

Household Assistance Package Phase 1 & Phase 2 Post Overview



Prepared for
Department of Families, Housing, Community Services &
Indigenous Affairs

Achieved results

Folio 404

Television - Metropolitan (R&F and TARP's)

Market	Reach and Frequency	
	Phase 1 Planned at 85% @ 3+	Phase 2 Planned at 80% @ 3+
	Achieved	Achieved
Sydney	84% @ 3+	78% @ 3+
Melbourne	84% @ 3+	79% @ 3+
Brisbane	80% @ 3+	79% @ 3+
Adelaide	83% @ 3+	82% @ 3+
Perth	81% @ 3+	79% @ 3+

TARPs			
Phase 1		Phase 2	
Planned	Achieved	Planned	Achieved
1800	1683	1400	1376
1680	1708	1400	1321
1800	1730	1400	1290
1680	1684	1400	1397
1920	1568	1400	1412

- TARPs are a means to determining the reach goal. The TARPs required to deliver on the planned reach goals will vary by market due to varying audience trends in each city.
- All metropolitan markets were within 5% tolerance of the 3+ reach goal.

Achieved Results

Folio 405

Television - Regional (R&F and TARP's)

Market	Reach and Frequency	
	Phase 1 Planned at 75% & 85% @ 3+	Phase 2 Planned at 65% & 80% @ 3+
	Achieved	Achieved
NNSW	75% @ 3+	72% @ 3+
SNSW	86% @ 3+	84% @ 3+
Victoria	85% @ 3+	82% @ 3+
Queensland	86% @ 3+	81% @ 3+
Tasmania	86% @ 3+	84% @ 3+

TARPs			
Phase 1		Phase 2	
Planned	Achieved	Planned	Achieved
1860	1821	1500	1442
1800	1789	1500	1427
1700	1883	1500	1334
1800	1892	1500	1350
1680	1997	1460	1357

- TARPs are a means to determining the reach goal. The TARPs required to deliver on the planned reach goals will vary by market due to varying audience trends in each city.
- All metropolitan markets were within 5% tolerance of the 3+ reach goal.

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Achieved Results Folio 406

Newspapers (Added Value and R&F)

Medium	Total Added Value	
	Phase 1	Phase 2
Metropolitan	\$14,435	\$22,412
Primary Regional	\$2,940	\$7,387
Regional	\$143,756	\$71,395
Community	\$6,939	\$20,276
Rural	\$2,977	\$3,157

Total Reach and Frequency			
Phase 1		Phase 2	
Reach ('000)	3+ Reach	Reach ('000)	3+ Reach
8,735	24.5%	9,503	20%

Print was critical in this campaign to assist television activity. In **Phase 1** of the campaign Newspapers allowed us to specifically target audience segments (families, pensioners and students/jobseekers), whereas in **Phase 2** of the campaign Newspapers were used to target a mainstream audience rather than a specific target market / people who have less than \$80,000 HHI.

During **Phase 1**, **1,752 spots** were booked at an investment of **\$1,981,265**, as well as **1,183 spots** during **Phase 2** at a total investment of **\$1,347,005**.

These appeared across National / Metropolitan, Regional, Primary Regional, Community and Rural titles around Australia.

* Primary Regional, Community, Indigenous and NESB Press titles are not reported in the Roy Morgan database and are not included in the above R+F totals

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Achieved Results

Magazines (Added Value and R&F)

Folio 407

Medium	Total Added Value		Total Reach and Frequency			
	Phase 1	Phase 2	Phase 1		Phase 2	
			Reach ('000)	3+ Reach	Reach ('000)	3+ Reach
Consumer	\$4,560	\$7,232				
Newspaper Magazines	\$0	\$6,025	5,886	3%	8,641	17%

Magazines were utilised in the Household Assistance Package campaign to specifically target aged pensioners and women/families. Magazine titles included New Idea, Australian Women's Weekly, Woman's Day and Sunday newspaper TV Guides across NSW, VIC, QLD, SA, WA and TAS.

Phase 1 of the campaign saw an investment of **\$99,664** whereas **Phase 2** had a larger budget of **\$245,412**.

*Magazine added value is comprised of negotiating premium placements in publications without paying the positional loading fees. Please see appendix.

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Achieved Results

Radio (Added Value and R&F)

Medium	Total Added Value		Total Reach and Frequency (Metro)			
	Phase 1	Phase 2	Phase 1		Phase 2	
			Reach ('000)	3+ Reach	Reach ('000)	3+ Reach
Metropolitan	\$216,854**	\$135,860**				
Regional	\$62,919**	\$26,006**	2,819	58%	3,654	49%

- In **Phase 1**, the Campaign received **3,542** paid spots across the **metropolitan networks**. **202** Contract bonus spots appeared, valuing **\$31,322** and an additional **838** bonus spots above contract values ran, generating an added value of **\$216,854**.
- In **Phase 2**, the campaign received **2,015** paid spots across the **metropolitan networks**. **94** Contract bonus spots appeared, valuing **\$22,158** and an additional **299** bonus spots above contract values ran, generating an added value of **\$135,860**.

*Added value does not include contract bonus.

**Metro and Regional Radio Added Value do not include The Radio Sales Network (TRSN). TRSN will be updated once we have received post times

***Due to the nature of Metro Radio, TRSN post times were not available at the time of collating this report. Once TRSN post times have been received, this document will be updated



Achieved Results - Digital Display (Impressions, CTR and Added Value)

Folio 409

Total delivered Impressions		Average CTR		Total Added Value	
Phase 1	Phase 2	Phase 1	Phase 2	Phase 1	Phase 2
79,243,048	152,513,823	0.16%	0.10%	\$495,448	\$217,421

- Digital Display was skewed towards low income families, mums and students as these audiences tend to be heavier consumers of this channel.
- In order to pinpoint these targets efficiently, a mix of grocery buyer websites such were used in conjunction with Digital Ad Networks designed to target a broader audience.

Top Line Results by Publisher

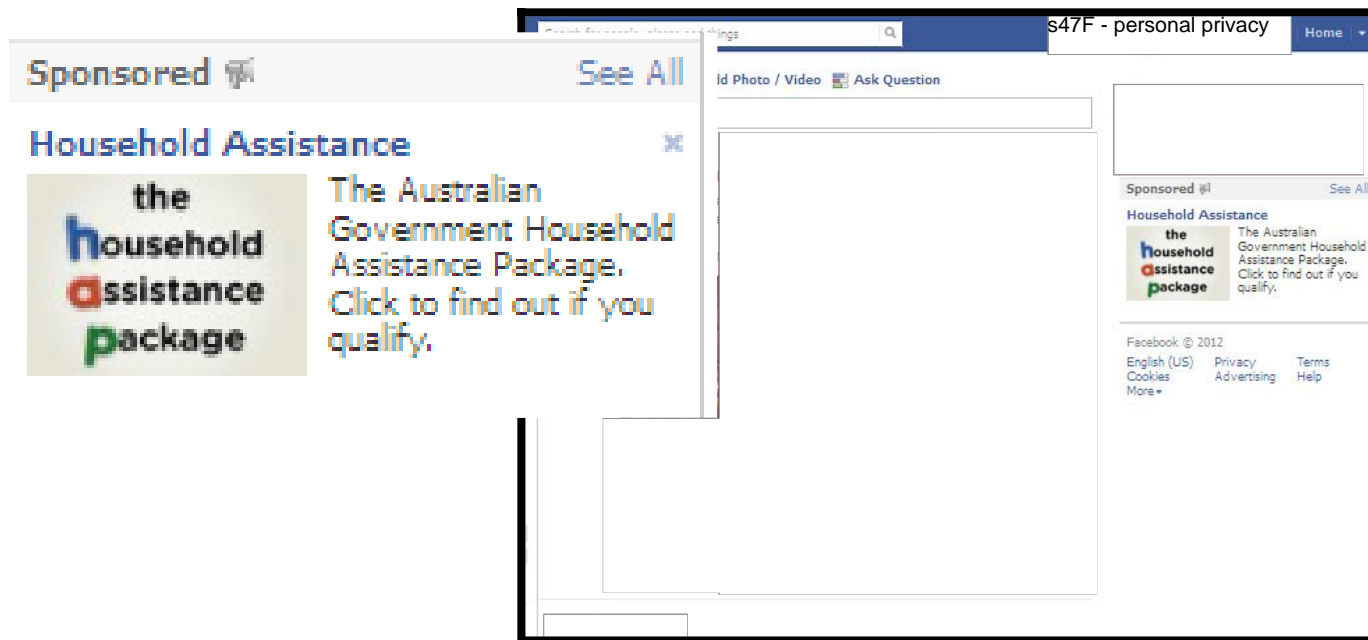
Phase 1			
Publisher	Delivered Impressions	Total Clicks	Click Through Rate (CTR)
Cadreon AU	23,066,426	54439	0.24%
Ninemsn AU	42,805,010	48,533	0.11%
Publicitas Australia	868,294	17,857	2.06%
Telstra Advertising Network	12,733,410	25,587	0.20%

Phase 2			
Publisher	Delivered Impressions	Total Clicks	Click Through Rate (CTR)
Cadreon AU	71,805,205	67,365	0.09%
Career One Au	970,465	1,003	0.10%
Ninemsn AU	40,549,319	26,667	0.06%
Network 10	411,467	10,189	2.48%

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Achieved Results - Facebook

- Placements directed Australians 18+ (Including Families, Young Students and Pensioners) to <http://householdassistance.fahcsia.gov.au/> to provide additional detail and information about the Household Assistance Package.
- In Phase 1, 16,734,300 impressions were delivered across the burst, generating 11,287 clicks for a CTR of 0.07%
- In Phase 2, 11,676,301 impressions were delivered across the burst, generating 28,941 clicks for a CTR of 0.248%



Achieved Results ^{Folio 41} Digital Search (Impressions, CTR and Added Value)

Total Impressions		Average CTR		Average CPC	
Phase 1	Phase 2	Phase 1	Phase 2	Phase 1	Phase 2
17,942,466	91,975,625	2.47%	0.55%	\$0.92	\$1.29

- Paid search activity successfully generated over ~~442,812~~ 442,812 visits for a competitive cost per click of ~~\$0.92~~ \$0.92

Google - Top Clicked on Terms

Phase 1					Phase 2				
Term	Clicks	Cost	CPC	CTR	Term	Clicks	Cost	CPC	CTR
centrelink	95,567	\$107,065.23	\$1.12	2.55%	tax rates	23,621	\$33,561.40	\$1.42	2.75%
household assistance	34,600	\$2,476.89	\$0.07	32.38%	family assistance package	13,966	\$1,388.93	\$0.10	32.03%
centrelink online	21,369	\$29,529.67	\$1.38	3.36%	centrelink online	12,217	\$21,762.66	\$1.78	1.65%
carbon tax	18,898	\$6,638.72	\$0.35	8.67%	australian tax rates	10,447	\$12,602.89	\$1.21	3.23%
household assistance package australia	16,084	\$2,155.69	\$0.13	20.20%					

Achieved Results

Folio 412

Special Audiences-NESB, Indigenous & Print Handicapped (Spend and Added Value)

Total Spend		Total Added Value		% Added Value	
Phase 1	Phase 2	Phase 1	Phase 2	Phase 1	Phase 2
\$772,973	\$761,507	\$124,078	\$124,795	16%	16%

NESB

- **Press Phase 1** - 164 Full Colour insertions were booked across 86 selected NESB titles across Australia
- **Press Phase 2** - 166 Full Colour insertions were booked across 86 selected titles
- **Radio Phase 1** - A total of 5,966 NESB Radio spots were booked including 1,244 bonus spots
- **Radio Phase 2** - A total of 4827 NESB Radio spots were booked, including 984 bonus spots

INDIGENOUS

- **Press Phase** - 1 18 28x5 Full Colour Indigenous insertions were booked to run across 8 Indigenous publications
- **PRESS PHASE 2** - 8 28x5 Full Colour Indigenous insertions were booked to run across 5 Indigenous publications
- **RADIO PHASE 1** - A total of 2,830 Indigenous spots were booked, including 1,253 bonus spots
- **RADIO PHASE 2** - A total of 1644 Indigenous spots were booked, including 595 bonus spots

PRINT HANDICAPPED Radio

- **Phase 1** - A total of 660 Print Radio Handicapped Radio spots were booked, including 73 bonus spots

The logo for the University of Melbourne (UM), featuring the letters 'UM' in a stylized red font inside a white circle.

Achieved Results

Folio 413

Cinema Phase 2 (Admissions, Delivery and R&F)

Estimated Admissions	Admissions	Campaign Delivery	Reach and Frequency
1,342,888	1.573,468	11%	18.2% @ 1+

Summary of Achieved Reach and Frequency @ 3+

Folio 414

Phase 1

Medium	3+
Television	83%
Newspaper	25%
Magazines	3%
Radio	58%
TOTAL	95%

Phase 2

Medium	3+
Television	79%
Newspaper	20%
Magazines	17%
Radio	49%
Cinema	1%
TOTAL	93%

Summary of Achieved Added Value

<u>Phase 1</u>			<u>Phase 2</u>		
Medium	Investment	Added Value %	Medium	Investment	Added Value %
Television	\$5,426,704	3%	Television	\$5,859,816	3%
Newspaper	\$1,981,265	9%	Newspaper	\$1,347,005	9%
Magazines	\$99,664	5%	Magazines	\$245,412	5%
Radio*	\$1,364,923	20%	Radio*	\$1,122,693	14%
Digital Display	\$778,426	64%	Digital Display	\$764,999	28%
Digital Search**	\$405,481	-	Digital Search**	\$649,745	-
Special Audiences	\$772,973	16%	Special Audiences	\$761,507	16%
			Cinema	\$244,700	-
TOTAL	\$10,829,436	11%	TOTAL	\$10,995,877	7%

*Radio Added Value and Added Value % does not include TRSN. These numbers will be updated once we have received them.

**Search spend only accounts for spend on the search engine, and does not take into account click fraud, adjustments, etc.



Household Assistance Package Highlights, Learning and Recommendations

Folio 416

Phase 1

In both Phases of the campaign, short lead times experienced when buying meant that **Metro and Regional TV** networks had limited availabilities for UM to purchase. For future burst, a longer lead time would mean more consistent programming and better positioning would be achievable

- In **Phase 1** **51%** of our **Metro TV** spot buy, appeared either First-in or Last-In break. This generated **\$263,013** in **contract value** across primary channels Seven, Nine and SBS and a further **\$107,686** in **added value** across all networks.
- **Metro radio** ran a total of **4582 spots** with activity reaching **77%** of our primary demographic at 1+.

Phase 2

- In **Phase 2**, **58%** of our **Metro TV** spot buy, appeared either First-in or Last-In break. This generated **\$76,412** in contract value across primary channels Seven, Nine and SBS and a further **\$132,765** in added value across all networks.

- **Metro radio** run a total of **2408 spots** with activity reaching **72%** of our primary demographic at 1+

This is a surprisingly good
result

seeing as the spots that ran were
almost half of what ran in Phase

1.

The logo for UM (United Media) is located in the bottom right corner. It consists of the letters "UM" in a bold, red, sans-serif font, enclosed within a white circle.

Household Assistance Package Highlights, Learning and Recommendations

Folio 417

Phase 1

- **Digital search** activity successfully generated over **442,812 visits** to the campaign website for a competitive **cost per click of \$0.92** and a strong average click through rate of **2.42%**.
- **YouTube TrueView** was a very successful medium for delivering creative. TrueView delivered **486,856 complete TVC views** - keep this success in mind for future bursts containing TVCs.

Phase 2

- **Digital search** activity successfully generated over **502,246 visits** to the campaign website for a competitive **cost per click of \$1.29** and a strong average click through rate of **0.55%**.
- **YouTube TrueView** was a very successful medium for delivering creative. TrueView delivered **2,441,694 views** for the Household Assistance commercial. This represents a **486% increase** in TrueView activity compared to the previous period.