs 18) which has highlighted that people were aware of TAFE SA and visited the website for more information during the campaign period.

The second objective was to increase by 5% the number of course information enquiries to the 1800 Infoline compared to the same period in 2017. The outcome for this objective was overachieved with 6568 calls from 01 May – 30 June 2017 period vs 8616 calls in May- June 2018.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Our Port - Winterfest

**Department:** Renewal SA

**Campaign Start Date:** 18 June 2018

**Campaign Completion Date:** 22 July 2018

**Campaign Total Spend:** \$68,901 (ex GST)

**Campaign Approval Date:** 31 May 2018

**Evaluation Approval Date:** 10 December 2018

## Evaluation Summary:

Visitation to Port Adelaide typically decreases over the winter months. In 2017 it was proposed to deliver a winter activation designed to increase visitation, whilst also actively engage local businesses in its delivery to provide economic development opportunities.

Winterfest 2017 was a catalyst activation for Port Adelaide. Held over ten days in July 2017 and attracting over 57,000 people, Winterfest was developed with community and visitors in mind ensuring they had a magical winter experience.

Due to the overwhelming response from business and community, it was decided that Winterfest would return in 2018 with an extended 17-day program (6-22 July inclusive) taking in all of the school holidays.

An undercover, waterfront ice-skating rink was once again the showcase attraction along with a curated program which kept the entire family entertained including themed bars, winter-warming food, live music and children's entertainment, making it an all-ages destination.

Working with local businesses, the arts and music community, the activation afforded patrons a unique experience where children were entertained and adults could relax in friendly environment.

There were various communications activities undertaken, with most objectives achieved and can be summarised below:

1. 78,000 visitors, the slight decline can be attributed to similar activations being held in Adelaide and Glenelg.
2. 1,837,602 users on Facebook and achieved 9,997 interactions on Instagram. Electronica direct mail achieved an open rate of 47.62% with the website achieving 123,197 page views.
3. Anticipated income is planned to be achieved.
4. Comedian Fiona O'Loughlin was the drawcard entertainment while ARIA Award winner, Megan Washington, also performed.
5. 77.27% of businesses engaged by Renewal SA reported that they purchased goods, produce or supplies from other Port Adelaide businesses for Winterfest.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** 132500 Campaign

**Department:** State Emergency Service

**Campaign Start Date:** 01 June 2018

**Campaign Completion Date:** 30 September 2018

**Campaign Total Spend:** \$368,226 (ex GST)

**Campaign Approval Date:** 03 June 2018

**Evaluation Approval Date:** 10 December 2018

## Evaluation Summary:

The 132 500 campaign was developed by the State Emergency Service (SES) following a recommendation from the Burns' Review into the September 2016 state wide blackout. The enquiry found that South Australians seeking assistance from various emergency agencies during a major incident (such as the blackout) could not get through to the Metropolitan Fire Service's (MFS) Communications Centre, or were put on hold for an excessively long time, because the call taking capability was overwhelmed. The enquiry also found that many people called Triple Zero (000) for emergency assistance when they should have called the SES response number (132 500).

A education campaign was developed encouraging people to self-triage before calling an emergency response number (either Triple Zero or the specific SES response line 132 500). Key elements included radio and press advertising, digital, outdoor, social media and a new website landing page. It ran from May through to September, 2018.

The campaign had three objectives:

- To raise awareness of the 132 500 from 6% to 10%. (Achieved). Of those aware of the campaign this figure increased to 21%
- To increase the public's understanding of types of emergencies that SES attends by 10%. (Achieved).
- To increase visitors to the SES website home (landing) page by 15%. (Not achieved, primarily because the 2018 winter was very quiet operationally for the SES).

Post-campaign research indicated recall of the campaign's key messages was high with 87% accurately recalling at least one of the campaign messages. The campaign had high unprompted awareness with one in four (24%) of the general population recalling the campaign.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Emergency Departments are for Emergencies

**Department:** Department for Health and Ageing

**Campaign Start Date:** 03 June 2018

**Campaign Completion Date:** 31 August 2018

**Campaign Total Spend:** \$204,695 (ex GST)

**Campaign Approval Date:** 26 June 2018

**Evaluation Approval Date:** 04 December 2018

## Evaluation Summary:

The communications strategy was led by an advertising campaign targeting South Australians aged 18+, using the 'Emergency Departments are for emergencies' creative execution (first developed in 2015).

The campaign timing was aligned with the beginning of the busy winter season in order to educate South Australians about the most appropriate times to present to a metropolitan Emergency Department (ED) before the anticipated peak in August/September.

The campaign consisted of both paid and unpaid communication tactics to build awareness and encourage the target audience to consider alternatives to an ED and adopt healthy habits to prevent illness.

Objective 1: During the 2018 campaign period, overall health literacy decreased marginally, however, due to the significantly lower campaign spend and much shorter campaign duration, this is not unexpected. Overall the decrease was slightly outside the margin for error but pre-campaign levels were essentially maintained.

Objective 2: The number of category 4 and 5 presentations during the campaign period decreased by 3% during the 2018 campaign period when compared to the same period in 2017. The proportion of category 4 and 5 presentations relative to all presentations decreased by 0.3%.

Objective 3: While overall recall did fall, there was a slight increase in the number of people able to correctly identify scenarios where calling triple zero (000) is the appropriate course of action. Overall, the proportion of those selecting correct behaviours has increased from 73% in 2017 to 84% in 2018.

If a campaign is to be run again next year, consideration should be given to developing new creative, if budget is available. While this campaign has been effective in educating people about their care options, market research indicates that awareness and impact of the campaign is wearing out.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** 2018 Footy Express

**Department:** Department of Planning, Transport and Infrastructure

**Campaign Start Date:** 18 March 2018

**Campaign Completion Date:** 22 September 2018

**Campaign Total Spend:** \$71,570 (ex GST)

**Campaign Approval Date:** 09 March 2018

**Evaluation Approval Date:** 06 December 2018

## Evaluation Summary:

MAC Footy Express services provide free bus, tram, and train services for football fans attending games at Adelaide Oval.

In 2018 the communications campaign performed well digitally, delivering a large number of impressions and strong engagement throughout the life of the campaign. Across MCN, InMobi and News Corp Super Coach, activity achieved strong engagement levels - some of which were above industry benchmarks. This resulted in 78,000 views and 62,000 unique page views on the Adelaide Metro website. Over half of these visits were on game days. Compared to 2017, page visits decreased by 103,000 views and over 78,000 unique page views. This could indicate that passengers are more familiar with service running times and don't check their timetable online before heading to their stop, or that passengers are using the metroMATE app for timetable/real time information.

Despite not printing timetable guides and the decrease in website visits, there was an increase in patronage on MAC Footy Express services. Patronage reached 55% which is an 8% increase from 47% in 2017. There were four games where patronage on MAC Footy Express services reached over 60%, which is the first time this has happened since games moved to Adelaide Oval.

In future, the Department will continue to push digital channels for timetable information in place of printing physical timetables.

In 2019, rail closures due to the Gawler Electrification and Oaklands Crossing Grade Separation Projects could impact on patronage from the southern and northern suburbs. This together with the steady decline in game attendance, could result in decreased patronage levels on game days.

The department is currently working through the sponsorship agreement for 2019 services.