

MARKETING COMMUNICATIONS APPROVAL REPORT - June 2019

CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
19-206	Reachforthefacts	ReturnToWorkSA	30/06/2019	29/06/2019	26/06/2019	\$496,411	A community awareness campaign to educate the community about the dangers of misusing prescription opioids.
19-211	SES 132500 Campaign 2019	State Emergency Service	23/06/2019	31/08/2019	11/06/2019	\$107,449	A campaign to increase awareness of the SES response number and the services available to the community.
19-193	2019 Demand Management Campaign	Department for Health and Wellbeing	23/06/2019	28/09/2019	18/06/2019	\$565,000	A public awareness campaign informing the community of when it is appropriate to present at a hospital vs a doctor.
19-217	State Budget Campaign FY1920	Department of the Premier and Cabinet	18/06/2019	30/06/2019	17/06/2019	\$199,999	A campaign to educate the community about the Government's 2019/20 state budget.
19-194	Sydney Roosters (2019)	South Australian Tourism Commission	3/06/2019	28/06/2019	29/05/2019	\$76,928	A campaign to drive visitation to South Australia via a partnership with the Sydney Roosters.

EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
18-141	Motorcycles No Place to Race FY1819	Motor Accident Commission	4/11/2018	9/02/2019	14/06/2019	\$451,107	\$450,642
18-160	Tasting Australia 2019	South Australian Tourism Commission	7/12/2018	14/04/2019	18/06/2019		Redacted - Commercial in Confidence
18-155	Distractions	Motor Accident Commission	4/11/2018	2/03/2019	27/06/2019	\$467,639	\$467,442
18-125	2019 Adelaide 500 campaign	Events South Australia	27/10/2018	3/03/2019	27/06/2019		Redacted - Commercial in Confidence
19-180	Payroll Tax Campaign	Department of Treasury and Finance	3/03/2019	13/04/2019	28/06/2019	\$400,000	\$371,437

BRANDING EXEMPTIONS

ID	Entity	Department	Approval Date	Ministerial Approval Date	Exemption Type
28	Department for Health and Wellbeing	Local Health Network Logos	27/06/2019	13/07/2019	Revision to an existing co-brand logo

OFFICIAL



Government of
South Australia

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Motorcycles No Place to Race FY1819

Department: Motor Accident Commission

Campaign Start Date: 04 November 2018

Campaign Completion Date: 12 January 2019

Campaign Total Spend: \$450,642 (ex GST)

Campaign Approval Date: 20 September 2018

Evaluation Approval Date: 14 June 2019

Evaluation Summary:

Motorcycling is the most dangerous of traditional transport forms with crash rates per kilometres travelled over 20 times that of passenger vehicles.

Motorcycle-use accounts for well under 1% of travel, yet motorcyclists account for approximately 15% of fatalities, 14% of serious injuries, and 6% of all injuries. These statistics show the high risk of injury, but also show that, if an injury does occur, it is more likely to be serious or fatal than for the average crash. Following a spike in motorcycling fatalities in 2017, MAC returned its popular 'No Place to Race' campaign to market across the summer months in 2018 which typically sees an increase in recreational riding.

Quantitative post campaign tracking by independent market research agency identified strong campaign performance against objectives. Campaign awareness was near saturation at 97% of the target audience. Of those exposed to the campaign, 91% took away an appropriate message. Compliance with speed limits 'at all times' increased to 57% against an objective of 31%. There was also a small impact on attitude with agreement with the statement "speeding is part of the excitement of riding" decreasing by 6%. In 2018, motorcycling fatalities reduced by 34%.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Tasting Australia 2019

Department: South Australian Tourism Commission

Campaign Start Date: 06 December 2018

Campaign Completion Date: 14 April 2019

Campaign Total Spend: Redacted - Commercial in Confidence

Campaign Approval Date: 19 November 2018

Evaluation Approval Date: 18 June 2019

Evaluation Summary:

The campaign met the key objectives of the communication strategy, ticket sales target (9,329; a record number of tickets sold) and Town Square attendance (64,000, again a record number). While interstate ticket sales underachieved target (486; a target of 750); interstate in-scope visitation increased (3,805) and the event generated \$5.5 million in visitor expenditure for the State's economy.

In addition, the campaign achieved the communication target of website visitation (362,592) and interstate awareness of the hero image (9%).

While the awareness of the TVC interstate was below the projected target, it reached 4% which is consistent with the 2018 campaign and there was no paid TV in the interstate media buy. The TVC was seen interstate through bonus activity through the media partner Channel 7 and on paid social media. Increasing Interstate Awareness remains a challenge, noting that the overall media budget was reduced in 2019 by 15% due to budget constraints.

The campaign focused on high reach media with outdoor billboards interstate in the key markets of Sydney and Melbourne and locally the media buy was amplified through partnerships with Channel 7, NOVA, FIVEaa and The Advertiser. Nationally, the campaign included a targeted digital advertising strategy through News Corp, paid search, Google Display Network, paid and organic social media, and programmatic display both prospecting and retargeting.

The creative strategy was based on insights gained from research through a strategic development process with agency Nation and concept testing with both interstate and intrastate audiences.

The creative campaign focused on the authentic experience of the event, communicating the quality of the produce, beverage offering and South Australia through images of the destination. The creative campaign sets up a strong brand framework to build awareness interstate.

Overall, the communications strategy was successful in achieving key marketing and event objectives.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Distractions
Department:	Motor Accident Commission

Campaign Start Date:	04 November 2018
Campaign Completion Date:	02 March 2019
Campaign Total Spend:	\$467,442 (ex GST)

Campaign Approval Date:	29 October 2018
Evaluation Approval Date:	27 June 2019

Evaluation Summary:

Distracted driving is a growing area of concern for the road safety community.

Between 2013 and 2017, police reports attributed inattention to 43% of fatalities, 48% of serious injuries and 44% of casualties. This is an increase compared with the previous five year average, 2012-2016, of 38% of fatalities, 47% of serious injuries and 45% of casualty crashes.

In the 12 months, until June 30 2017, there were 12,003 mobile phone expiations issued by the South Australian Police. The increasing proliferation of smart phones has compounded the issue, with 'being connected' now the social norm, rather than an exception, meaning the problem is likely to grow.

Recent quantitative research conducted by MAC identified that 65% of drivers engaged in a distracting behaviour on a daily basis.

In November 2018, MAC launched the 'No-ones driving when you're distracted' campaign, targeting an array of distracting behaviours. Budget restrictions in the approved FY18/19 budget limited the depth and breadth of media executions available.

Post campaign tracking by independent market research agency identified strong awareness of the campaign exceeding the campaign objective of 57%. Of those exposed to the campaign, 88% of the key target audience took away an appropriate message. Impact on behaviour however has been modest and fallen short of goals in most instances. As a new campaign having run for only two bursts, it is anticipated that future activity should build on this. The videos played exclusively in digital environments will be investigated to convert to broadcast media to extend reach and impact, with a focus on mobile phones.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2019 Adelaide 500 campaign

Department: Events South Australia

Campaign Start Date: 28 October 2019

Campaign Completion Date: 02 March 2020

Campaign Total Spend: Redacted - Commercial in Confidence

Campaign Approval Date: 23 October 2018

Evaluation Approval Date: 27 June 2019

Evaluation Summary:

The 2019 Superloop Adelaide 500 marked the 21st edition of the event.

The primary objective of the event is to drive visitation to South Australia, profiling Adelaide nationally and internationally via the events media platform and broadcast. The campaign met the key objectives of the communication strategy, namely in-scope visitor numbers which achieved a 24% increase on the year prior. For crowd attendance the event overachieved against the stretch target (254,000) with the event contributing a record \$45.9m to the South Australian economy. In addition, a record 90,001 general visitor bed nights were generated by the event.

Average audience for the Superloop Adelaide 500 telecast increased substantially YoY on both race days – 6.4% on Saturday and 10.2% on Sunday, for a total of 12.6% increase. Peak audience increased by 12.9%.

The campaign implemented a multi media channel strategy to reach and engage our target audiences. Supercars TV contra advertising and paid digital media was used to target interstate motorsport enthusiasts in phase one of the campaign. In phase 2, high reaching media was used to reach and engage our key intrastate target audiences, with paid digital used tactically to drive ticket sales for the event.

The creative strategy was based on insights gained from research through a strategic development process with agency Showpony and concept testing with intrastate audiences.

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

Overall, the communications strategy was successful in achieving key marketing and event objectives.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Payroll Tax Campaign

Department: Department of Treasury and Finance

Campaign Start Date: 11 March 2019

Campaign Completion Date: 25 May 2019

Campaign Total Spend: \$371,437 (ex GST)

Campaign Approval Date: 15 February 2019

Evaluation Approval Date: 28 June 2019

Evaluation Summary:

The campaign overachieved against the communications objective with awareness that the state government has abolished payroll tax for small business increasing significantly from 15% (pre-campaign) to 54% (post campaign). This represents an increase of 260%. The campaign had a demonstrable impact, with awareness of the change to payroll tax at 41% for those that had not seen an advertisement compared with 88% for those that had seen an advertisement - an increase in awareness of over 100% among those that had seen the advertising.

People understood the impact of the change to payroll tax with 70% of respondents viewing the change as positive (great/good), with virtually no negativity. Encouragingly, of those people that had seen the advertising, the majority saw job creation as the standout benefit of the changes to payroll tax (65%), along with a number of other positive effects. This illustrates that the campaign was highly effective in heightening awareness of the changes to payroll tax.

Visits to the website increased significantly throughout the campaign – an increase of 181% compared to the same period the previous year, indicating the campaign was successful in driving audiences to the website for further information.

The use of actual South Australian small business owners communicating the benefits of the changes to their businesses resonated strongly with target audiences. This creative strategy should be a consideration when developing campaigns to communicate government policy changes in the future.

The overall results illustrate that the campaign was highly successful in engaging with target audiences. The use of smart storytelling – the use of real people and small businesses, and clean creative executions resonated with audiences. Audiences grasped the changes, however the real impact is that they also understood the benefits of the changes for all South Australians.