



Household Assistance Package Phase 2 Post Analysis

Prepared for
Department of Families, Housing, Community
Service and Indigenous Affairs

24th August 2012

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The Household Assistance Package

Campaign Overview

Folio 485

Phase 2 specifically targeted individuals with the intention of educating and increasing the awareness and understanding of the tax cuts and entitlements they are to receive

Phase 2 of the Household Assistance Package campaign was also a continuation of the strategy of Phase 1 which was:

- Ensuring the expectations of all Australians regarding assistance are managed; and
- Limiting call volumes to the Centrelink/Human Services/Australian Tax Office call centre as the payments/tax cuts will be automatically delivered without a need to register or other call to action.

The Insight

THE CRITICAL INSIGHT (THE CURIOSITY™)

- “If I am eligible for HAP. I want to know about it”

CONSUMER

- Our focus should be on a primary target audience of individuals with an income of \$80k or less, TV and press) we can ensure that we do this through our choice of specific programs and titles. In channels where we are restricted to broader buying audiences. Low income supplement and single income family supplement benefits become available.

BRAND

- Given the desire for factual information about HAP amongst our audience then effective reach and frequency amongst this audiences should drive sufficient understanding to meet our objectives.

CATEGORY

- We need to ensure sufficient share of voice to counter-act negative messaging that may be running concurrently.

CONNECTIONS

- A high frequency, multimedia campaign allowing us to communicate our (multiple) key messages is required to drive adequate understanding.

Media Activity Overview

DETAIL	JUNE				JULY					AUGUST				SEPTEMBER				
	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30
TELEVISION																		
National - Subscription, SBS & NITV																		
Metropolitan - FTA				300	250	250	200	200										
Regional - FTA				300	250	250	200	200										
Online Television - Commissionable																		
Online Television - NON Commissionable																		
NEWSPAPER																		
National/Metropolitan																		
Primary Regional																		
Regional																		
Community																		
Rural																		
MAGAZINES																		
Magazines -Commissionable																		
RADIO																		
Metropolitan																		
Regional																		
DIGITAL																		
Display - Commissionable																		
Display - NON Commissionable																		
Search - Commissionable																		
Search - NON Commissionable																		
NESB																		
___ Languages Chinese, Vietnamese, Korean, Croatian, Arabic, Greek, Italian, Persian (Farsi), Spanish, Turkish, Macedonian, Serbian																		
Radio																		
Press																		
INDIGENOUS																		
Radio																		
Press																		
PRINT HANDICAPPED																		
Radio																		
CINEMA																		
Cinema																		



Television

Metropolitan, Regional & National

Activity Overview

FLIGHTING	w/c 24 th June – w/c 22 nd July
TARGET AUDIENCE	Buying: People 18+
COMMUNICATION GOALS	Metropolitan Reach: 3+ @ 80% Regional Reach: 3+ @ 65% NNSW, 3+ @ 85% SNSW, VIC, QLD, TAS
PEAK/OFF PEAK SPLIT	Peak – 60% Off-Peak – 40%
TVC DURATION	45 Seconds
MARKETS	Sydney, Melbourne, Brisbane, Adelaide and Perth NNSW, SNSW, VIC, QLD, TAS, Mildura, Griffith, SA, Imparja/Satellite, WA, Port Pirie & Darwin
APPROVAL DATE	Initial MBA 4 th June 2012

Execution

- Similarly to Phase 1 of the Household Assistance Package campaign, a heavyweight TV campaign was planned and bought. We employed a combination of free-to-air television, subscription television, catch up television and online video to achieve the recommended reach and frequency objectives.
- Reach goals were set at the point of diminishing returns (maximising reach without investing inefficiently) based on All People aged 18+.
- The frequency goal is set at a 3+ frequency which means that we aimed for the audience to see our TVCs a minimum of 3 times. This ensured efficient cut-through against any negative 'noise' that may surround this campaign.
- The television was planned at a 60% peak / 40% off peak ratio. This is not only the most efficient splits to achieve reach quickly, but also ensured that the TVC had significant coverage during the day and early morning to target the largest audience of individuals that control their personal finances.

Market Overview

- Network Nine's dominance during Phase 1 of the Household Assistance Package campaign did not continue at the same level during Phase 2, due to high performing programs The Voice and The Block finishing during this burst (w/c 24/06 to w/c 22/07).
- Overall, Channel Ten programming failed to make it into the top 20 programs during this Phase. The only two programs to appear being Masterchef and Offspring. Channel Ten indexes highly against People 18-49*, and despite low performing programs, was an important part of the Household Assistance Package TV buy.
- The last day of television activity coincided with the first day of Olympic coverage on Channel Nine. UM was able to secure free of charge Olympic spots during this Phase due to network under deliveries.

Buying Conditions

- UM was able to negotiate to appear in 12 of the top 20 highest rating programs during Phase 2, in programs such as Masterchef, and The Block.
- At the time of buying, the market had tight availabilities, due to a shorter than recommended TV buying lead time. UM worked with Metropolitan and Regional networks to secure airtimes.
- UM continued to monitor difficult markets to make sure we achieved as high a result as possible. Any network under deliveries were chased by UM, securing makegoods for future Household Assistance Package campaigns.
- Throughout this campaign, UM stayed on top of program format changes and program performance to mitigate potential audience loss.
- We were able to secure cost efficient spots across Subscription TV networks MCN and Ignite, including FOX8 and FOX Sports, as well as free to air network SBS
- UM booked digital channels ONE, ELEVEN, GEM, GO, 7TWO and 7MATE for this burst due to audience growth these networks have experienced. During this Phase, digital networks accounted for 25%* of all audience share against P18+

Programming Selection ^{Folio 193} PTA

MTV

People 18+

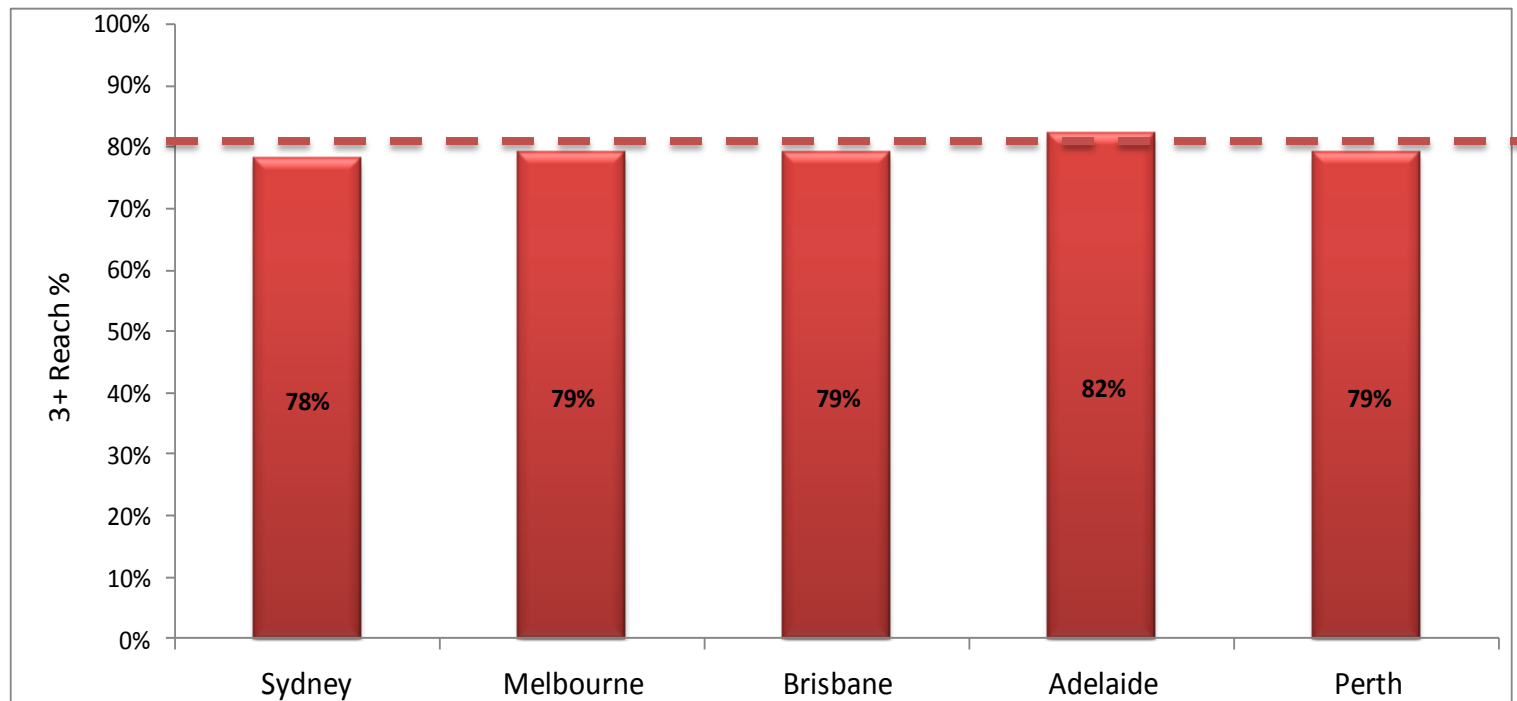
- 1 **The Block**
- 2 Downton Abbey
- 3 Revenge
- 4 **Seven News**
- 5 **Nine News Sunday**
- 6 **Masterchef**
- 7 **Sunday Night**
- 8 60 Minutes
- 9 **Billy Connolly's Route 66**
- 10 Masterchef All Stars
- 11 Winners & Losers
- 12 **Hamish & Andy's Euro Gap Year**
- 13 **Offspring**
- 14 Mrs. Brown's Boys
- 15 Criminal Minds
- 16 Up All Night
- 17 **Today Tonight**
- 18 **The Amazing Race Australia**
- 19 **Better Homes and Gardens**
- 20 **A Current Affair**

UM were able to secure 60% of the top programs against P18+ across Metropolitan Markets

Bold programs names are programs that this campaign's activity appeared in a minimum of 3 out of 5 metropolitan markets.



Metropolitan TV Reach – 3+ @ 80%



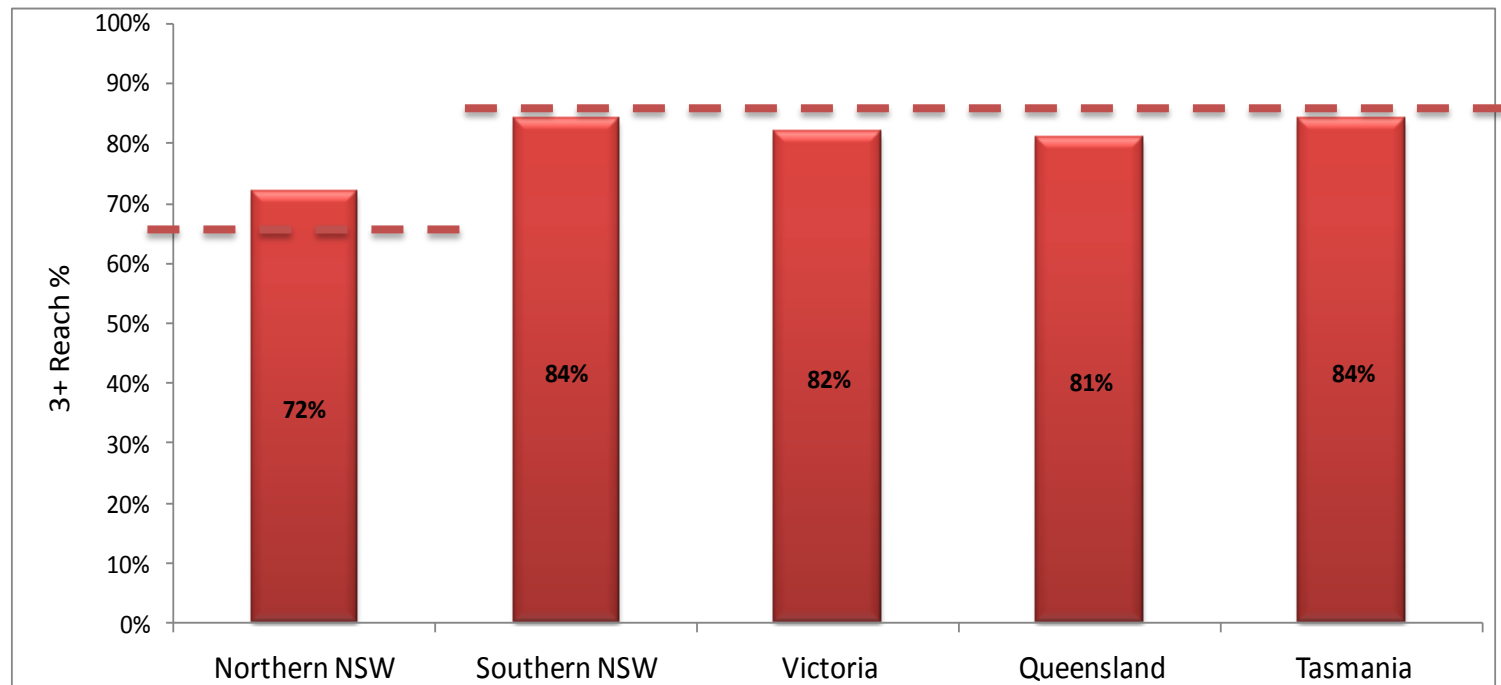
- All metropolitan markets were within 5% tolerance of the 3+ reach goal of 80%

Metropolitan TV TARPS

Market	Planned TARPS	TARPS Received	% Difference
Sydney	1400	1376	-2%
Melbourne	1400	1321	-6%
Brisbane	1400	1290	-8%
Adelaide	1400	1397	-
Perth	1400	1412	1%

- 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.
- TARP under deliveries were due to networks not providing the required booked TARPS. Due to network under deliveries, **UM** was able to secure the makegoods for future Household Assistance Package campaigns in Melbourne, Brisbane and Perth

Regional TV Reach – 3+ @ 65% and 85%



- All markets were within 5% tolerance of the 3+ reach goal of 85%

Regional TV Tarps

Market	Planned TARPS	TARPS Received	% Difference
Nthn NSW	1500	1442	-4%
Sthn NSW	1500	1427	-5%
Victoria	1500	1334	-11%
Queensland	1500	1350	-10%
Tasmania	1460	1357	-7%

- 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 state.

Regional TV Tarps - Solus

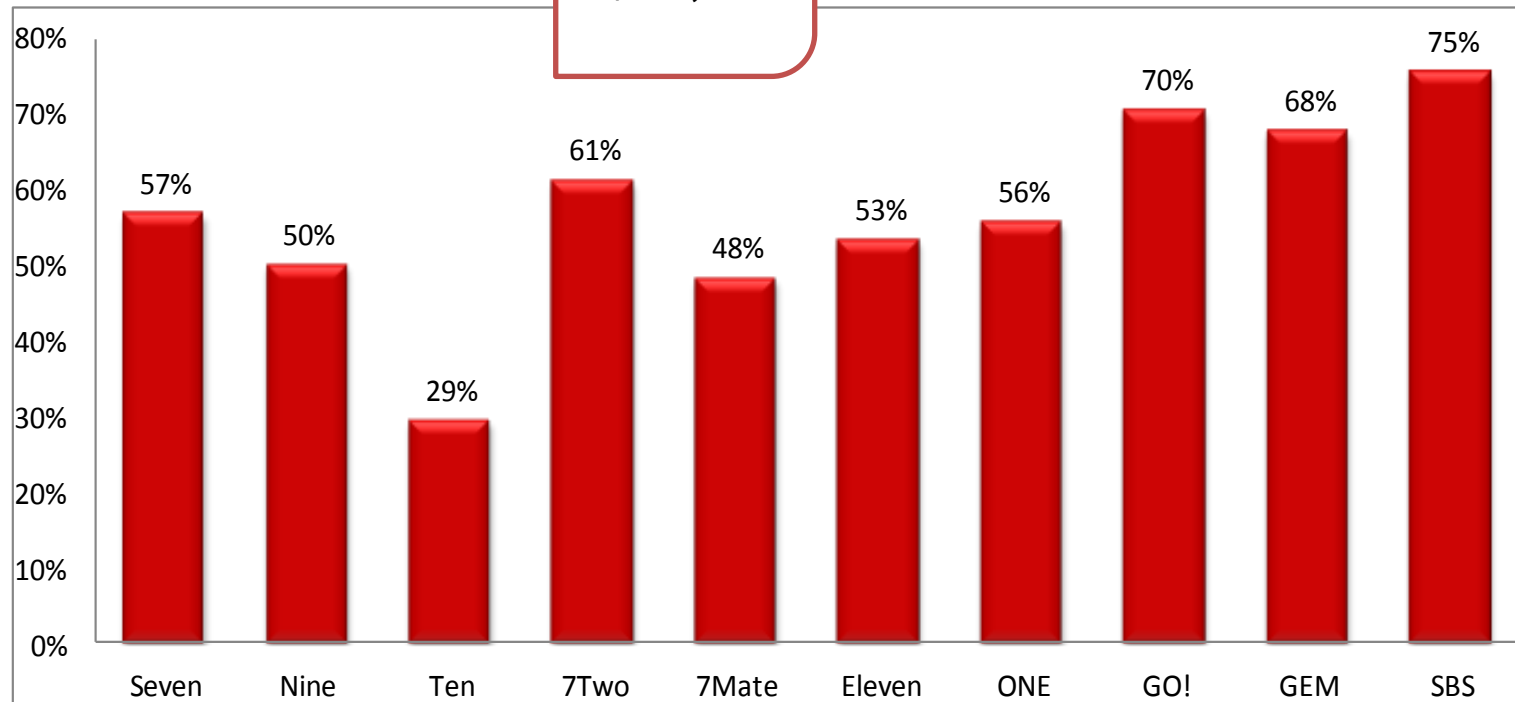
Market	Planned TARPS	TARPS Received
Griffith	1220	1237
Mildura	1220	1240
SA (Loxton/Mt Gambier)	1220	1221
Port Pirie/Broken Hill	1220	1203
Central Satellite	1220	1228
Darwin	1220	1313
Western Australia	1200	1200

Metropolitan TV Added Value

Position In Break

**Added
Value
\$132,765**

Television networks typically charge a loading to advertisers to appear first or last in an ad break. We have a guaranteed minimum position in break with primary channels Seven, Nine and SBS across all Australian Government campaigns at no additional charge.



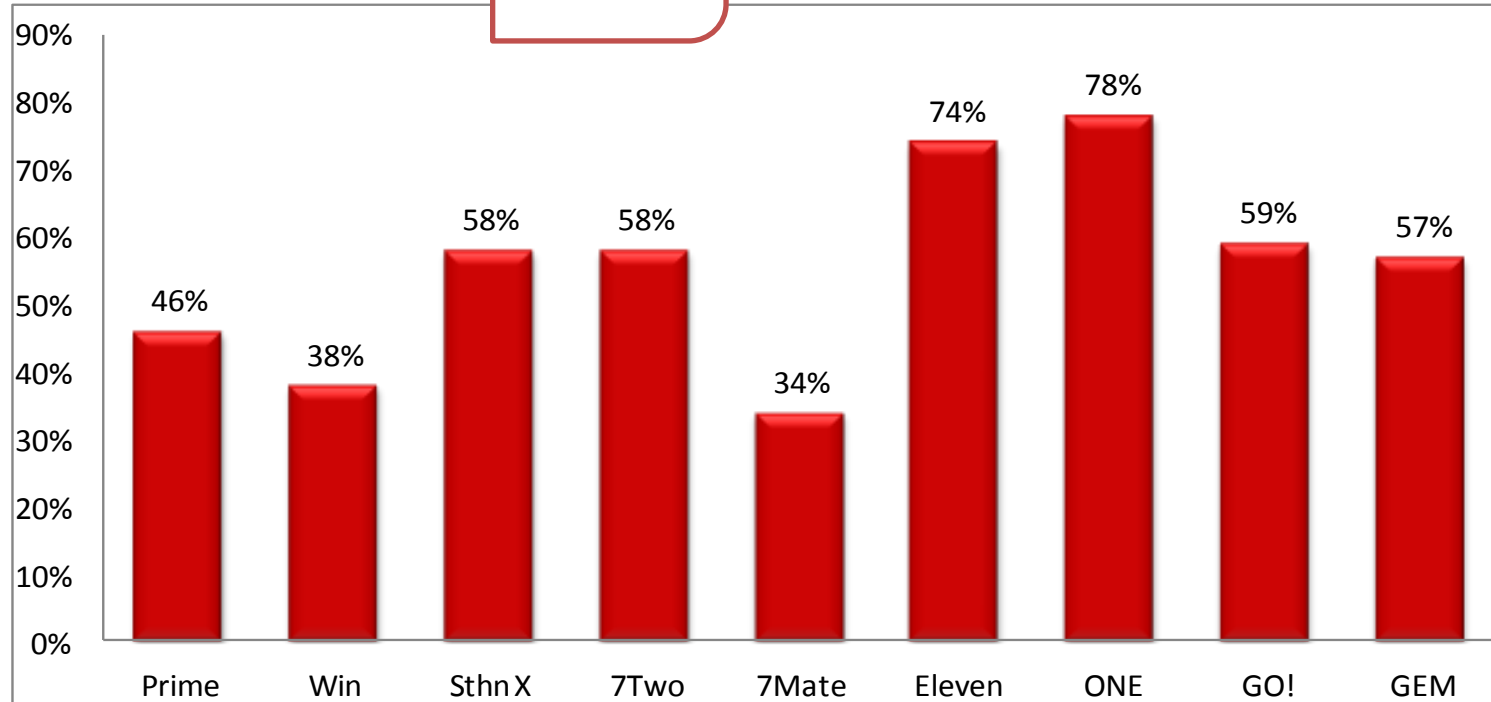
- Added value is generated when networks surpass guaranteed minimum levels. In total, **58%** of our spot buy, appeared either First-in or Last-In break. This generated **\$76,412** in contract value across primary channels Seven, Nine and SBS and a further **\$132,765** in added value across all networks.

Regional TV Added Value

Position In Break

**Added
Value
\$48,840**

Television networks typically charge a loading to advertisers to appear first or last in an ad break. We have a guaranteed minimum position in break with Prime, Win, Sthn Cross and TDT across all Australian Government campaigns at no additional charge.



- Added value is generated when networks surpass guaranteed minimum levels. In total, 55% of our spot buy appeared either First-In or Last-In break. This generated \$32,775 in contract value across Prime, Win and Southern Cross and a further \$48,840 in added value above guaranteed minimums across all networks.

Television Investment Summary

	Spend	Added Value	Added Value %
MTV	\$4,483,827	\$132,765	3%
RTV	\$1,375,989	\$48,840	4%
Total	\$5,859,816	\$181,605	3%

At the request of FACSIA, UM did not ask networks for bonus support. All added value above is derived from Position In Break



Newspaper

National/Metropolitan, Primary Regional, Regional, Community, Rural

Newspaper Overview

Print was critical in this campaign to assist television activity in providing knowledge and understanding to audiences above 18 years of age around the Government's Household Assistance Package. In Phase II 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. This was done through a large combination of metropolitan, regional, community, indigenous, and rural titles using page dominant material.

- 33 28x5 Full Colour spots were booked in 16 **National/Metropolitan** titles between w/c June 24 and w/c July 15 2012
- 84 spots in a range of Full Colour sizes were booked in 28 **Primary Regional** titles between w/c June 24 and w/c July 15 2012
- 786 spots in a range of sizes both Mono and Full Colour were booked in 264 **Regional** titles between w/c June 24 and w/c July 15 2012
- 261 spots in a range of sizes both Mono and Full Colour were booked in 261 **Community** titles between w/c June 24 and w/c July 1 2012
- 7 28x5 Full Colour spots and 12 28x6 Full Colour spots were booked in 10 **Rural** titles between w/c June 24 and w/c July 8 2012

Newspaper Creative



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

Millions of Australians have recently been provided with an initial payment to help with everyday expenses through the Australian Government's Household Assistance Package.

Now, if you're an individual taxpayer earning less than \$80,000 a year, you will benefit from the next part of this package through tax cuts. From 1 July 2012, you'll pay less tax with the tax free threshold tripling to \$18,200.

Also, if you currently receive a government payment for families and parents, seniors or individuals, increases to payments will come into effect between March next year and early 2014.

Household Assistance Package includes:

- An initial payment from May 2012
- Tax cuts when the tax free threshold triples from 1 July 2012
- Increases to regular government payments from March 2013

the household assistance package
Benefiting those who need it most.

For more information visit australia.gov.au/householdassistance or call 13 24 68

Authorized by the Australian Government. Capital Hill Canberra

Mainstream - Everyone

28 x 5 Full Colour

Appeared in:
Metropolitan
Primary Regional
Regional
Rural

w/c June 24 2012 to w/c July 15 2012

Print added value summary

Medium	Investment	Added Value	% Added Value
Metropolitan	\$252,025	\$22,412	9%
Primary Regional	\$135,102	\$7,387	5%
Regional	\$644,215	\$71,395	11%
Community	\$272,090	\$20,276	7%
Rural	\$43,572	\$3,157	7%
Total	\$1,347,005	\$124,627	9%

Reach and Frequency	Reach ('000)	1+ Reach (%)	Average Frequency (OTS)	3+ Reach (%)
Newspapers	9,503	54%	2.27	20%

* 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

Source: Roy Morgan Single Source Australia: April 2011- March 2012.




Magazines

Magazine Overview

- Magazines were utilised in Phase 2 of the Household Assistance Package campaign to specifically target aged pensioners and women/families. 14 Magazine titles included New Idea, Who Weekly, Woman's Day and Sunday newspaper TV Guides across NSW, VIC, QLD, SA, WA and TAS.



Magazine Creative



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Authorized by the Australian Government, Capital Hill, Canberra.
Printed by Gold Coast Bulletin, 385 Southport-Nerang Road, Moolendine, QLD, 4214.

Phase 2

Full Page Colour

w/c July 1 2012 to w/c August 12 2012

Magazine Added Value Summary

Medium	Investment	Added Value	% Added Value
Consumer	\$139,986	\$7,232	5%
Newspaper Magazines	\$105,426	\$6,025	6%
Total	\$245,412	\$13,257	5%

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

	Reach ('000)	1+ Reach (%)	Average Frequency (OTS)	3+ Reach (%)
Magazines	8,641	49%	2.46	17%



Radio
Metropolitan and Regional

Metropolitan Radio Overview

- Metropolitan radio was booked to appear w/c 24th June to w/c 8th July.
- 45 second Metro radio spots ran from Monday to Sunday, in the Breakfast, Morning, Afternoon and Drive sessions throughout the six major cities.
- The Household Assistance Package campaign received **2,015** paid spots across the metropolitan networks. As part of the 2012 Federal Government negotiations, contract bonus was gained across selected networks. In addition to this added value, **94** Contract bonus spots appeared, valuing **\$22,158**
- An additional **299** bonus spots above contract values as ran, generating added value of **\$135,860**

Regional Radio Overview

- Regional radio was booked to appear w/c 24th June to w/c 15th July.
- 45 second Regional Radio spots ran across two bursts from Monday to Sunday, in the Breakfast, Morning, Afternoon and Drive sessions across regional stations throughout Australia.
- During the Household Assistance Package Phase 1 campaign, a total of **6,448*** paid Regional Radio spots were received.
- In addition to the paid spots, **414*** bonus spots above contract values ran, generating an added value of **\$26,006***

Radio added value summary and Reach and Frequency

	Spend	Added Value	% Added Value
Metro	\$519,471	\$135,860	26%
Regional	\$603,222	\$26,006	4%
TOTAL	\$1,122,693	\$161,866	14%

*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

	Reach ('000)	1+ Reach (%)	3+ Reach (%)
Metro Radio	3,654	72%	49%

* Regional Radio R&F is unavailable

* Tasmania and Darwin are not included in R+F Database



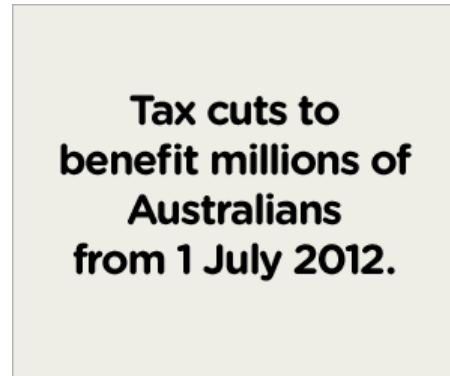
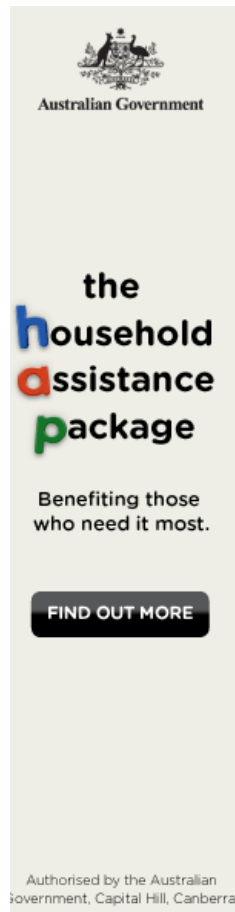
Digital Display

Digital Display Overview

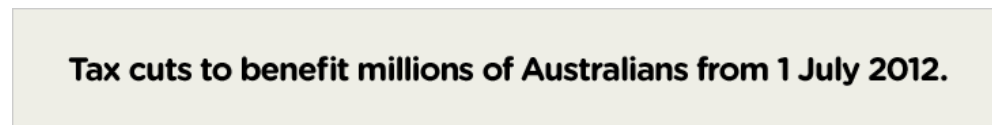
- Digital display activity was used to provide further detail and information around the Government's Household Assistance Package. Digital Display was skewed towards low income individuals, mums and students as these audiences tend to be heavier consumers of this channel.
- In order to pinpoint these targets efficiently a mix of grocery buyer websites such as BabyCentre & Kidspot were used in conjunction with Digital Ad Networks designed to target a broader audience. Within the Digital Ad Networks we ran demographic targeting across students & low income families resulting in a more targeted media approach.
- Facebook was utilised across the media schedule to capitalise on the mass reach potential and targeting capabilities of the platform.

The Creative

- Skyscraper (120x600)
- MREC (300x250)



- Leaderboard (728x89)



Top Line Results by Publisher

- The Household Assistance Package Phase 2 digital activity delivered **152,513,823 impressions**. From these impressions **154,141 people** clicked on the creative, helping this activity achieve a click through rate of **0.10%**

Publisher	Booked Impressions	Delivered Impressions	Clicks	Click Through Rate (CTR)	Spend	Added Value
Cadreon AU	60,300,000	71,805,205	67,365	0.09%	\$270,000	\$51516
Career One Au	399,000	970,465	1,003	0.10%	\$15,000	\$21,484
eBay.com	4,188,500	3,978,849	2,816	0.07%	\$24,999	-
BabyCentre	480,000	2,354,368	1,208	0.05%	\$8,400	\$32,801
APN	1,633,987	1,710,033	1,203	0.07%	\$35,000	\$1,629
News.com Australia	2,013,200	2,257,125	2,232	0.10%	\$25,000	\$4,847
Ninemsn AU	36,300,000	40,549,319	26,667	0.06%	\$160,000	\$18,730
Ninemsn NESB	100,000	480,071	870	0.06%	\$10,000	\$38,007
Network 10	411,765	411,467	10,189	2.48%	\$35,000	-
Postclick AU	394,375	111,759	145	0.13%	*	-
Publicitas Australia	500,000	1,414,760	479	0.03%	\$10,000	\$18,295
SheSpot AU	1,000,000	1,285,823	1,353	0.11%	\$25,000	\$7,146
Telstra Advertising Network	2,091,428	3,385,874	2,222	0.07%	\$36,600	\$22,653
Yahoo! AU	9,821,428	10,122,404	7,448	0.07%	\$50,000	\$1,532
Facebook	11,560,693	11,676,301	28,941	0.248%	\$60,000	\$600
TOTAL	131,194,376	152,513,823	154,141	0.10%	\$764,999	\$217,421

Screenshots

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9NEWS Wednesday, Jul 25, 2012

Dad charged after daughter gets STI
NSW police arrest man, 31, over alleged assault of three-year-old

K-Stew accused of infidelity
Grazia

Britney's love life 'rocky' again
CelebrityFX

Down syndrome baby models
Women's Weekly

Kanye plans ring for engagement
CelebrityFX

Split good for Katie's business
Grazia

Dramatic rescue: Wedding proposal plane crashes

More pay: 'Modern Family' actors sue to get contracts made void

Massive search: Cop, suspect fall into Niagara Gorge during chase

Hotel lockdown: Suspicious package found outside Sydney pub

Sewage leak: Athletes forced to abandon Olympic village

Helped back from the brink
Crowd watches as cop convinces man not to jump

Derrimut Change
Today 8°/15° Mostly cloudy Tomorrow 7°/13° Rain [more](#)

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Cars Used cars | New cars **CarPoint**
Dating Local singles | Join risk free **eHarmony**
Deals Join now and start saving **cudo**

Australian Government
the household assistance package
Benefiting those who need it most.
FIND OUT MORE
Authorised by the Australian Government, Capital Hill, Canberra.
[Ad feedback](#)

VOTE Is it fair to scrutinise Leisel Jones's physical appearance? [Yes](#) [No](#) [Like](#) 9

Music is free on Spotify

London 2012
JULY 27TH - AUGUST 12TH

Finance AUD/USD +1.62 ASX 200 -18.032 (-0.44%) [Stock quote](#)

Queensland 'the Spain of states'
Premier cops dressing down from tourism group for trashing

TV news
Dean joins Glee
The former Neighbours and Idol star is about to go Glee.
• Mariah replaces JLo on American Idol
• Catch up on your favourite TV shows online
[More TV news and reviews](#)

Screenshots



Updated: Round 17 Official NRL Team Lists

NRL.com | Fri, Jun 29, 2012 - 9:50 AM

FRIDAY

Brisbane Broncos v Cronulla Sharks at SunCorp Stadium, 7:35pm (local). #NRLBRUCRO

BRONCOS: Josh Hoffman, Lachlan Maranta, Jack Reed, Gerard Beale, Dale Copley, Corey Norman, Peter Wallace, Josh McGuire, Andrew McCullough, Mitchell Dodds, Alex Glenn, Brendon Gibb, Dunamis Lui. Interchange (from): Ben Hunt, Aaron Whitchurch, Jarrod Wallace, Nick Slyney, Kurt Baptiste

SHARKS: Matthew Wright, Isaac Gordon, Ben Pomeroy, Colin Best, Nathan Stapleton, Chad Townsend, Jeff Robson, Bryce Gibbs, Isaac De Gois, Ben Ross, Jeremy Smith, Jayson Bukuya, Wade Graham. Interchange (from): Andrew Fitts, Tyson Frizell, John Morris, Mark Taufua, Sam Tagataese, Jon Green

Late Mail: Sam Tagataese and Jon Green are likely to fall off the extended bench.

SATURDAY

Parramatta Eels v Newcastle Knights at Parramatta Stadium, 7:30pm (local). #NRLPARNEW

EEL S: Luke Burt, Ryan Morgan, Cheyse Blair, Willie Tonga, Ken Sio, Luke Kelly, Chris Sandow, Tim Mannah, Matt Keating, Justin Poore, Nathan Hindmarsh, Matthew Ryan, Ben Smith. Interchange: Joseph Paulo, Fulful Moimoi, Mitchell Allgood, Taniela Lasalo, Reni Maitua

Late Mail: Matt Keating has been cleared to play despite suffering concussion last week. Taniela Lasalo is likely to drop off the extended bench.

KNIGHTS: Peter Mata'utia, James McManus, Dane Gagai, Timania Tahu, Akuila Uate, Jarrod Mullen, Tyrone Roberts, Kade Snowden, Danny Buderus, Willie Mason, Chris Houston, Joel Edwards, Neville Costigan. Interchange (from): Zane Tevavani, Zeb Taia, Adam Cuthbertson, Alex McKinnon, Kevin Naigama, Chris Adams

Late Mail: Chris Adams and either Kevin Naigama or Zane Tevavani are likely to drop off the bench.

THE LOWDOWN THE UNOFFICIAL VOICE OF **BIGBOND** RUMOUR

Barba's try of the year contender
NRL PLAYS OF THE WEEK: Barba brilliance, Inglis's "refrigerator" hit, and Hindmarsh & T-Rex turn on the style

Dogs weather the Storm
WHAT WE LEARNED: Defence is the key for Hasler's heroes but it's blunting some key Bunlins

Why 'State of Birth' doesn't work
SOAPBOX: Is picking Origin teams based on birth the way to fix eligibility dramas? It may do more harm than good

THE LATEST NRL PLAYER MOVES & RUMOURS

Free Online Security

Australian Government

the household assistance package

Benefiting those who need it most.

FIND OUT MORE

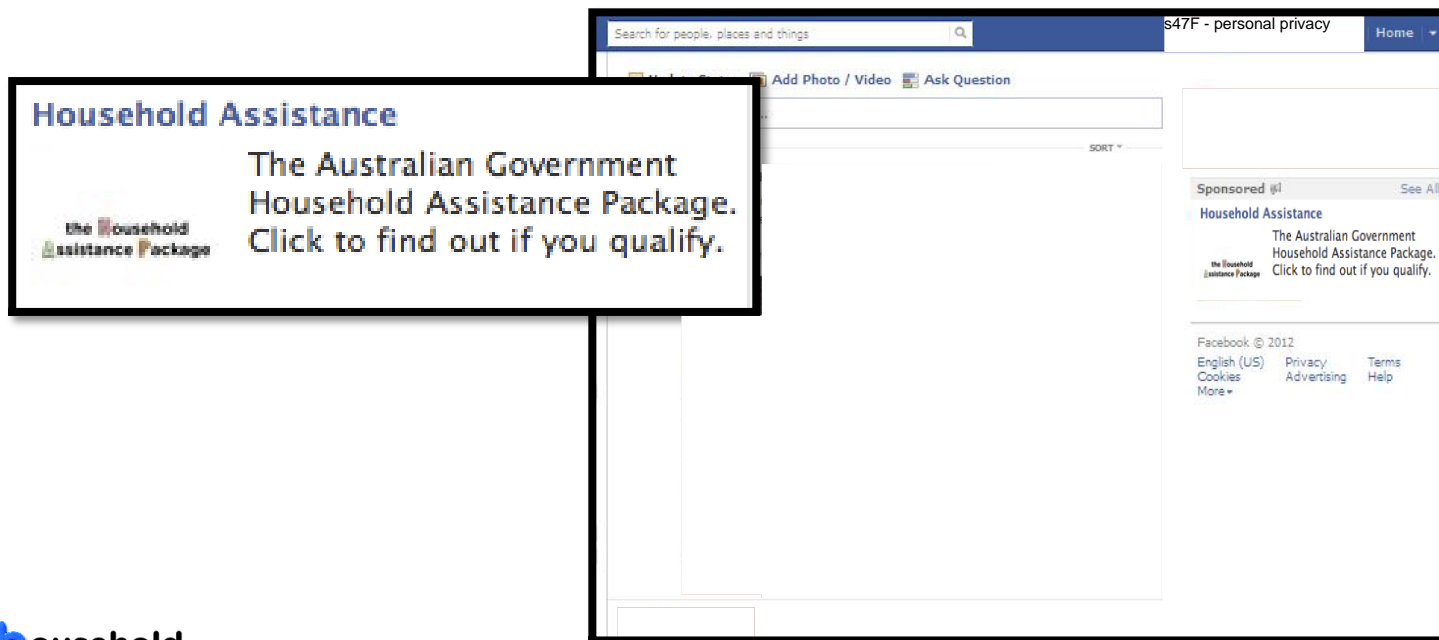
Authorized by the Australian Government, Capital Hill, Canberra

Screenshots



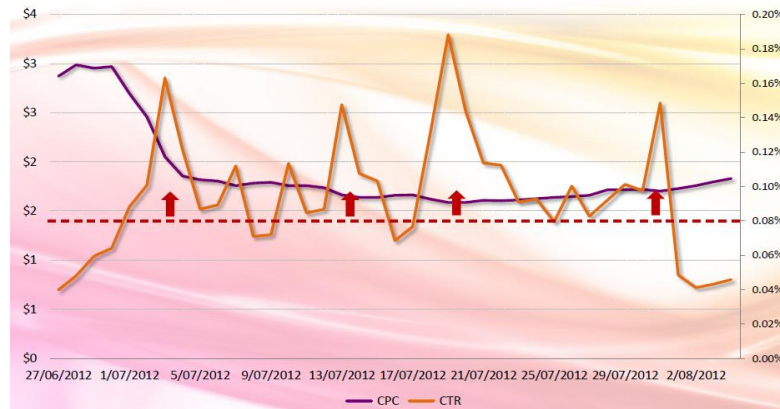
Facebook Overview

- The Household Assistance Package Phase II Facebook Activity ran for five weeks between w/c 24th June and w/c 29th July. Placements directed Australians 18+ to <http://householdassistance.fahcsia.gov.au/> to provide additional detail and information about the Household Assistance Package.
- Across the burst, 11,676,301 impressions were delivered, generating 28,941 clicks for a CTR of 0.248%



Cadreon Ad Network – Performance Display

- The learning capabilities of the Cadreon Performance Ad network provided the Household Assistance Package Phase 2 campaign with a number of well performing outcomes.
- 70,084,243 impressions were delivered across the Cadreon Ad network, well above the goal of 44,800,000. From these impressions, 65,654 clicks through to the Household Assistance Package landing page were recorded, a click through rate of 0.09%
- The cost per click for this activity was \$1.83 (CPC).
- Through Cadreons learning capabilities, the CTR jumped from 0.05% in June to 0.10% in July by identifying relevant and high performing environments for the HAP Phase 2 campaign.



Cadreon Ad Network – In-banner Video

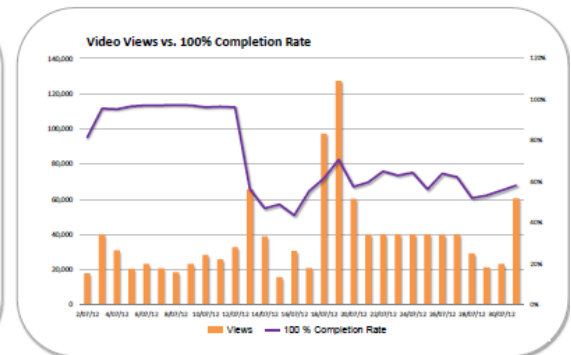
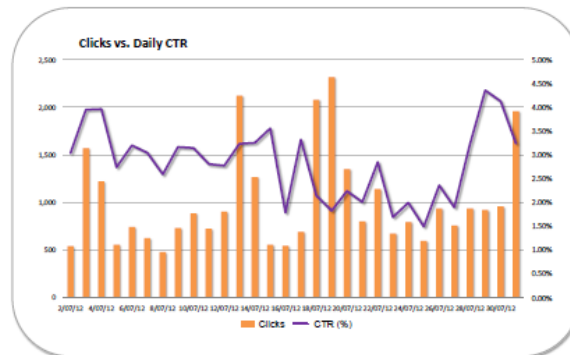
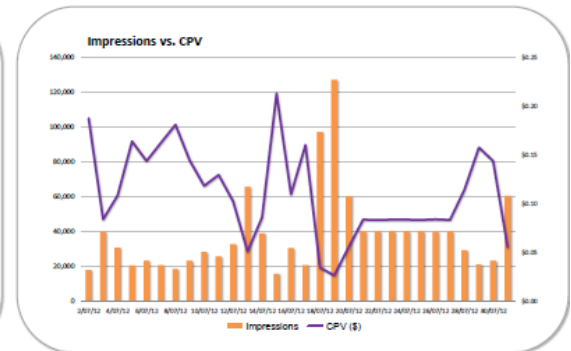
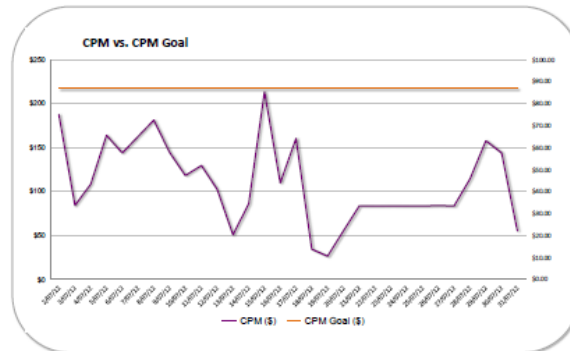
- In-banner Cadreon Video activity performed extremely well across this Phase.
- An overall below the goal CPM of **\$1.46** led to an added 4+ million impressions, bringing total In-banner impressions to **15,992,214**.
- The In-banner format delivered a video play rate of **0.11%** off 25,202 views (providing a Cost per View of **\$1.32**) and a 23% video competition rate.
- From these views, **8,506** users clicked through to visit the HAP Phase 2 landing page (a CTR of **0.04%**)

Week on Week Performance

Week	Impressions	CPM	Video Views	Unique Reach	Frequency	CPV	Clicks	CTR	CPC	Media Spend
Week. 1	1,792,139	\$1.55	1,602	1,602	1.00	\$1.73	310	0.02%	\$8.94	\$2,770.83
Week. 2	2,487,018	\$1.49	2,333	2,272	1.03	\$1.58	687	0.03%	\$5.38	\$3,694.44
Week. 3	5,347,025	\$1.21	5,557	5,424	1.02	\$1.16	1,601	0.03%	\$4.04	\$6,465.28
Week. 4	5,027,364	\$1.29	5,770	5,621	1.03	\$1.12	2,065	0.04%	\$3.13	\$6,465.28
Week. 5	4,180,647	\$1.55	5,687	5,508	1.03	\$1.14	2,235	0.05%	\$2.89	\$6,465.28
Week. 6	3,427,926	\$1.89	3,733	3,641	1.03	\$1.73	1,392	0.04%	\$4.64	\$6,465.28
Week. 7	495,054	\$1.87	520	512	1.02	\$1.78	216	0.04%	\$4.28	\$923.61
Grand Total	22,757,173	\$1.46	25,202	24,580	1.03	\$1.32	8,506	0.04%	\$3.91	\$33,250.00

Cadreon Ad Network - Video

- Cadreon Video (Pre-Roll) activity also performed well.
1,149,430 views were delivered across the five week period, for a CPM of \$87
- From these views, 30,397 click throughs to the HAP Phase 2 landing page were delivered, providing a CTR of 2.64%



Week on Week Performance

Week	Impressions	CPM	Video Views	Unique Reach	Frequency	CPV	Clicks	CTR	CPC	Media Spend
Week 1	152,391	\$131.24	152,391	137,152	1.11	\$0.13	5,258	3.45%	\$3.80	\$20,000.00
Week 2	232,523	\$100.35	232,523	174,392	1.33	\$0.10	7,114	3.06%	\$3.28	\$23,333.33
Week 3	391,105	\$59.66	391,105	254,218	1.54	\$0.06	8,343	2.13%	\$2.80	\$23,333.33
Week 4	268,639	\$86.86	268,639	202,054	1.33	\$0.09	5,843	2.18%	\$3.99	\$23,333.33
Week 5	104,772	\$95.45	104,772	47,147	2.22	\$0.10	3,839	3.66%	\$2.60	\$10,000.00
Grand Total	1,149,430	\$87.00	1,149,430	814,964	1.41	\$0.09	30,397	2.64%	\$3.29	\$100,000.00

Digital Investment Summary

	Spend	Added Value	Added Value %
Digital Display & Online Video	\$764,999	\$217,421	28%
Total	\$764,999	\$217,421	28%



Digital Search

DIGITAL SEARCH OVERVIEW

Supplier	Impressions	Clicks	CTR	Cost	Avg CPC
Google	72,781,713	204,218	0.28%	\$288,897.64	\$1.41
TrueView	18,848,670	292,076	1.55%	\$355,331.92	\$1.21
Yahoo	345,242	5,952	1.72%	\$6,004.88	\$1.01
Campaign Total	91,975,625	502,246	0.55%	\$650,234.44	\$1.29

- The Household Assistance Package phase 2 paid search activity successfully generated over **502,246** visits for a competitive cost per click of **\$1.29**. Visits increased by **59,434** compared to previous phase 1 activity, with a greater focus on TrueView and GDN. These platforms helped boost impressions by over **412%**, resulting in a greater amount of campaign visibility. Search activity continued to inform the Australian public of the Household Assistance initiative in conjunction with mainstream media.

GOOGLE OVERVIEW

Type	Impressions	Clicks	CTR	Cost	Avg CPC
Search	6,887,690	172,168	2.50%	\$226,866.03	\$1.32
GDN	65,894,023	32,050	0.05%	\$62,031.61	\$1.94
Campaign Total	72,781,713	204,218	0.28%	\$288,897.64	\$1.41

Top 10 Clicked on Terms

Term	Clicks	Cost	CPC	CTR
tax rates	23,621	\$33,561.40	\$1.42	2.75%
family assistance package	13,966	\$1,388.93	\$0.10	32.03%
centrelink online	12,217	\$21,762.66	\$1.78	1.65%
australian tax rates	10,447	\$12,602.89	\$1.21	3.23%
family assist	8,780	\$13,761.87	\$1.57	4.23%
tax free threshold	8,186	\$4,595.22	\$0.56	9.22%
carbon tax	8,130	\$6,516.24	\$0.80	4.67%
centrelink family assistance	6,890	\$5,459.56	\$0.79	5.88%
household assistance	4,667	\$635.86	\$0.14	24.12%
centrelink	4,577	\$6,381.48	\$1.39	0.77%

- The search component of the campaign continued to generate the majority of the clicks and had a stronger response rate when compared to the Google Display Network (GDN).
- Search delivered less clicks when compared to phase 1 due to a shift in spend, however GDN drove significantly more visits than the previous period.
- The term **Tax Rates** was responsible for driving the highest volume of traffic for the Google search campaign, whilst terms related to **Assistance Package** continued to produce a higher response rate and were generally more cost effective due to higher click-through rates.

TrueView OVERVIEW

Type	Impressions	Clicks	Views	CTR	Cost	Avg CPC
Search	18,848,670	292,074	2,441,694	1.55%	\$355,331.92	\$1.21



- The TrueView component of the campaign generated over 2,441,694 views for the Household Assistance commercial that was played at the start of relevant videos on YouTube. This represents a 486% increase in TrueView activity compared to the previous period.
- These video views then converted into 292,074 visits to the campaign website for a competitive cost per click of \$1.21.
- The response rate increased by 8% since phase 1, indicating a greater level of user engagement with campaign messaging.

Yahoo OVERVIEW

Type	Impressions	Clicks	CTR	Cost	Avg CPC
Search	345,242	5,952	1.72%	\$6,004.88	\$1.01

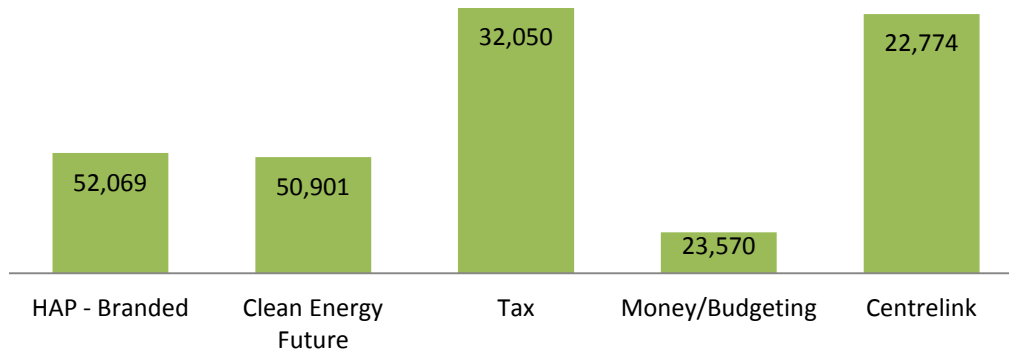
Top 10 Clicked on Terms

Term	Clicks	CTR	Cost	Avg CPC
centrelink	1,666	1.26%	\$1,218.6	\$0.73
centrelink online services	656	0.99%	\$1,042.5	\$1.59
what is carbon tax	374	6.55%	\$164.96	\$0.44
household assistance package	331	9.42%	\$83.58	\$0.25
centrelink online	225	0.95%	\$247.57	\$1.10
household assistance	213	37.50%	\$21.77	\$0.10
centerlink	207	1.26%	\$76.61	\$0.37
family assistance office	186	2.08%	\$218.11	\$1.17
centrelink gov au	148	1.86%	\$249.79	\$1.69
assistance for families	143	2.47%	\$137.45	\$0.96

- Yahoo cost-per-click (CPC) continued to be lower than Google, however produced a much smaller volume of traffic.
- **Centrelink** continued to be the top performing keyword on the Yahoo network. The key term **Household Assistance** produced the strongest response rate, with a CTR of 37.50%. As with the previous period, the most cost effective terms were closely related to **Household Assistance**, with searchers more likely to interact with these terms.

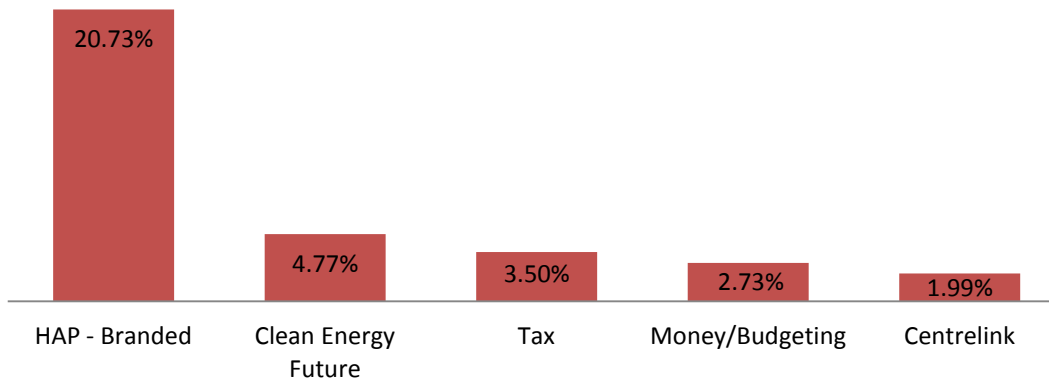
TOP PERFORMING CAMPAIGNS

By Clicks:



- The Centrelink category fell substantially in volume due to budget optimisations, with traffic being more evenly distributed among the different categories.
- The Household Assistance Branded Category (HAP – Branded) continued to have the highest response rate, indicating a continued level of strong campaign awareness.

By CTR:



TOP PERFORMING CREATIVES

Top Performing Ads by Click = 36,547

Tax Changes

[HumanServices.gov.au/Assistance](https://www.humanservices.gov.au/Assistance)

The Tax Free Threshold Is Being
Changed To Help Low Earners.

The top performing ad has shifted focus from **Carbon Tax** in the previous period, to **Tax Changes**. This indicates a distinct shift in searcher interest to themes relating to taxation, correlating with the increase in search volume for the keyword **Tax Rates**.

Top Performing Ads by CTR = 25.89%

Household Assistance

[HumanServices.gov.au/Assistance](https://www.humanservices.gov.au/Assistance)

Helping Millions Of Australians
With Their Everyday Expenses.

The CTR for the highest engaging creative increased by 30%, indicating that searchers are becoming increasingly aware of brand messaging and are eager to find out additional information. The ad creative highlights the concept of **Everyday Expenses**, accompanied by strong branding related to **Household Assistance**.

Campaign Summary

- By utilising these 3 channels (Google Search, TrueView and Yahoo) there were over 502,246 visits to the campaign website.
- Google Search continued to be the most successful platform in driving high volumes of traffic to the campaign website, whilst the Yahoo network was more cost effective.
- TrueView delivered the greatest portion of campaign performance by utilising the highly engaging format of video combined with YouTube's comprehensive reach. This resulted in over 292,076 visits to the Household Assistance website.
- A shift away from **Centrelink** to **Tax** related keywords indicated a change in consumer interest toward this direction, however the **Household Assistance** category continued to have the highest response rate. This is indicative of continued audience interest in the Assistance Package initiative.



Special Audiences
NESB, Indigenous & Print Handicapped

Special Audience Overview

In this campaign, our special audience included Indigenous and Non-English speaking backgrounds.

In reaching this audience, we used Indigenous and NESB press and radio to effectively provide timely and relevant information in line with our TV and primary radio activity,

NESB Press and Radio Overview

NESB Press activity was booked to appear w/c 1st July to w/c 22nd July

166 Full Colour insertions were booked across 86 selected NESB titles across Australia.

The NESB Press activity for the Household Assistance Package generated **\$35,185** worth of added value across the NESB titles, at **15%**.

NESB Radio activity was booked to appear w/c 1st July to w/c 15th July.

60 second NESB Radio spots ran from Monday to Friday in the Breakfast, Morning, Afternoon, Drive & Evening sessions across **78** NESB stations.

A total of **4827** NESB Radio spots were booked, including **984** bonus spots, generating an added value of **\$57,996**

Indigenous Press and Radio Overview

Indigenous press activity was booked to appear w/c 1st July to w/c 29th July

8 28x5 Full Colour Indigenous insertions were booked to run across five Indigenous magazines in Australia.

Indigenous Radio activity was booked to appear w/c 1st July to w/c 15th July.

60 second Indigenous Radio spots ran from Monday to Friday in the Breakfast, Morning, Afternoon, Drive & Evening sessions across ? Indigenous Radio stations.

A total of **1644** Indigenous Radio spots were booked, including **595** bonus spots, generating an added value of **\$30,038**

Print Handicapped Radio Overview

- Print Radio Handicapped radio activity was booked to appear from w/c 24th June to w/c 8th July.
- 45 second Print Radio Handicapped spots ran from Monday to Friday in the Breakfast, Morning, Afternoon, Drive & Evening sessions across the Print Radio Handicapped network.
- A total of **660** Print Radio Handicapped Radio spots were booked, including **47** bonus spots, generating an added value of **\$1,576**

Special Audiences Added Value Summary

	Spend	Added Value	% Added Value
NESB Press	\$230,594	\$35,185	15%
NESB Radio	\$388,932	\$57,996	15%
Indigenous Press	\$19,467	\$0	0%
Indigenous Radio	\$106,440	\$30,038	28%
Print Handicapped Radio	\$16,074	\$1,576	10%
TOTAL	\$761,507	\$124,795	16%



Cinema

Cinema Overview and results

Cinema was recommended for Phase 2 as it has substantial reach amongst the student audiences who are light consumers of other channels.

ESTIMATED ADMISSIONS:
1,342,888

ADMISSIONS:
1,573,468

CAMPAIGN DELIVERY:
117%

REACH & FREQUENCY P18+
18.2% @ 1+





Campaign Highlights and Added Value Summary

Investment Summary and Added value

Medium	Investment	Added Value \$	Added Value %
Television	\$5,859,816	\$181,605	3%
Newspaper	\$1,347,005	\$124,627	9%
Magazines	\$245,412	\$13,257	5%
Radio*	\$1,122,693	\$161,866	14%
Digital Display	\$764,999	\$217,421	28%
Digital Search**	\$649,745	-	-
Special Audiences	\$761,507	\$124,795	16%
Cinema	\$244,700	-	-
TOTAL	\$10,995,877	\$823,571	7%

Reach and Frequency

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

*Reach data does not include all booked media due to some publications and radio stations not being included in Roy Morgan data.

**3+ Reach for Cinema is unlikely due to the length of this campaign (4weeks). A heavy cinema viewer is defined by Roy Morgan as someone who watches movies once every four weeks. The low 3+ Reach result for cinema is due to this fact.

Household Assistance Package Highlights, Learning and Recommendations

- Magazines reached **49%** People 18+ at 1+ with an average frequency of 2.46
- Metro radio spots activity reached **72%** of our primary demographic at 1+
- Metro Newspaper insertions reached **46%** People 18+ @ 1+ with an average frequency of 2.27
- Search: The Household Assistance Package campaign has successfully generated over **502,246 visits** to the campaign website between the 24th of June 2012 through to the 29th of July 2012 for a competitive cost per click of **\$1.29** and a strong average click through rate of **0.55%** across Search activity.
- As with Phase 1, the short lead times experienced when buying this campaign 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.
- YouTube TrueView was a very successful medium for delivering Household Assistance Package 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.
- Performance Network activity delivered the highest number of clicks of any Digital Display activity. Performance Network optimisations throughout the campaign helped deliver a CTR of **0.09%**. Performance Network optimisation also resulted in the CPM lowering as more effective environments for HAP Phase 2 activity were targeted.

Household Assistance Package Highlights, Learning and Recommendations

- Similarly to Phase 1 of the Household Assistance Package campaign, the Publicitas and News NESB Digital Networks are a good way of reaching NESB audiences digitally – however, many of the websites that make up this network are unable to report impressions or clicks. The CTR for NESB audiences is quite low compared to other digital display activity. UM believes this to be a result of creative that is not targeted towards the NESB audience.
- Network under deliveries experienced during the Phase 2 campaign lead UM to requesting makegoods for future HAP burst/campaigns. Both network Seven and Nine have agreed to the providing makegoods in Melbourne, Brisbane and Perth.
- UM was able to negotiate to appear in the first day of Olympic coverage due to significant under deliveries by Nine during the campaign.
- This campaign was planned for a total Reach of 88% @ 3+. UM was able to achieve this goal, delivering 93% @ 3+