

Phase 2 – Wave 2

Household Assistance Package

...communication campaign research

Department of Families,
Housing, Community
Services and Indigenous
Affairs

Full debrief report
5 June 2012

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Household Assistance Package Communications Research - Phase 2, Wave 2

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Summary of research intent – Phase 2, Wave 2

Background to the research

As part of the Australian Government's Clean Energy Future (CEF) Plan, the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) is responsible for communicating on aspects of the assistance to be provided to Australian households through the introduction of a carbon price. As a result, millions of Australians will receive increased payments, tax cuts or both, in the form of the Household Assistance Package (HAP).

There are three new types of payments, in the form of increases in pensions, allowances and family payments that comprise the HAP:

- Clean Energy Advance and Clean Energy Supplement
- Low Income Supplement
- Single Income Family Supplement

Additionally, low income earners will receive income tax cuts. The details of each payment type are specified in the Brief, and are not repeated herein.

Phase 1 of the campaign launched in May 2012, to clarify to recipients the nature and purpose of the initial advance payments. Phase 2 of the campaign will launch in July 2012 with a focus on changes to the tax free threshold and tax cuts for low and middle income earners. The same creative concept will be applied across all phases to ensure a consistent approach, however separate executions will be required for each phase.

There is a need for the campaign to inform audiences of the tax changes and its effect on their personal situation, to manage the factual information needs of millions of Australians and mitigate public confusion.

To this end, FaHCSIA developed a communication strategy to drive an information campaign, raising awareness and understanding of the elements included within the 'Household Assistance Package'. This strategy will focus on communicating the assistance measures of the HAP to those who will benefit from it.

Objectives of this research

FaHCSIA has commissioned the development of creative concepts to communicate the details and benefits of Phase 2 of the HAP and now requires a research consultant to undertake testing research for these concepts. Specifically, the research will:

- address any 'gaps' in FaHCSIA's existing understanding of target audiences and their communication needs, barriers and preferences;
- ensure proposed campaign advertisements and information products are appropriate for target audiences and deliver key messages clearly and effectively;
- assess any risks associated with campaign materials, including how they might be received by people who will not be eligible for a payment.

The research needs to test a range of advertisements and information products with target audiences, as well as a broader public, and evaluate their appropriateness and effectiveness in meeting the aims and objectives of the HAP communication strategy. The consultant will be required to make recommendations to FaHCSIA about what, if any, changes are required to ensure advertisements and information products will meet the objectives of the HAP communication strategy.

Target audiences

Primary target audiences are defined as those who are either eligible for assistance or require a call to action (apply for the low income supplements) to receive assistance under the various Household Assistance Package measures, primarily low-middle income families, seniors, people with disability and carers.

The **Primary audiences** for Phase Two are people who are **eligible for a tax cut** (taxpayers with annual income below \$80,000) and those eligible for the low income supplement.

Secondary target audiences are those who were eligible for Phase 1 payments, and remaining Australians who will not be eligible for assistance under the HAP measures.

The primary objective of Wave 2 of Phase 2 research (to which this report pertains) is to re-test the "Fridge" concept which encompasses recommendations from Wave 1 to ensure it is on-strategy in terms of message, and potential efficacy among the target audiences.



Summary of research method – Phase 2, Wave 2

The key component of the methodology of Phase 2 Wave 1 is **n=15 extended (90 minute) focus groups**. In stratifying the focus groups, the following structure was applied. Other details:

- The regional location utilised was Gold Coast.
- 2 group was recruited with a specific CALD / Aboriginal focus – Groups W2_3, W2_4.
- 8 participants were recruited for each group, and on average, 7 or 8 were present in each group.
- An incentive of \$110 was paid to each participant (weekend participation, extended duration).
- All groups were moderated by senior researchers with a minimum of 8 years experience.
- Participants were required to complete written 'rating sheets' (short surveys) of the concepts prior to the group discussion to control for potential 'group-effect' throughout the analysis.
- The presentation of 'press' and 'radio' was rotated in presentation to minimise order effect.
- Full analysis was undertaken on each group and integrated into reporting.
- All groups were conducted between 1 and 5 June 2012.

number	Location		Low / middle income (did not receive CEA)			Out of system		Non recipients		Phase 1 recipients			
	Metropolitan	Regional / rural	18-29 years	30-49 years	50+ years	Self funded retiree (age 60- pension)	Self employed tax loss	18-39 years	40+ years	Family support	Age pensions	Unemployment/study/other	Disability/carer
Total			2	2	2	1	1	1	1	2	1	1	1
W2_1	1											1	
W2_2	1												1
W2_3	1				CALD/Ab.								
W2_4	1									CALD/Ab.			
W2_5	1			1									
W2_6	1				1								
W2_7		1				1							
W2_8		1	1										
W2_9	1								1				
W2_10	1							1					
W2_11	1			1									
W2_12	1						1						
W2_13	1		1										
W2_14	1										1		
W2_15	1									1			

CALD and Aboriginal audiences

It should be noted that, throughout the Phase 1 testing, the communications was received in a similar way among those of CALD and Aboriginal descent. There were no specific additional concerns raised by these audiences, aside from:

- a desire for the content to be translated, and targeted (in terms of placement in culturally relevant mediums).
- a noted desire for broader cultural representation (while simultaneously recognising the difficulty to achieve this within one TVC).

Phase 2 preliminary rating sheet analysis ...the impact of Wave 1 creative changes



Household Assistance Package Communications Research - Phase 2, Wave 2



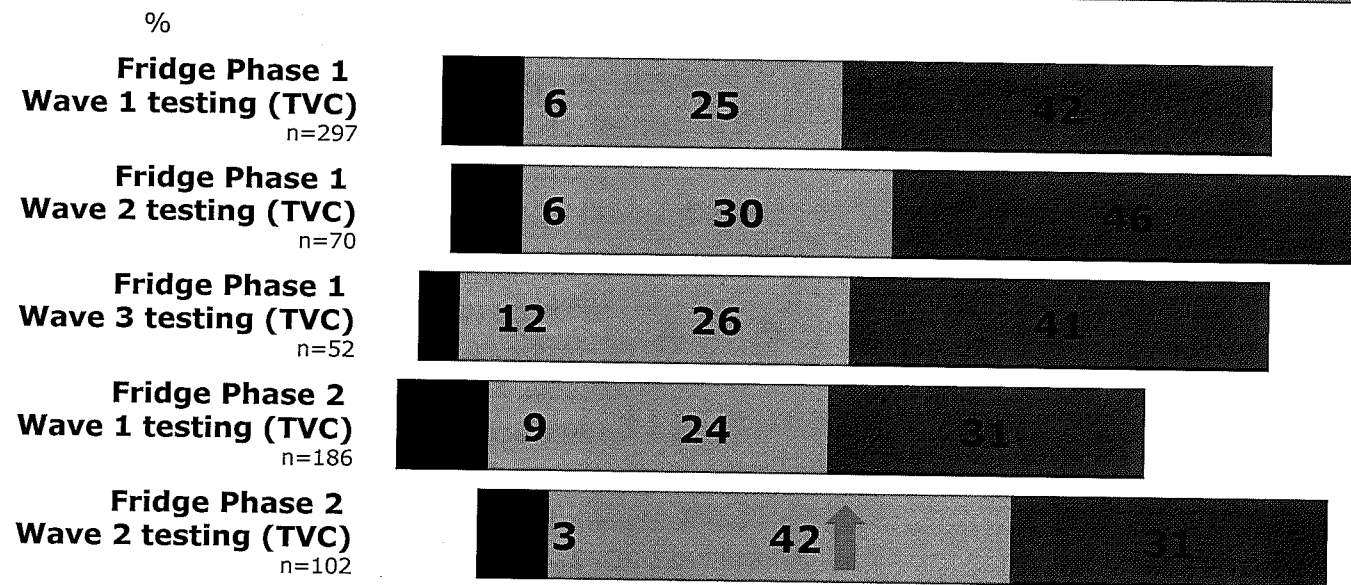
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Since the Wave 2 changes to the TVC creative, perceptions that the communications are '**appropriate**' have strengthened slightly ...particularly if analysing 'net positive' vs. 'net negative'

Proportion who agree with: Is not an appropriate way to communicate about this

Proportion who agree with: Is an appropriate way to communicate about this

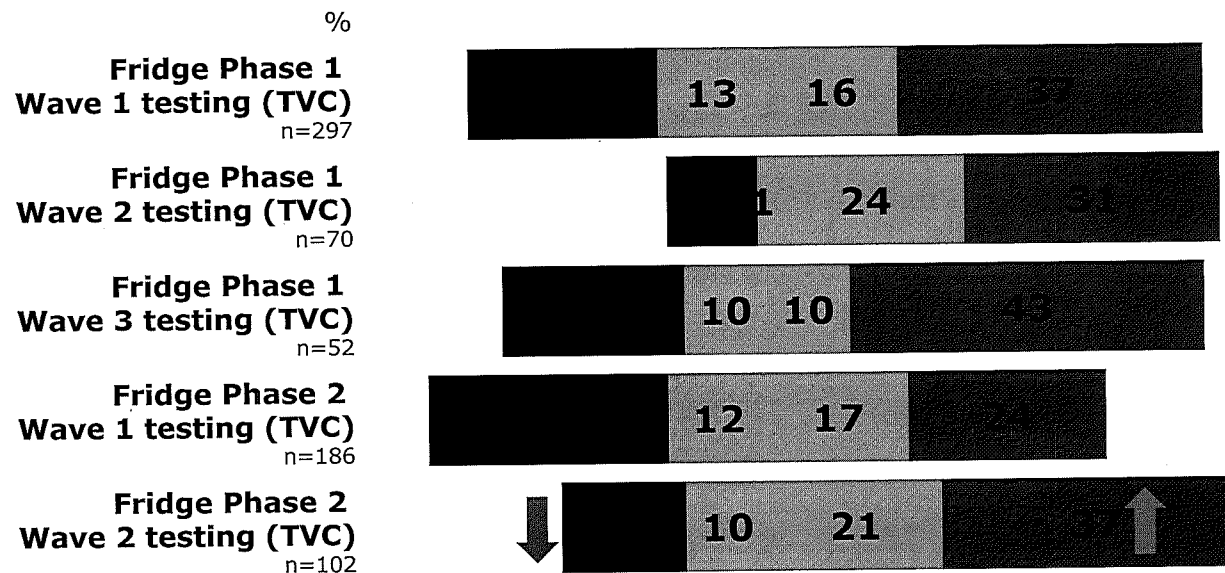


SOURCE: (Q3) For each word or phrase, please indicate the number between 1 and 5 which best describes what you thought of it.

The Wave 1 issues that were noted in relation to **eligibility** have reduced significantly (with both less 'negatives', and more 'positives').

Proportion who agree with: Is not aimed at people like me

Proportion who agree with: Is aimed at people like me

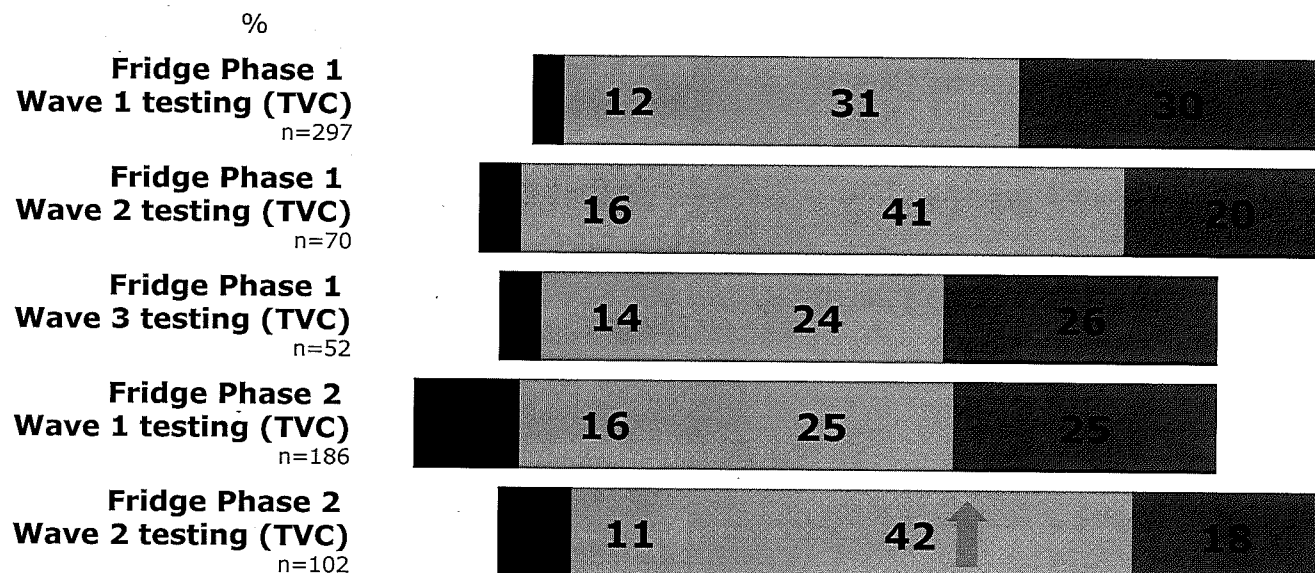


SOURCE: (Q3) For each word or phrase, please indicate the number between 1 and 5 which best describes what you thought of it.

There is also a recorded strengthening in the proportion who feel **confident** they understand the personal impact of HAP after being exposed to the TVC communications between Phase 2 Waves 1 and 2.

Proportion who agree with: I do not feel confident I understand, and the personal impact

Proportion who agree with: I feel confident I understand, and the personal impact of HAP

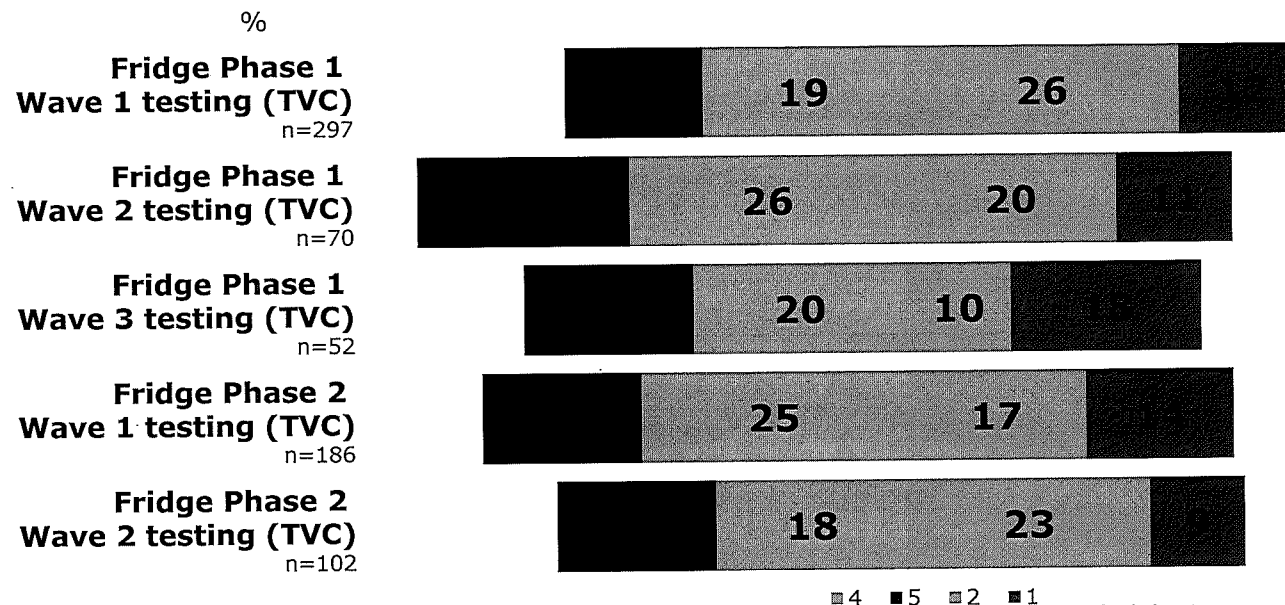


SOURCE: (Q3) For each word or phrase, please indicate the number between 1 and 5 which best describes what you thought of it.

There remains a indicatively high proportion with **unanswered questions** ...however, this is no different to that recorded in Phase 1 and is generally 'accepted' by participants based on their understanding of the complexity in communicating more specific 'individualised' content.

Proportion who agree with: It left me with lots of questions

Proportion who agree with: Gave me all the information I needed

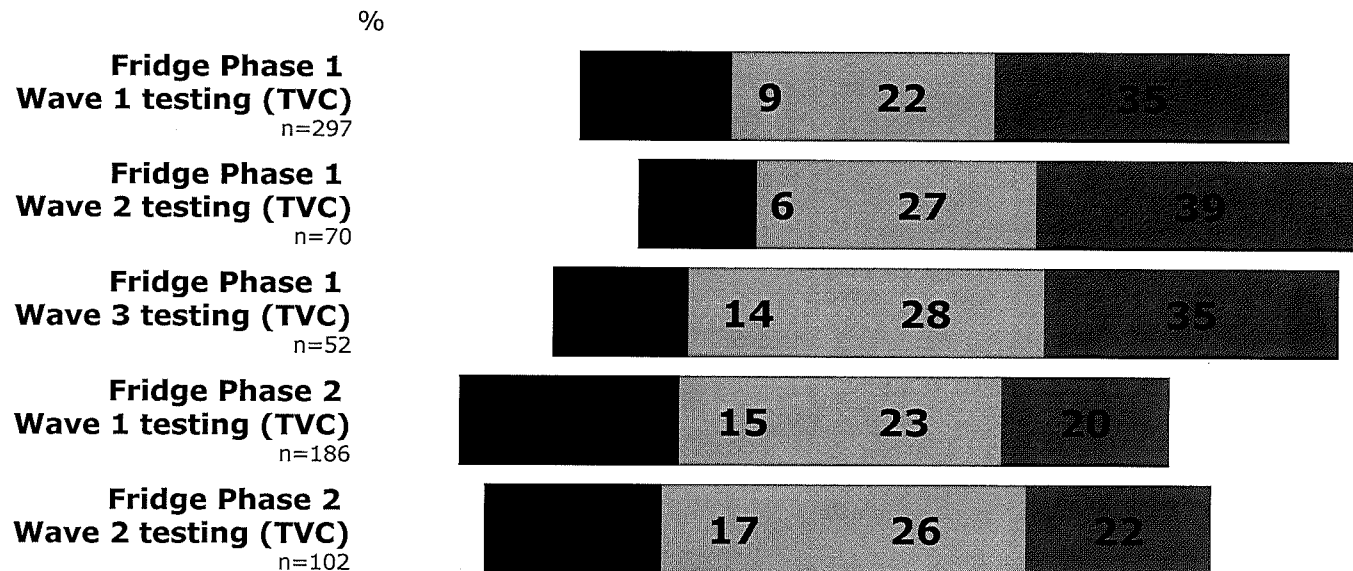


SOURCE: (Q3) For each word or phrase, please indicate the number between 1 and 5 which best describes what you thought of it.

This Phase of the TVC communications has remained less motivational to 'seek' additional content ...however, it is worth noting that we could now hypothesise that this may be more related to the nature of the messages (tax cuts rather than changes to payments) and the target audience (low middle income, rather than those on government payments) rather than the communications themselves.

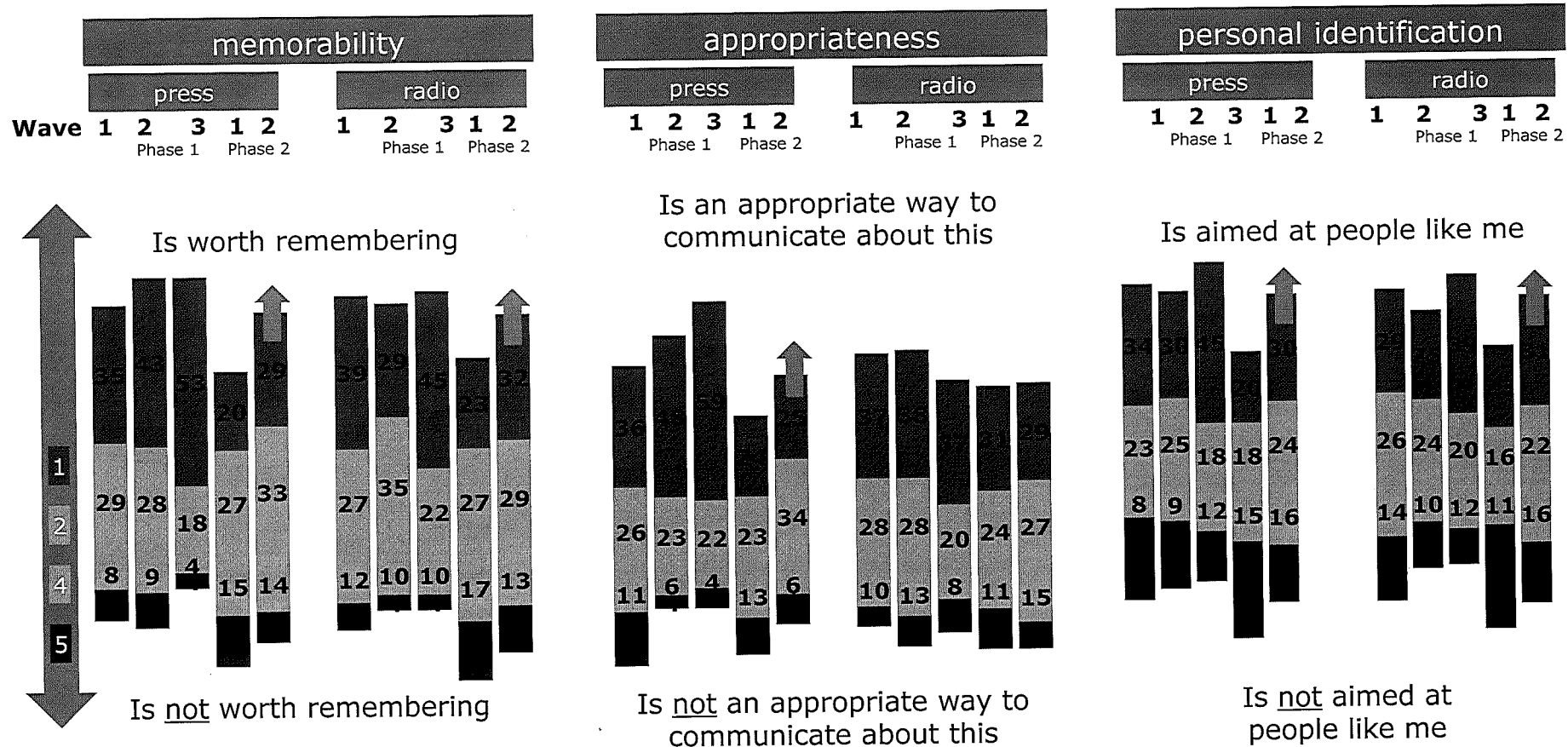
Proportion who agree with: I would not go to the website / call to get more information

Proportion who agree with: I would go to the website / call to get more information



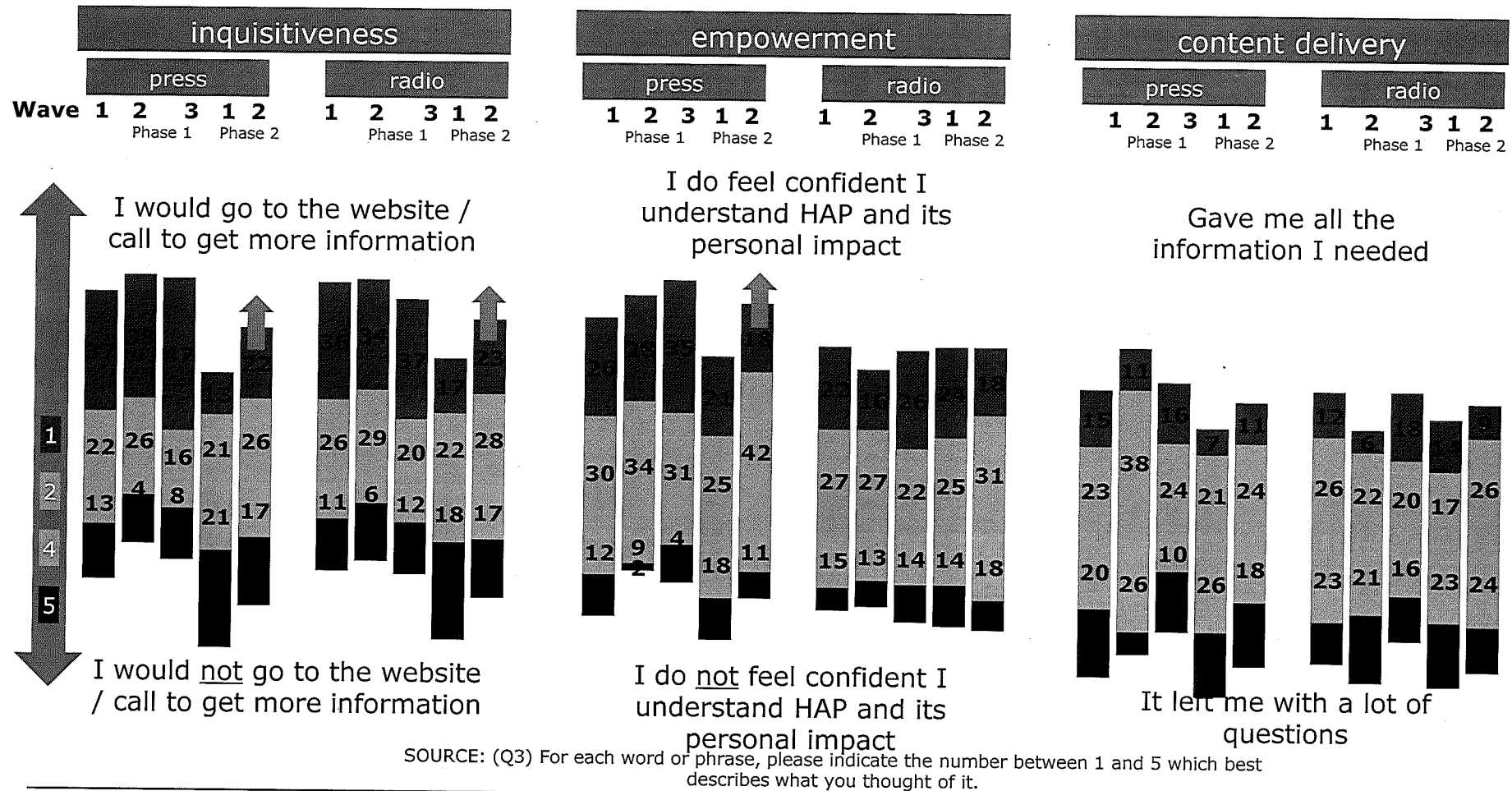
SOURCE: (Q3) For each word or phrase, please indicate the number between 1 and 5 which best describes what you thought of it.

Press and **radio** have also strengthened in the way they are cognitively responded to post Wave 1 amendments.



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Press and **radio** have also strengthened in the way they are cognitively responded to post Wave 1 amendments.



Financial assistance/Target audiences

- for households
- for families
- for elderly
- for low income earners / receiving Govt. payment
- for many Australians

Package

- Tax cuts
- Tax free threshold tripling
- For those with incomes up to \$80,000

- Some people have already received benefit
- Lump sum / one-off payment
- Additional payment
- New regular payments
- Government assistance/payment

- Household package / package
- 'Household Assistance Package / HAP'

Timing

- 1 July 2012
- Over next 12 months
- Until next year
- March next year/March 2013

Benefitting those who need it most
To help with the cost of living
More money in your pocket

Wave	Phase 2 Wave 1					
	TVC		Press		Radio	
	1	2	1	2	1	2
	%	%	%	%	%	%
	10	2	7	2	2	1
	10	4	1	1	2	3
	0	5	0	0	0	2
	5	11	3	2	5	6
	5	5	0	11	0	6
	21	34	35	56	30	41
	30	35	15	25	22	23
	33	35	15	34	30	33
	0	1	0	3	0	9
	0	0	0	0	0	0
	0	3	0	6	6	3
	0	0	0	0	0	0
	4	14	10	6	8	10
	5	4	0	6	2	6
	5	8	3	7	5	9
	8	6	6	16	9	13
	0	3	0	0	0	1
	0	1	0	1	0	0
	0	5	0	3	0	6
	10	4	5	4	9	9
	17	18	24	8	12	5
	6	12	5	5	4	7

Message
communication
has broadened
post Wave 1
content changes

...with higher
proportions now
talking about
other elements
of the package

(both Phase 1
elements, and
Phase 1 timing).

Q2. What are all the things you remember being spoken about in this ad ...what was it trying to tell you / what did you take out of it? Please write in as much detail as you can. BASE: n=186



Household Assistance Package Communications Research - Phase 2

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Phase 2 learnings and recommendations around creative and message – *feedback on Wave 1 recommendations...*



creative elements...

1

Visual cues within the '**house**' (TVC) will be interpreted very literally ...they should be selected carefully as they have the potential to 'include' and 'exclude' target audiences

Findings (Wave 1):

All groups referenced the 'type of house' depicted in the TVC concepts. Consistent focal points of discussion:

the hallway: lower / middle class consider are more likely to describe their houses as 'entering into the lounge room' and see a hallway as 'upper middle class'.

the kitchen: is considered 'aspirational' rather than 'reality' – in terms of size and perceived modernisation.

the 'neatness': is considered unrealistic, as many describe 'clutter' / 'normal mess'.

Generally, this is considered **inconsistent** with the 'benefitting those who need it most' reference ...the current depiction implies affluence.

In turn, this can raise **questions of eligibility** among some low income earners (tax payers who are further away from the \$80k threshold) – which risks that they will not consider themselves the target audience of the campaign.

Recommendations (Wave 1):

The style of home and kitchen shown within the creative needs greater linkage to the target audience to facilitate their ability to 'relate' to the depictions.

Consider: Removing the hallway and enter directly into a living area?

Consider: A smaller kitchen which is not modernised (in terms of fixtures, as well as appliances).

Consider: Some visible 'everyday clutter' (eg. last night's pots and pans in sink; loaf of bread on bench; school lunch box etc) should be included.

creative elements...

1

Visual cues within the '**house**' (TVC) will be interpreted very literally ...they should be selected carefully as they have the potential to 'include' and 'exclude' target audiences

Findings (Wave 2):

The Wave 1 issues with the depictions of the house have been resolved. The majority of participants express feeling 'comfortable' with the depiction, and see some relevance to themselves.

There are, however, some minor recommendations relating to specific visual aspects of the house:

Recommendation (Wave 2):

While 'everyday clutter' is important to include visually within the kitchen as it is considered 'realistic', some participants noticed the 'bins / rubbish' in the floor of the family component of the execution.

This was described with some negativity as it was felt to illustrate that "people on low incomes were dirty".

This visual element should be removed.

creative elements...

2

Visual cues of the '**people**' (TVC) will be interpreted very literally ...they should be selected carefully as they have the potential to 'include' and 'exclude' target audiences

Findings (Wave 1):

All groups referenced the 'type of people' depicted in the TV concepts. Consistent focal points of discussion:

the dynamic: was considered too traditional 'nuclear family' (even for the couples only concept) ...and both concepts seem to drive perceptions of eligibility that are focussed on 'household', thereby alienating individuals

the implied interactions of the teenage boy: the son sitting in the kitchen was considered 'unrealistic' in terms of his being in a 'family space' (rather than a bedroom!), as well as completing homework in this environment (or, doing homework at all!)

their perceived 'neatness': depicted by their clothing which was considered unrealistic for their demographic

their perceived 'happiness': 'happiness' is not necessarily a negative to depict, but, the concepts were considered 'too happy'

Each of these reduce their ability to resonate with a broad target audience and raise **questions of eligibility**.

Preferred / ideal recommendation (Wave 1):

Consider: A montage-style execution which moves through multiple households (within one execution) as this will enable broader connection, cut-through and stronger message take-out.

Alternative recommendation (Wave 1):

One TVC, depicting one household 'type' could limit the ability of the communications to cut through. However, if the 'family' / 'couple' TVC is pursued:

Consider: If the teenage boy is in the kitchen, consider removing the homework reference / wearing headphones.

Consider: The clothing / 'happiness' needs to be dialled down.

Alternative recommendation (Wave 1):

Consider: Removal of people from the concept (akin to Phase 1 Waves 1 and 2 testing of the "Fridge" concept where people were not present)?

creative elements...

2

Visual cues of the '**people**' (TVC) will be interpreted very literally ...they should be selected carefully as they have the potential to 'include' and 'exclude' target audiences

Findings (Wave 2):

The montage-style execution has largely rectified the issues described in Wave 1 which lead participants to question eligibility and limited the ability of the communications to resonate with a broader audience.

There are, however, some additional recommendations relating specifically to the people shown within the montage execution.

Recommendation (Wave 2):

In the singles execution, at least one of the individuals (preferably two), should be dressed as 'young professionals' as it is currently considered too student-centric, and thus slightly alienating to those in younger age brackets who are employed.

There is also a desire within the singles execution to include cultural diversity (ideally one person). It is noted that this was the intention of depictions within the story boards, however, this was not noticed by participants.

Recommendation (Wave 2):

In the seniors execution, consideration should be given to the age range that is desired to be shown. Currently, the imagery has suggested to participants that the individuals would be pensioners, rather than tax payers. If the desire is to show self funded retirees who may have small taxable incomes, the age of the seniors should be clearly below 65 years of age.

creative elements...

3

Visual cues on the '**calendar**' (TVC and press) will be interpreted very literally ...they should be selected carefully as they have the potential to 'include' and 'exclude' target audiences

Findings (Wave 1):

All groups referenced the calendar depicted in the TV and press concepts. Consistent focal points of discussion:

luxury items: were considered too prominent – this included 'a day for shopping', 'concert tickets', 'multiple birthday parties', 'planning holidays/trips'

'everyday expenses': became somewhat lost because of the perceived dominance of 'luxury' items on the calendar

helping with 'everyday expenses': also became lost for many (with the 'paid' / 'circling' references) because it was considered 'adding' to the clutter, rather than providing focus

magnets and pictures: were considered 'too happy' ...particularly the 'smiley face' – and currently 'clutter'.

(minor) names/spelling: alternative names polarise

Each of these **reduce the ability of the campaign to deliver the desired messaging.**

Recommendation (Wave 1):

For press, the execution without the uncluttered version is generally preferred and should facilitate stronger message delivery.

Recommendation (Wave 1):

Consider: The balance of 'bills' to 'other' references on the calendar needs to be with focussed on bills.

Consider: Referencing someone's birthday is fine ...but, remove references to parties. Remove the number of specific references to parties / holidays / tickets.

Consider: Utilising magnets etc used in Phase 1.

creative elements...

3

Visual cues on the '**calendar**' (TVC and press) will be interpreted very literally ...they should be selected carefully as they have the potential to 'include' and 'exclude' target audiences

Findings (Wave 2):

The Wave 1 issues relating to the visuals on the calendar require additional changes.

In general, the calendar is described as 'distracting' and, in its current format, is likely to be – for many – a visual cue not to read the communications.

Recommendation (Wave 2): References to food items should be removed from the calendar as these are not considered realistic entries. 'Food items' are considered appropriate everyday expenses, but, would need to be included as a separate 'shopping list' not on the calendar if they need to be featured.

Recommendation (Wave 2): The bills references are not sufficiently prominent. Removing the food entries will assist with this (as the balance will defer more heavily to bills). However, it is also recommended that all 'non-bill' items are entered in one colour (black /grey) and all 'bill' related items are written in a separate colour to increase prominence.

Recommendation (Wave 2): There is a desire to increase the link between the electricity bill and the reference to electricity bill on the date of the 21st as this was felt to increase the relevance and prominence of the electricity bill. The recommendation is that the 'due date' is visible on the electricity bill and an arrow / line drawn to the corresponding date.

Recommendation (Wave 2): There is a desire for a direct reference to the month of July, and an annotation of "tax cuts" on the 1st of the month to be noted on the calendar. While it is noted that this may not be a 'typical' calendar entry, it was felt to strengthen the link between visual and content, and thus considered important.

Recommendation (Wave 2): If 'rent' is to be referenced, it should be repeated multiple times (for rent paid weekly/fortnightly). The 'hairstylist' reference should be replaced with 'dental' appointment (or similar), or at least a specific appointment time nominated.

message elements...

4

The current message content will drive **inquisitiveness**

Finding (Wave 1):

Most people participating in the research raised several unanswered questions post exposure to the communications.

Rather than this being considered a 'negative', however, it was generally accepted as information that would not be 'one size fits all' ...which, in turn, drove acceptance of the need to personally source additional information and content.

Having 'unanswered questions' is considered acceptable – as long as there are clear paths to source additional information ...and, the desired content is accessible.

Recommendation (Wave 1):

The **website**, and content within, is of critical importance.

Most seem to prefer, and expect, a dedicated website / page regarding HAP.

At a minimum, the HAP branding should be explicit on the website / page. This 'visually anchors' to the individual that they have landed on the 'right page', and will also provide cumulative benefits with the 'package' message (as the website content will include references to Phase 1 and Phase 2 elements).

Some consider a page with links to other websites (DHS / ATO) acceptable ...however, many consider this highly unacceptable and want all content in one central place to 'validate' their perceived effort of the search.

Recommendation (Wave 2): The importance of the website for content delivery remains.

message elements...

5

Current message appears to accurately deliver the likely '**scale**' / personal implications of Phase 2

Finding (Wave 1):

Broadly, most participants in the research indicated a realistic expectation of the likely scale of the personal financial benefit that would be realised from Phase 2.

While there were some perceptions of 'taking with one hand via increased utility prices, giving back with the other' ...and, some questions raised as to whether the tax changes would adequately compensate for this, expectations certainly did not appear unrealistically elevated.

It is noted that initial concerns raised in relation to Phase 1 (for example, the target audience considering that HAP would pay for 'all' their bills / 'most' of their bills) were not present.

Finding (Wave 2):

This finding remains unchanged in Wave 2 – expectations around 'scale' of tax cuts is appropriately understood.

message elements...

6

Cumulative benefits of Phase 1 and Phase 2 as a '**package**' are not currently being realised

Finding (Wave 1):

Most people included in the research did not make a clear, direct link between Phase 1 and Phase 2 as a result of being exposed to Phase 2 communications ...either in terms of communications, or the elements of HAP itself.

Creatively – some (but, probably less than one third) recognise the HAP branding as the element that transitioned and linked the campaigns.

Others (Phase 1 recipients) had received their initial payment and were aware of the package in this regard ...but, did not make the link that Phase 2 was linked to this initial payment.

Not establishing a strong link weakens the potential cumulative benefit the 'package' message can deliver.

Recommendation (Wave 1):

Establishing a stronger link to the 'package' message must be addressed and delivered upon in order to realise any cumulative benefits and drive the 'package' message.

Consider: The prominence / size of the branding in the press could be elevated ...and, some suggest that it is also included as a 'fridge magnet'. As referenced previously, this branding should ideally also be included on the website / web landing page.

Consider: Establishing a more explicit content-based link between Phase 1 and Phase 2 – the fridge creative element as the implicit visual link does not appear to be sufficient. Ideally, this would be in voice over (TVC and radio) and text (press and online).

Finding (Wave 2):

The addition of further content means the message relating to 'package' is now qualitatively understood (as supported in the preceding rating sheet analysis). This recommendation has been sufficiently implemented.

message elements...

7

There are some minor points of confusion over **eligibility**

Finding (Wave 1):

There were two key drivers of questions relating to eligibility:

individual v. household: There was some confusion in most of the qualitative groups regarding whether the \$80,000 limit related to 'household' or 'individual' income.

The focus of the TVC on 'household' (and depiction of families / couples rather than individuals) does impact this ...as does the reference of the word 'household' in HAP.

some people: In addition, references to the terms "some people may eligible for other assistance" drives this further – and this was true among those eligible ...as well as those who would be considered ineligible for Phase 2.

Recommendation (Wave 1):

Consider: The distinction of 'personal' / 'individual' income needs to be made clear across all communication mediums ...without this, other references to 'household' (visual, branding, content) confuse this.

Consider: Is the reference to 'some people may be eligible for other assistance' politically necessary, internally important? If not, then consider removing these references – or finding a way to introduce them which has some tangibility - as they are unlikely to deliver incremental benefit in their current expression.

message elements...

7

There are some minor points of confusion over **eligibility**

Finding (Wave 2):

Removing the 'some people' reference has removed the confusion this statement had caused.

The need to clarify 'individual' vs. 'household' does, however, remain and there are two additional recommendations to address this.

Recommendation (Wave 2):

The name 'Household Assistance Package', when coupled with a visual of a family, qualitatively appears to drive perceptions that the package is focussed on families.

Changing the order of the TVC scenarios – to start with singles, followed by families, followed by seniors – will assist with this as it means that the concept of 'household' is introduced separately to 'family'. In addition, changing the scenarios to this order is considered a 'comfortable / natural progression' through life stages which should increase the likelihood that the broadness of the package's reach will be identified.

message elements...

8

The '**tripling the tax free threshold**' is considered very strong, and is likely to have high cut-through

Finding (Wave 1):

In most groups, discussions around the message of 'tripling the tax free threshold' were discussed very positively.

This was considered a major change to the tax system – both in terms of the length of time since the threshold was last changed ...and the extent / perceived scale of the change.

While there is certainly some confusion around this (for example – tripling 'from' 'to?'), this message has tangibility and resonates strongly with all (including non-eligible) as something that has the potential to benefit the majority of Australians ...both now, and into the future.

Recommendation (Wave 1):

On the website, clarification will need to remain as to the 'from' 'to' amounts of the tax free threshold.

Consider: As this message is very strong in terms of tangibility and resonance, this message should be maximised where possible. It is already prominent within voice over and content, however, if additional ways to maximise this could be identified, they should be considered. This could include:

- specific \$ value reference(/s)
in the press copy
- integrating reference 'to \$18,200' into the voice over (TVC and radio)

Finding (Wave 2):

The expression of tax free threshold within Wave 2 is clearly understood by participants. This expression should remain as is.

Given the strength of this component of the package, however, it should be considered whether this can also be added into the 'post it note' treatment on the press.

message elements...

9

Specific **press** content feedback

Wave 1: Key points relating to press copy:

Clarification is required to complement the word 'further initiatives'. As referenced previously, the link between Phase 1 and Phase 2 are not currently strong and this terminology therefore represents confusion, and weakens the potential for cumulative impact of the package.

Clarification should be provided on the 'tripling the tax free threshold'. It is an important message, and greater clarification ('from' / 'to') will strengthen it.

The 'tax free threshold' and 'tax cuts' references should be ideally separated into separate paragraphs in the print copy to maximise the complementary benefit that each of these messages will bring to this phase of the communications.

Specific terminology which is polarising:

"Assistance" – relates more to 'payments' rather than tax

"Help" – associated with welfare recipients

"Taking worry out" – cliché / 'bank ad'

Recommendation for review / testing (Wave 1):

Tax cuts to benefit millions of Australians

The Australian Government is introducing further initiatives to help you with your (everyday expenses / cost of living). The initiatives began in May 2012 and involved providing extra additional, and ongoing, financial assistance to those receiving government payments.

This next stage of initiatives commences 1 July 2012 when the **tax free threshold will triple from** \$6,000 to \$18,200, benefiting millions of Australian taxpayers.

What's more, if your annual personal taxable income is up to \$80,000, you'll receive **tax cuts** that will put more money back into your pocket.

message elements...

9

Specific **press** content feedback

Finding (Wave 2):

1. There is a desire for greater 'separation' of key points within the press copy. It is qualitatively expressed by participants that the presence of three separate pieces of information in one paragraph does not facilitate 'easy reading' and is therefore considered a reason not to read the content.
2. The opening text relating to 'The Australian Government' should be removed from this position. Qualitatively, this was an early signal to many that the communications were more about politicising HAP, than raising awareness and delivering information to the Australian population. Once receiving this 'signal', many expressed they would decide not to read further.
3. The final sentence is considered ambiguous to some (particularly non-eligible) as it does not explicitly reference the target audience as 'those receiving Government payments'.

Recommendation for internal FaHCSIA contextualisation (Wave 2):

Tax cuts to benefit millions of Australians from 1 July 2012.

Recently, millions of Australians were provided with an initial payment to help with every day expenses through the Household Assistance Package.

Now, tax cuts will also benefit you if you're an Australian tax payer with a personal income less than \$80,000 per year. From 1 July 2012, you'll pay less tax and have more money to help with your everyday expenses, with the tax free threshold tripling to \$18,200.

If you are a family, parent, senior or individual currently receiving a Government payment, increases to payments will also come into effect between March next year and early 2014.

message elements...

10

Links of HAP to **carbon pricing** are recognised by some, but not all ...if carbon is not explicitly referenced in the campaign, it must be referenced through other mediums

Finding (Wave 1 and 2):

Almost all participants link the purpose of the package to '**increased cost of living**'. A smaller number, (generally 2 per group) spontaneously linked the campaign / HAP with carbon tax. However, when this discussion ensues (ie. when prompted), the majority agree with the link to carbon. More broadly, however, most of these people describe carbon pricing as 'one of the contributors' to increased cost of living – and, therefore the package (among these people) is positively received as a 'broader' commitment to assisting with increased cost of living.

When the carbon link was made, it is noted that some people do respond negatively ...while others (who appeared to have greater acceptance of carbon tax in general) accepted 'any compensation' as 'compensation worthwhile having' – and, having 'broader' benefits (referenced above).

As referenced in Phase 1, the risk of the link to carbon pricing being (negatively) drawn by the media, does have the potential to negatively impact receptiveness to HAP and the campaign as, for some, it indicates an intentional omission of 'the obvious'. However, it is worthwhile noting that there were very few participants across the groups who had noted any of the negative publicity occurring in the media recently relating to the campaign and its link with carbon.

Recommendation (as per Phase 1):

Consideration: Referencing carbon pricing can be addressed through other communication mechanisms and does not necessarily need to be a part of this campaign.

We do, however, strongly recommend that the link is referenced – even if externally to the mass media campaign.

This will help reduce the risk of backlash for what is considered (to some) 'intentionally avoiding the obvious'.

Consideration: Additionally, a reference to carbon must be visually prominent on the website and specific, explicit content delivered on the link to carbon pricing.

Consideration: Referring to 'everyday expenses' and/or 'cost of living' in all communications is essential as this grounds the purpose of HAP.

message elements...

11

Specific feedback on **banner ad**

Finding (Wave 1):

Many considered the banner ad to have a positive contribution to the campaign.

In particular, it was liked because:

- It was considered simple and clear
- It did not focus on a particular target audience and was felt to be applicable to everybody
- The 'are you eligible' button was an appropriate and enticing 'call to action'

Recommendation (Wave 1):

Consider: Those clicking on the 'are you eligible' link from the banner ad will expect a 'calculator' / clear articulation of their eligibility, and the extent of their eligibility. It is essential that the website / content this is directed to is adequate (refer to previous discussion on website).

Finding (Wave 2):

The opening still of the banner ad has the text 'mum and dad'. Similar to the press and TVC, this visual cue is interpreted very literally and is considered a reason not to view the ad.

Recommendation (Wave 2):

The calendar visuals on the banner ad should be entirely focussed on 'bills' and 'everyday expenses' and no social activities should be shown in this medium.

Phase 2 Wave 2 additional recommendations...



Household Assistance Package Communications Research - Phase 2, Wave 2

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additional recommendations...

1

The '**press tagline**' is considered a strong visual which will prompt continued reading, and should be elevated in prominence

Finding (Wave 2):

The 'Tax cuts to benefit millions of Australians from 1 July 2012' is considered a worthy, eye catching headline by the majority of research participants.

There is a desire for this to be more visually prominent in order to inspire further inquisitiveness and reading of content.

Recommendation (Wave 2):

If possible, the headline should be visually elevated in prominence – either in its position, size or colour such that the reader is immediately drawn to this text.

***additional* recommendations...**

2

"The Australian Government" text / voice-over should be reduced in prominence

Finding (Wave 2):

Many participants noted the early prominence of references to "The Australian Government" in the voice over and copy. For many, this created an early perception that the campaign was political in nature, rather than informational.

The prominence of this text in all three mediums will potentially jeopardise the likelihood that people will receive the desired content.

Recommendation (Wave 2):

References to the Australian Government are noted in all mediums (via the 'authorised by' screen and voice in TV, and voice in radio, and the logo in the press.

If it is not necessary to explicitly reference this in the copy and voice over, then it is recommended that this be removed. The link to 'Australian Government' will be naturally drawn without this reference.

additional recommendations...

3

Website FAQs and structure

As mentioned previously, the website is considered critically important in terms of delivering additional content.

Participants in the research were generally accepting that the communications themselves would be unable to deliver individually tailored content and that they would need to source this themselves. In fact, many consider the 'call to action' of the communications to be one of 'go to the website'.

They will therefore hold high expectations that the website provides this more detailed information that enables them to identify the impact of HAP on their personal situations.

Recommendation (Wave 2):

Key content areas for prominence on website ...

(Note: this is not an exhaustive list, and is focussed on key areas of importance)

Specific content areas – higher prominence in Phase 2

- Do I qualify for a tax cut?
- How much will this tax cut be ...what is the tangible \$ value / net benefit to me?
- How do I get this tax cut?
- When will I get this tax cut?

Other general content areas recommended remain unchanged from Phase 1 (refer Phase 1 Wave 1 full report)

***additional* recommendations...**

3

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They will therefore hold high expectations that the website provides this more detailed information that enables them to identify the impact of HAP on their personal situations.

Recommendation (Wave 2):

In terms of content, most research participants indicated they would prefer either a 'calculator' or a 'clear table' which enabled them to determine the tangible impact of tax cuts on their personal situation.

Recommendation (Wave 2):

Most research participants indicated they expected all information to be on one page / site. If possible, the table from the ATO website / calculator should be included

Recommendation (Wave 2):

Some indicated a strong preference for the HAP branding to be prominent on the website. Their rationale for this was that it provided them a 'visual anchor' they had landed on the correct page.

Recommendation (Wave 2):

If the website reference continues to divert to DHS, the following recommendations are made as a minimum (if possible):

- Include HAP branding at the top of the page.
- Increase prominence of the 'eligibility' / 'payments' quick links.
- The information on 'tax cuts' should be higher in the page order, and there should be a quick link.