**Campaign Evaluation Report**

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| --- | --- |
| Department |  |
| Agency/Unit |  |
| Product and Campaign Name | E.g. (Project name) (financial year) and (name of campaign) |
| Contact |  |
| Director of Communications (or equivalent) responsible |  |

*Insert image of main creative for reference.*

**Background**

Brief overview of the project as stated in original campaign submission.

**Campaign Objectives:**

Objectives and KPIs as stated in original campaign submission.

E.g., Increase calls to phone line by 5% (375 calls) by June.

**Target Audiences:**

Campaign audiences as stated in original submission.

Geographic target:

Geographic target as stated in original submission.

**Timing:**

Campaign timing as stated in original submission.

**Campaign strategy:**

Outline the campaign strategy and elements used in the campaign e.g., Events, radio, press, digital, collateral etc. Use this opportunity to outline what each medium was used for.

**Evaluation method:**

Outline the method of evaluation (as stated in the original communications plan submission). State whether all methods were applied to the evaluation of this submission.

**Evaluation summary:**

Provide a summary of the campaign evaluation.

**Evaluation against objectives:**

* What are the outcomes of the campaign measured against the stated objectives?
* It is important to state each objective and its achievement.

Example format to be used

**Objective 1:**

|  |  |
| --- | --- |
| Target: | State the specific goal of this objectivee.g., Increase calls to phone line by 5% (375) by (date) |
| Strategy: | Outline the strategy used to achieve this goal |
| Audience | State any defined target audiences for this objective (if relevant) |
| Tools: | Outline the mediums used to achieve this objective (if relevant) |
| Measurement: | How was this objective measured? e.g., Call centre data, Number of referrals from website to call centre |
| Result: | State if the objective Overachieved/Achieved/Underachieved and Provide evidence to support this.e.g., Calls to the phone line reached 1000 by June- this is an overachievementIt is noted that by February calls had reached the KPI of 375. This is a great achievement and noted the phone line will be promoted in future campaigns. |

**Complaints/feedback:**

Outline complaints or feedback as a result of the campaign.

**Budget:**

This should be itemised as per the original communications plan to help track the budgeting process.

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | Proposed Budget | Actual Spent | Variance |
| Research |  |  |  |
| Strategy |  |  |  |
| Media: |  |  |  |
| Cash |  |  |  |
| Contra |  |  |  |
| Creative/Production |  |  |  |
| Events |  |  |  |
| Evaluation |  |  |  |
| TOTAL | $ ex GST | $ ex GST | + or - $ ex GST |

Provide rationale for any overspend.

**Learnings for future activity and recommendations:**

Please state learnings from this campaign to be applied to future campaigns or programs. These should be stated and reflected in future campaign submissions.

**Next steps or future strategy:**

Outline any next steps for the campaign and whether there are plans for the campaign/program in the future.

**Approval**

Director Communications (or equivalent) signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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