

## MARKETING COMMUNICATIONS APPROVAL REPORT - JUNE 2018

### CAMPAIGNS

ID	Campaign Title	Department	Synopsis	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)
18-91	Pedestrian Safety	Motor Accident Commission	Road safety campaign designed to reduce road trauma amongst pedestrians with fatalities increasing in 2017 by 52%.	3/06/2018	7/07/2018	24/05/2018	\$340,498
18-124	Emergency Departments are for Emergencies	Department for Health and Ageing	Public education campaign designed to reduce emergency department presentations for patients with less serious or non-life threatening conditions – helping to ease the winter demand on the hospital emergency departments.	3/06/2018	31/08/2018	29/05/2018	\$410,000
18-116	Adelaide Shores Rebrand Advertising Campaign	Adelaide Shores	Campaign designed to raise awareness of Adelaide Shores, its facilities and service offerings.	5/06/2018	30/06/2019	18/05/2018	\$179,787
18-121	Help Stop Elder Abuse 2018	Department for Health and Ageing	Statistics show 50% of elder abuse cases are financial. Consequently, this campaign will tackle cases of elder abuse in the financial services and real estate sectors.	15/06/2018	10/08/2018	4/06/2018	\$74,000
18-122	#YOUMUSTSEE ADELAIDE FILM FESTIVAL 2018	Adelaide Film Festival	Campaign designed to enhance local and national awareness, and tickets sales for the 2018 Adelaide Film Festival.	18/06/2018	21/10/2018	18/05/2018	\$332,800

### 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					

