



NSW Government
Gambling Help

Post Report

CAMPAIGN PARAMETERS

Campaign Dates:

WC 12th October– WC 31st May 2015 (Inclusive)

Markets:

Metropolitan and Regional NSW

Channels:

Radio, Out of Home, Social Influencers, Social Listeners, Online Video, Online Display and Search

Target Audience:

Men 35-54

Objective

Raise awareness of the issue of problem gambling, and drive people who need help through face to face, online and call centre services.

Approval Date:

11/09/14



OCT-MAY BURST

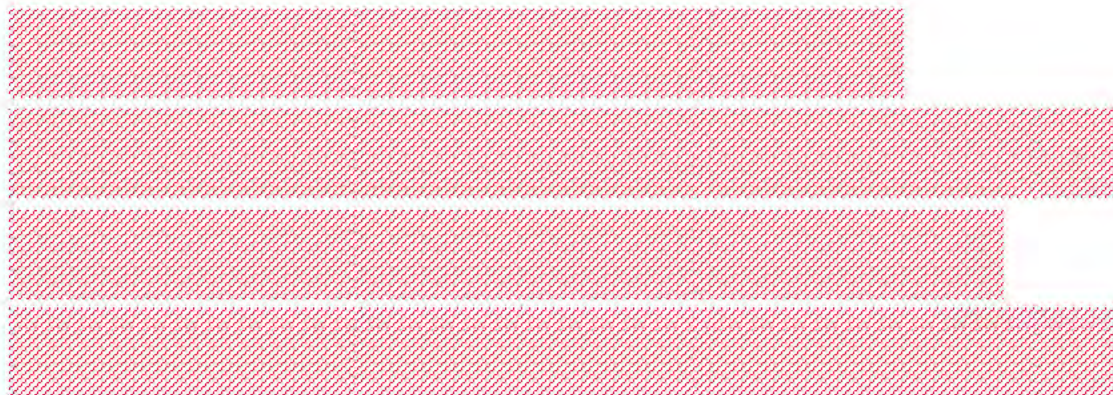
LIVE: 06/10/2014-30/06/2015



HOLISTIC BLOCK PLAN PHASE 1

| October | | | | November | | | | | December | | | | January | | | |
|---------|----|----|----|----------|---|----|----|----|----------|----|----|----|---------|----|----|----|
| 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 |

| |
|-----------|
| Online TV |
| Radio |
| OOH |
| Digital |
| TOTAL |



| Budget (net) | % |
|--------------|------|
| \$ 61,833 | 13% |
| \$ 94,790 | 19% |
| \$ 61,200 | 12% |
| \$ 278,013 | 56% |
| \$ 495,836 | 100% |

Information released under the Government Information Public Access Act (2009) - GIPR20/14

*All amounts do not include fees, media levy and ad serving and monitoring costs.

HOLISTIC BLOCK PLAN PHASE 2

| | March | | | | | April | | | | May | | | | Budget (net) | % | |
|--------------|-------|---|----|----|----|-------|----|----|----|-----|----|----|----|--------------|-------------------|-------------|
| | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | | | 31 |
| Online TV | | | | | | | | | | | | | | | \$ 39,367 | 16% |
| Radio | | | | | | | | | | | | | | | \$ 72,685 | 29% |
| OOH | | | | | | | | | | | | | | | \$ 35,900 | 14% |
| Digital | | | | | | | | | | | | | | | \$ 102,509 | 41% |
| TOTAL | | | | | | | | | | | | | | | \$ 250,461 | 100% |

*All amounts do not include fees, media levy and ad serving and monitoring costs.

Information released under the Government Information (Public Access) Act (2009) - GIPR20/14

RADIO



METRO RADIO EXECUTION

Metro Campaign Details

Regional Radio Stations:

2MMM

Markets:

SYDNEY

Day Parts:

Early Morning, Breakfast,
Afternoon & Drive

Creative Copy:

30 second creative: Brand & Mark
Geyer, Integrated station plugs

60 second creative: Out of the box
Maroon Segments

SCA Overview

Brand & Mark Greyer Paid Spots:

129

Bonus Spots: 174

Bonus Value: \$59,508

Integrated Station Plugs Paid

Spots: 4

Out of the box Maroon Segments

Paid Spots: 11

Bonus Spots: 1

Bonus Value: \$727

Inshow interview & Prepromotes

Bonus Value: \$78,000

METRO RADIO AIR CHECKS



Mark Geyer



Brand Ad



Inshow Interview
Prepromotes



Nathan Hindmarsh
Interview

METRO RADIO EXECUTION

Metro Campaign Details

Regional Radio Stations:

2AY, 2CS, 2GO, 2GZ, 2MC, 2RG,
2WG, Breeze FM, KO FM, MIX
106.3, RIVER

Markets:

Canberra, Albury, Coffs Harbour,
Gosford, Griffith, Newcastle,
Orange, Port Macquarie

Creative Copy:

30"

Day Parts:

Early Morning & Breakfast

SCA Overview

2MMM Paid Spots: 120 spots per
station

2MMM Bonus Spots: 156 spots per
station

Bonus Value: \$136,496



Air Checks



KO FM



2AY FM



OUT OF HOME



OOH EXECUTIONS

Cashcards

Markets:

Metropolitan and Regional NSW

Paid Media: 510 ATM Screens per week

Bonus Media: 4 Weeks

Total Bonus Value (Net): \$24,480

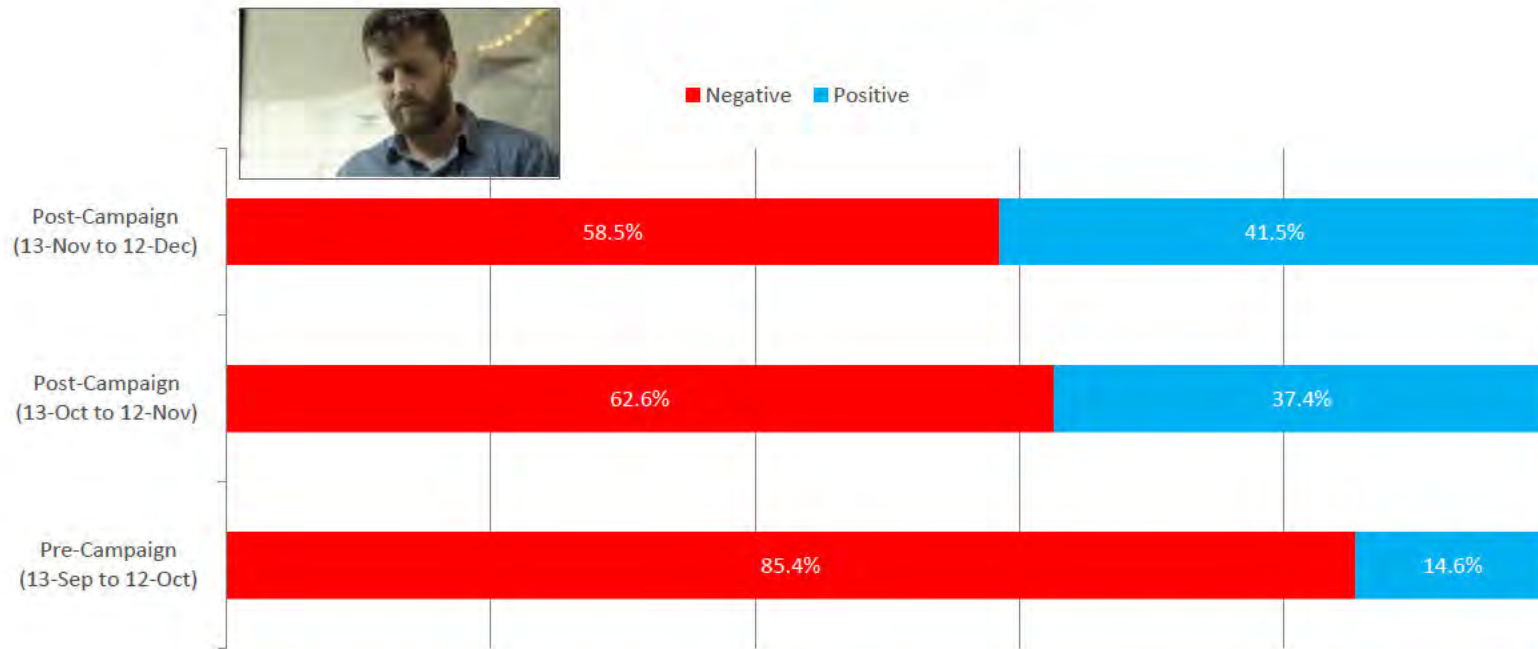




SOCIETY: SOCIAL LISTENING

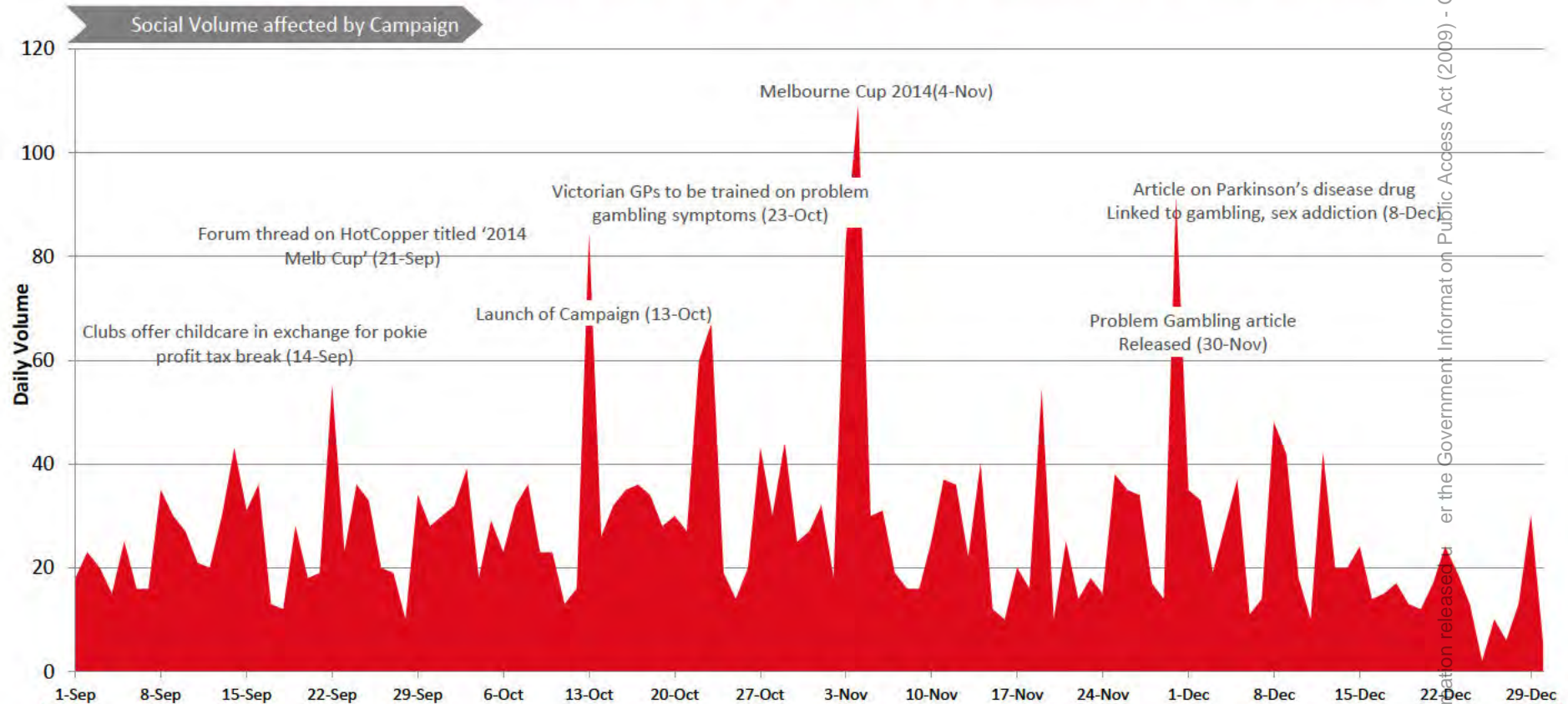


THE CAMPAIGN HAS GENERATED POSITIVE SENTIMENT SINCE BEING IN MARKET.



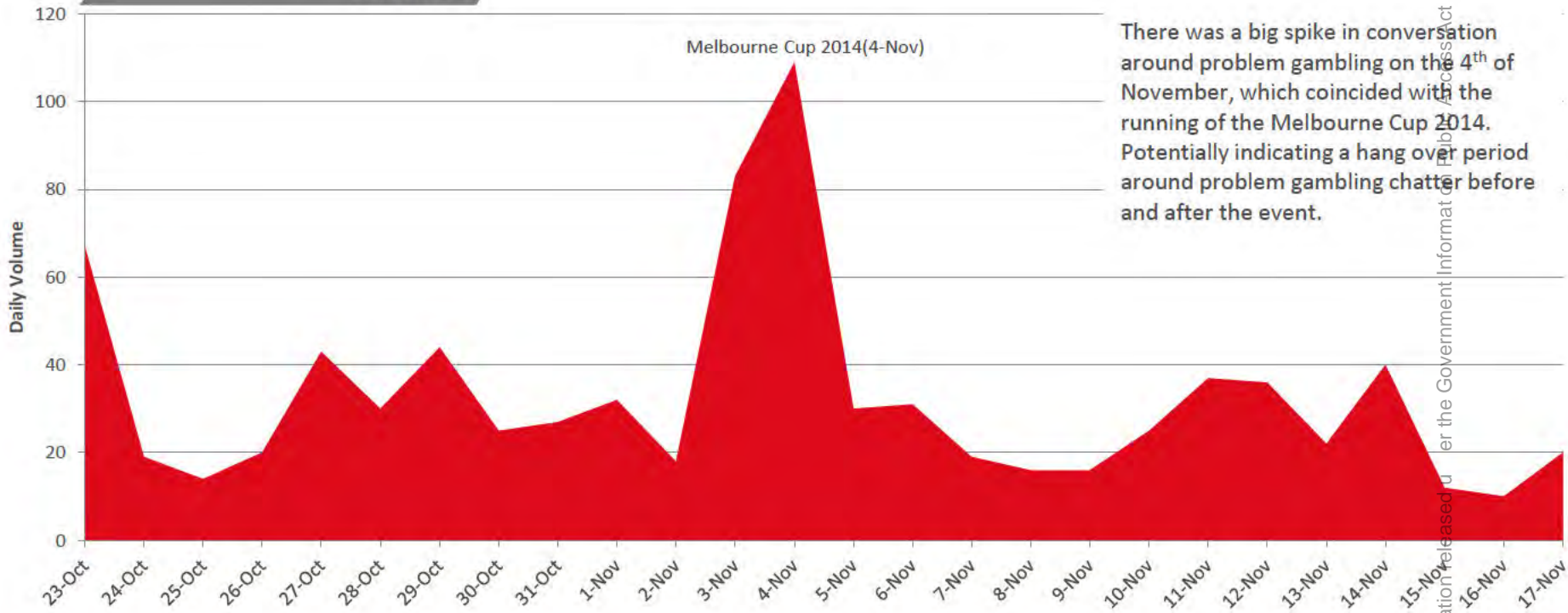
In tracking positive sentiment towards problem gambling, we have seen an shift of 22.8% since the introduction of the Gambling Help campaign. Further more we have seen an increase of 4.1% post campaign month on month.

VOLUME OF SOCIAL MENTIONS ON PROBLEM GAMBLING.



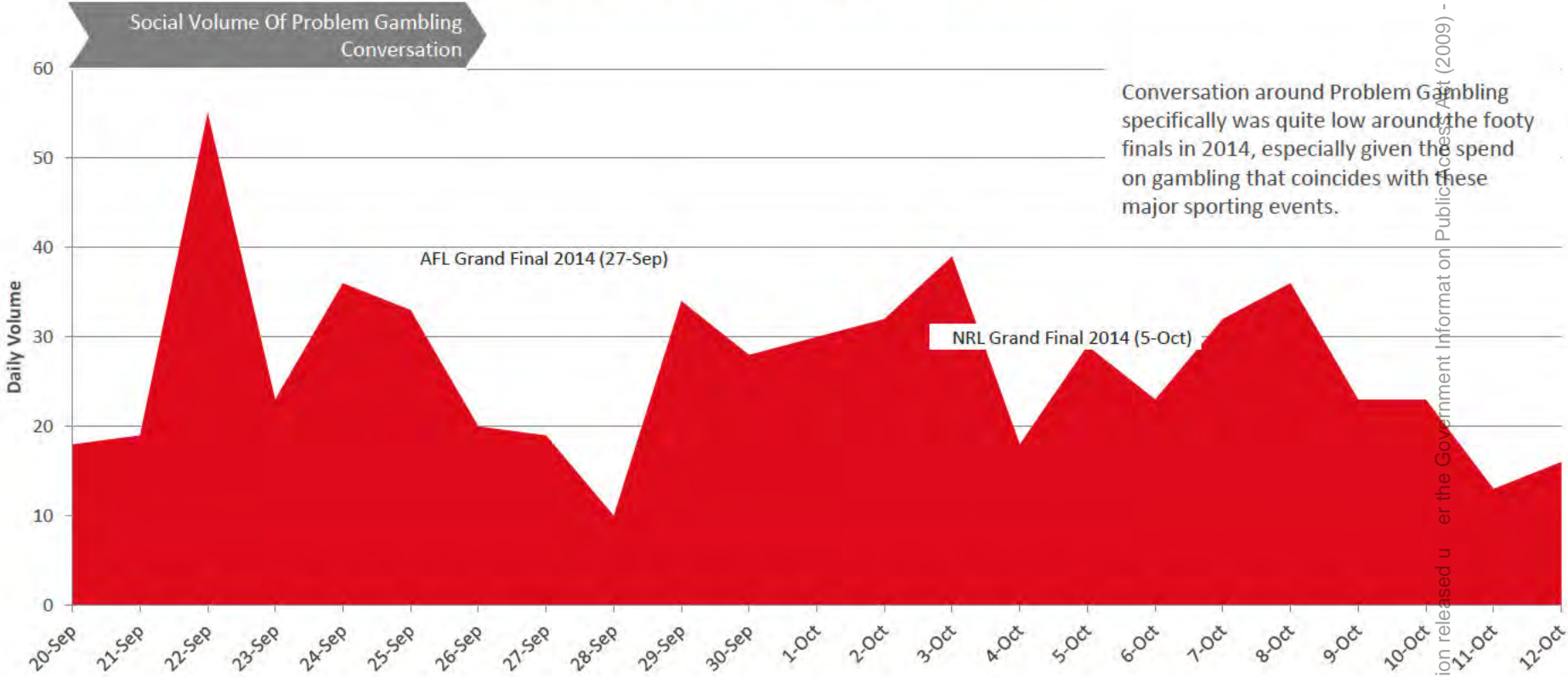
SEASONALITY MELBOURNE CUP.

Social Volume Of Problem Gambling Conversation

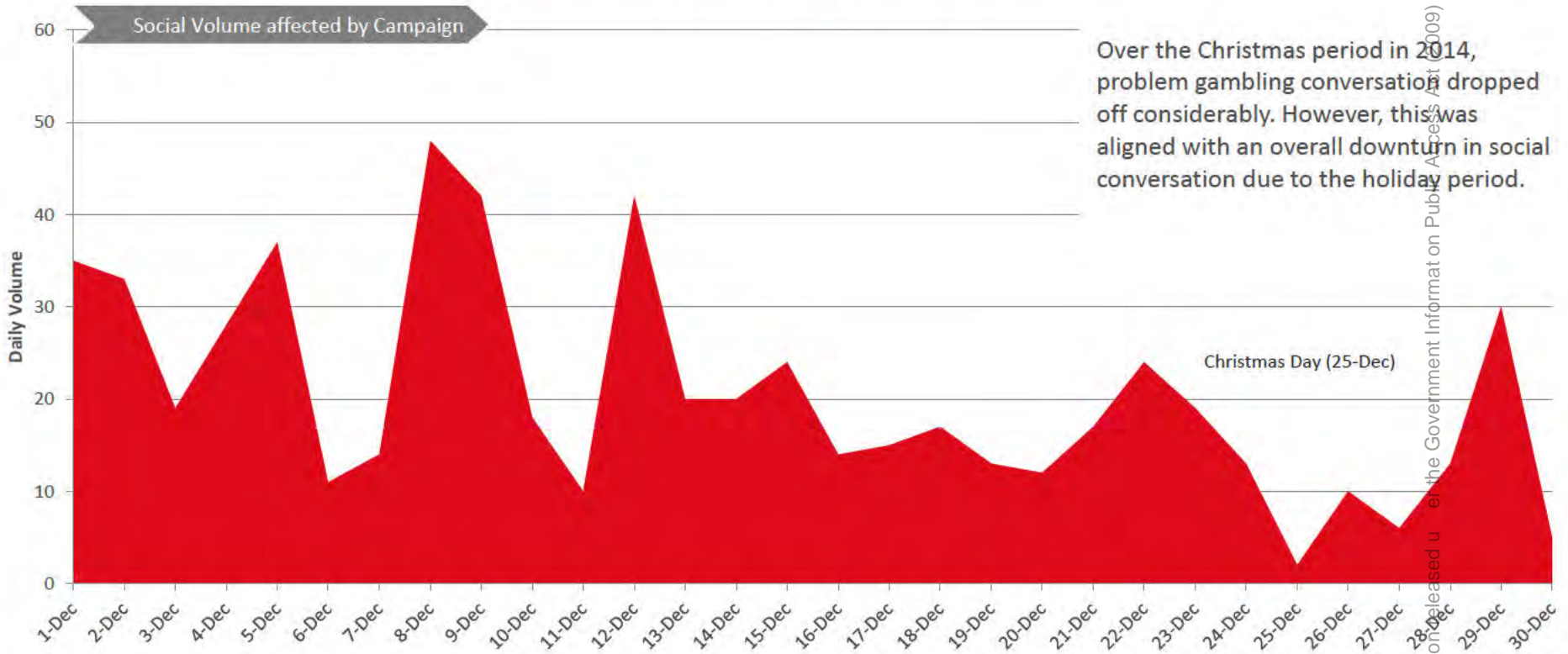


There was a big spike in conversation around problem gambling on the 4th of November, which coincided with the running of the Melbourne Cup 2014. Potentially indicating a hang over period around problem gambling chatter before and after the event.

SEASONALITY FOOTY FINALS.



SEASONALITY CHRISTMAS.



Over the Christmas period in 2014, problem gambling conversation dropped off considerably. However, this was aligned with an overall downturn in social conversation due to the holiday period.

Information released under the Government Information on Public Access Act (2009) - GIPR20/14

KEY PEAKS ACROSS SOCIAL LISTENING.

Launch of Campaign (13-Oct)
– 66 social mention.s.

Victorian GPs to be trained
on problem gambling
symptoms (23-Oct) – 49
social mentions.

Melbourne Cup 2014(4-Nov)
– 109 social mentions.

Problem Gambling article
released (30-Nov) – 91 social
mentions.



SOCIETY: INFLUENCERS OUTREACH



INFLUENCER ENGAGEMENT SUMMARY.

In total, we have reached 75,816 people through developed editorial content and have earned 2,658 shares to extended audiences.

| Influencer | Editorial | | | Social | | | |
|---------------------------|---------------|------------|--------------|----------------|-------------------|----------------|-----------------|
| | Unique reach | Comments | Shares | Facebook Reach | Facebook comments | Facebook likes | Facebook shares |
| School Mum | 23,022 | 0 | 40 | 78,032 | 44 | 60 | 1 |
| Jodie's Juice | 3,874 | 0 | 15 | 392 | 1 | 2 | 0 |
| Racheous | 10,357 | 3 | 40 | 13,473 | 29 | 70 | 0 |
| Big Words Blog | 2,095 | 1 | 11 | 502 | 5 | 12 | 2 |
| Smaggle | 12,657 | 39 | n/a | 1,034 | 0 | 13 | 0 |
| Show + Tell | 3,364 | 7 | 1405 | 44,624 | 1 | 129 | 0 |
| Stay At Home Mum | 1,712 | 0 | 0 | 54,696 | 8 | 130 | 17 |
| Big Family, Little Income | 767 | 0 | 173 | 13,708 | 22 | 137 | 10 |
| The Roar | 17,968 | 118 | 97 | 2,534 | 0 | 18 | 94 |
| TOTAL | 75,816 | 168 | 2,658 | 208,995 | 110 | 571 | 124 |

EDITORIAL ENGAGEMENT.

AJ 2 months ago Reply

I don't want to be the bearer of bad news here but.... Whilst taking that first step was difficult (telling parents etc) it will be in vain if your brother doesn't stop kidding himself that he can gamble at all. I am a compulsive gambler and given the short story I've just read your brother is too but sounds like he doesn't know it yet. Took me 20 years to really understand this and although a decade has passed (for your brother) seemingly under control it will only get worse incrementally, slowly until rock bottom is reached again. As I said this can take a very long time to realise and your brother would most likely be very good at covering his tracks, so you'd never even know. He has been relapsing every time he puts even \$1 in those machines. I attend Gamblers Anonymous and tried many other things before it none of which worked. If you ever need to give advice to your brother about his gambling Gamblers Anonymous is the best suggestion you could make. I can't predict the outcome here but alarm bells are ringing that your brother will find himself having another conversation regarding big losses unless he wakes up and stops completely. Gambling is a lifelong illness which has no cure but once the realisation is made working at abstinence is the only solution. It's up to the individual how hard they want to work to stop gambling completely. Sorry but tough love is the only thing that will work here.

poppy 2 months ago Reply

I had a friend who for ages used to go out on a friday night and 'lose his wallet', I knew this because he'd be on the phone to me early Saturday morning to ask if he could borrow money to pay his rent. I had recently left a relationship and was really struggling financially so never had more than \$20-40 left over after I'd paid my rent, bills and bought food. I was walking 12kms to walk because I couldn't afford public transport. I chose not to apply for a credit card as I couldn't afford one, and he tried pushing me in to it so that I could take cash advances on his behalf. I spent an evening once watching him gamble and realised he had a serious issue - he just kept feeding \$100 after \$100 in to the machine like it was a hungry child. It was so sad to see, I realised that he wasn't losing his wallet but more the contents in it to gambling and was risking his own roof over his head without thinking seriously about the consequences. He went once to GA and decided it 'wasn't his bag' and I stopped being friends with him at about that point - I couldn't bear the pain of watching him put himself through such misery with such disregard for the consequences. It was the lies he told too - not just to me, but to everyone he thought he could get cash out of. I thought his friends walking away from him might propel him in to action but nada. He just didn't appear to care. I feel guilty from time to time, but I don't know what more I could have done. He'd argue his way out of every honest conversation about it - often defensively - often dredging up horrible things to say in retaliation. I heard from a friend in common recently and ten years later he hasn't changed at all. Makes me cry that does. If he'd really given stopping a red hot go - he'd have a deposit on a house by now.

My father had a gambling addiction that was really bad. He has addhd along with an addictive personality so it was really hard for him to stop. Unfortunately we have never been in a good financial position so mum eventually had to take control of all the finances. She gave dad an allowance every week (started at \$60) and money for petrol. Other than that he had no access to money. He's gotten a lot better although still on an allowance but higher now. It really is a difficult thing and mum despises the gambling culture in Australia because of it.

To date, we have seen 17 editorials go live across our chosen influencer and blog sites.

The most read article was from School Mum, attracting 25,686 page views, 23,022 of those unique.

Editorial content has been shared 2,653 times across various readers own social platforms. 1,405 of these attributed to Show + Tell's first editorial.

Reaction to the content has been positive, with most readers spending at least two minutes consuming the articles; easily above the 90 second industry average.

SCHOOL MUM where's the mummy **FREE** **FREE**

Home Good News Events Alerts Traps Fe

The Invisible Problem

41 **LIKES** **10** COMMENTS

Sue · 2 months ago
As a dee's supporter I knew Daniel had a gambling problem. I didn't realise the extent though and how incredible his wife was to stand by his side. Feel proud of your self Daniel.

Gab · 2 months ago
So honest. Gambling is a terrible thing and can rip a family apart. My dad had a gambling addiction and it was incredibly hard for him to pull himself out of it but with help he managed. It wasn't easy though and it took my sisters and I a long time to trust him again.

Ann · 2 months ago
Thank you for sharing. Great story.

Abbey · 2 months ago
This is a really great story and I really appreciate you sharing Mel and Daniel. The more awareness the better and I'm so happy to hear things are on the right track for you both.

Tracey · 2 months ago
Wow, this really hit home with me. I have a family member going through this right now and it's so good to hear things can be ok with the right help. Thanks so much for sharing.

SOCIAL ENGAGEMENT.

School Mum
12 November 2014 · Like Page

A School Mum has written in and asked: A close family member is struggling with a gambling problem at the moment which is really affecting them and those around them what are some of the best ways you have addressed or dealt with gambling problems with close friends and family? #sp

Like · Comment · Share

32 people like this. · Top Comments

Write a comment.

Fleur Thompson Does the person acknowledge the problem. If not, no point
Like · Reply · 25 · 12 November 2014 at 20:32
2 Replies

Nikki Holdaway My partner was a hardcore gambler. He couldn't see the losses, only the wins. He is a smart man but still had blinkers on when it came to his gambling. He lost thousands every week yet only remembered the bets he won (horse racing). After years of a arg... See More
Like · Reply · 15 · 12 November 2014 at 20:48
2 Replies

Amie Ralph By the looks of some of these comments I don't think listening to people on here will help. Call the gambling line and ask them how you might be able to help. The person you are talking about may not acknowledge it, and even if you say something they ... See More
Like · Reply · 9 · 12 November 2014 at 22:35
3 Replies

Naomi Michelini Yep, my father has one. Cut him out of my life completely after he sold my stuff AGAIN to pay for his habit. You can only be sh't on so many times before enough is enough.
Like · Reply · 19 · 12 November 2014 at 20:33

Deborah Callaway You cant help them unless they want to be helped and admit they have a problem.
Like · Reply · 8 · 12 November 2014 at 21:09

Elizabeth Eginton I agree you can only help yourself if you want To get help
Like · Reply · 6 · 12 November 2014 at 20:33

Daphne Brooks I think gambling should be illegal.
Like · Reply · 6 · 12 November 2014 at 21:34
3 Replies

Bah Humberg Viok Do not aid them if they ask for money for food for the kids eg you buy them some food. I had an auntie that use to say I have no food for the kids I would give her money and would always find out she had asked other family members the same. I started telling her I would come around with some shopping and she always would say don't worry.. So please help but don't give any money if asked to.
Like · Reply · 5 · 12 November 2014 at 20:52

Jules Finedner Self exclusion is available, I work in the industry, if they recognise their issues it can be a help, but please call the G Line, Gambling hotline for more advice...
Like · Reply · 4 · 12 November 2014 at 22:00

Melanie Parnell Addiction needs help but in my experience if they are in denial about their reality you can't do a thing to help them. Let them fall to rock bottom only at that point would they want to help themselves.
Like · Reply · 3 · 12 November 2014 at 21:13

Rachel Gnadlinger Gamblers Help 1800958555, they offer amazing support services
Like · Reply · 2 · 12 November 2014 at 22:10

Ladonia Karaitiana I usually avoid gamblers.....However, as a child I was allowed to gamble on horses \$5 for the whole day.....if we wonwe could do what we wanted with the winnings. ...we all soon learnt to only use \$5 again and keep the rest for a different treat..... See More
Like · Reply · 2 · 12 November 2014 at 21:38

Fiona Barnett Like all previous advice I suggest GETTING THE HELL OUT OF THERE. I believed for years all the lies and made excuses for the deceitmy ex put me through he is still doing it too. Even with a daughter he still would rather spend money at the races or pokies before any money on his girls. Hard to believe people like that exist. But he has to want to help himself !!!
Like · Reply · 2 · 12 November 2014 at 21:14

Emma Clifford Nothing unless they want help. Gambling is an addiction and unfortunately that is number one in the person's life. The individual gambler needs to want it more than the addiction and get help themselves. In my experience they will lie and cheat and steal to do anything for that next fix. It's a drug to them.... my advice get the hell out before they lose everything.
Like · Reply · 1 · 12 November 2014 at 10:23

Trina Roberts Kluin Isn't there gamamon (like Alanon help for family and friends of the alcoholic).
Like · Reply · 1 · 12 November 2014 at 23:07

There have been 37 editorials go live across our nine influencer's social platforms (Facebook & Twitter).

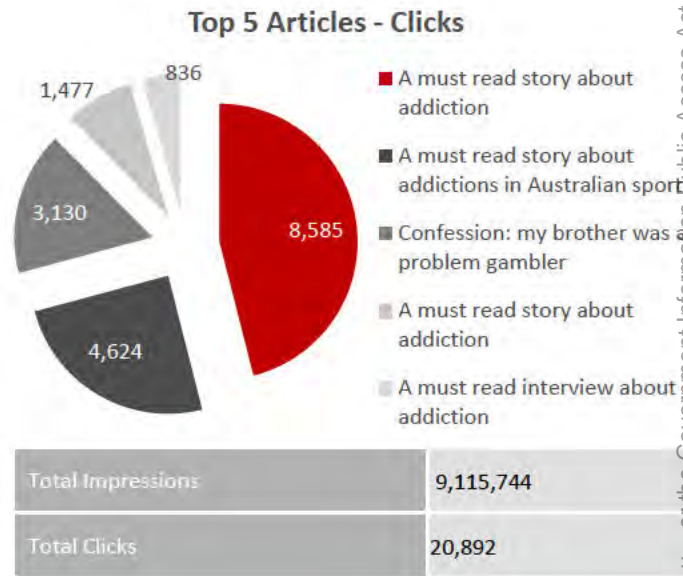
Engagement with social content has been high for an incentivised social campaign, receiving 110 social comments in total.

We have seen most interaction with a public poll run on School Mum's Facebook page asking "What are some of the best ways you have addressed or dealt with gambling problems with close family and friends?". This post attracted 43 comments from people hoping to share their experiences. Most of these comments were then liked by others on the thread, some even responded.

Influencer Facebook content has a combined unique reach of 208,995.

OUTBRAIN SUMMARY.

| Top Referring Publisher | Clicks |
|--|--------|
| news.com.au (News LTD) | 4,058 |
| Daily Telegraph Mobile (News LTD) | 2,563 |
| The West Australian (Y!7) | 1,635 |
| Yahoo!7 News (Y!7) | 1,632 |
| Optus Zoo | 1,284 |
| The Sydney Morning Herald (Fairfax) | 1,070 |
| THE AGE (Fairfax) | 929 |
| Fairfax Regional (Fairfax Regional) | 838 |
| The Sydney Morning Herald_Mobile (Fairfax) | 829 |
| THE AGE_Mobile (Fairfax) | 713 |
| Total | 15,551 |



News.com.au has generated the highest amount of click volume through to developed influencer editorial.



REPRISE: SEARCH



2014 STRATEGY RECAP.

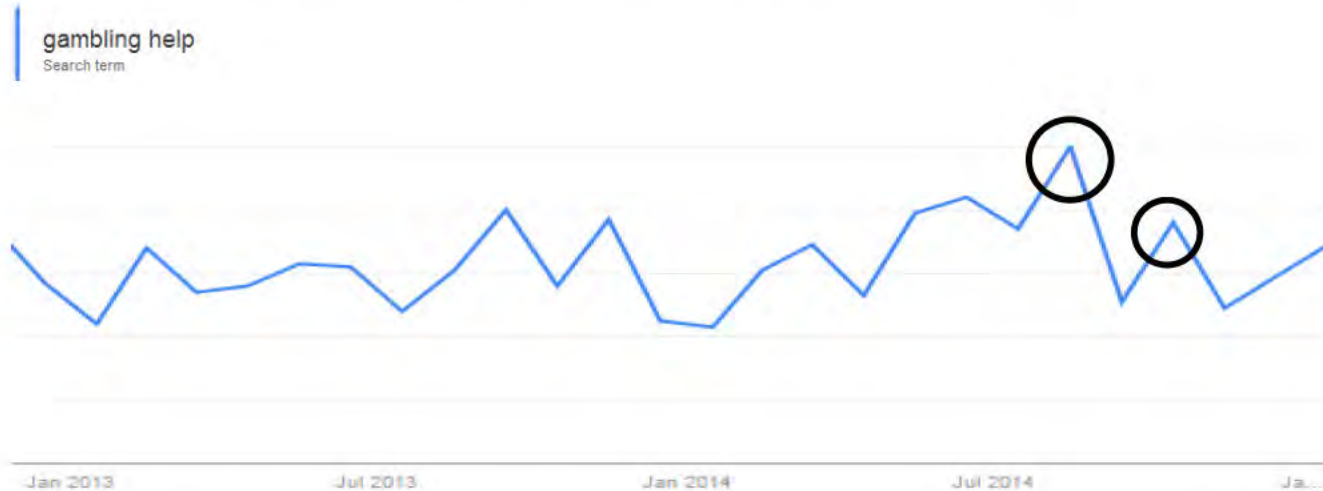


THE CAMPAIGN HAS RESULTED IN HIGHER AVG. SEARCH VOLUME YOY

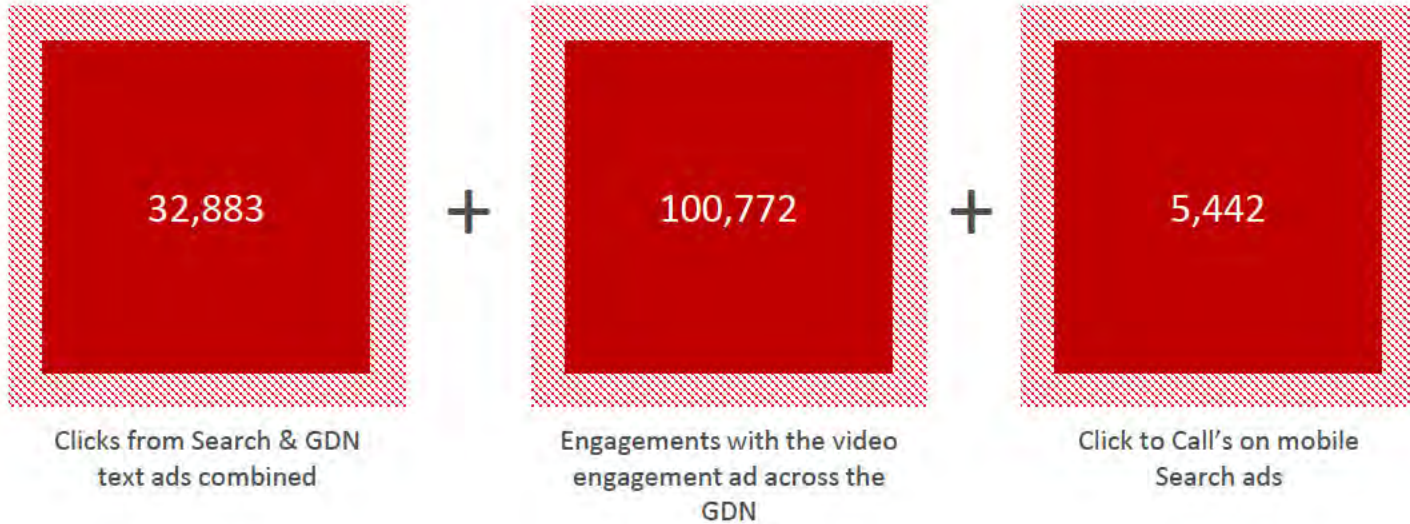
Search trends indicated that interest in Problem Gambling is growing.

Jul/Aug (FIFA World Cup) saw the highest search volume for “Gambling Help” in the last 3 years.

November (after Melbourne Cup) continues to peak every year.



OVER 130,000 ACTIONS HAVE BEEN SEEN SINCE THE CAMPAIGN BEGAN





CADREON: DIGITAL DISPLAY & VIDEO



THE DIGITAL DISPLAY COST PER CONVERSION

| Placement | Impressions | Clicks | CTR | CPC | Conversions | Cost Per Conversion |
|---|-------------------|---------------|--------------|----------------|---------------|---------------------|
| [DebtHelp/QuickCash/Stop Gambling] | 2,446,476 | 1,117 | 0.05% | \$ 24.57 | 932 | \$ 29.45 |
| [Male 30-55 Blue Collar]_Data Layer/Mosaic | 1,130,945 | 675 | 0.06% | \$ 32.92 | 647 | \$ 34.35 |
| [Older Male skewed content]_Predictive Targeting | 20,055,279 | 14,640 | 0.07% | \$ 2.02 | 9,302 | \$ 3.19 |
| [Yahoo7,SBS,NineMSN,etc]_Premium Network Retargeting Approach | 4,258,242 | 2,073 | 0.05% | \$ 3.16 | 1,813 | \$ 3.61 |
| | 356,935 | 717 | 0.20% | \$ 40.73 | 1,435 | \$ 20.35 |
| Grand Total | 28,247,877 | 19,222 | 0.07% | \$ 5.99 | 14,129 | \$ 8.14 |

- The Older Male Skewed activity was the strongest performer in terms of conversion generation (1,813), this was followed by the Premium activity that ran on Yahoo7, SBS etc.
- The Older Male Skewed content generated the most effective conversions at \$3.19
- For the second burst of activity the retargeting activity generated a high volume of conversions but at a greater rate than the previous burst. This is likely due to the fact that cookie pool that we were retargeting off wasn't as great as the first few months of activity. The Older Male Skewed activity really ramped up over the second burst as audiences were even more receptive to engage with the placements.

TOP PERFORMING DISPLAY SITES.

| Format | Impressions | Clicks | CTR | Conversions |
|--------------------|-------------------|---------------|--------------|---------------|
| Leaderboard | 11,423,258 | 2,772 | 0.02% | 4,188 |
| MREC | 10,922,760 | 12,317 | 0.11% | 7,113 |
| Wide Skyscraper | 5,901,859 | 4,133 | 0.07% | 2,828 |
| Grand Total | 28,247,877 | 19,222 | 0.07% | 14,129 |

| Clicks | Conversions |
|----------------------|----------------------|
| News | News |
| Arts & Entertainment | Arts & Entertainment |
| Food & Drink | Shopping |
| World Localities | World Localities |
| People & Society | Sports |

For the Display activity the top performing sites were Gumtree, Realestate.com, Ebay and Yahoo News. This is consistent with the first part of the activity which showed the strongest results coming from shopping sites where users may be selling products too. The top performing format was the MREC which achieved a result of 0.11%. While this is far higher than the benchmark of 0.03%, the top performing format we recommend running all three sizes as they work to complement each other.

The Top environments were News, Entertainment and Food and Drink sites. The News and Entertainment we would expect to do well because this incorporates sporting result pages where users may be placing bets etc.

THE VIDEO ACTIVITY MAINTAINED A STRONG COMPLETION RATE FINISHING UP WITH AN ABOVE BENCHMARK

| Environment/Targeting | Impressions | Clicks | CTR | Views | Completions | Completion Rate |
|-----------------------------------|------------------|--------------|--------------|------------------|------------------|-----------------|
| [Predictive targeting -Male skew] | 1,320,463 | 1,871 | 0.14% | 1,391,509 | 1,086,492 | 78% |
| [Premium Video Network] | 321,336 | 4,331 | 1.35% | 433,439 | 388,950 | 90% |
| [Keyword Targeting] | 274,247 | 696 | 0.25% | 274,762 | 221,155 | 80% |
| [Data Layer targeting -Men 30-55] | 74,710 | 72 | 0.10% | 77,541 | 63,192 | 81% |
| Cadreon Total | 1,990,756 | 6,970 | 0.35% | 2,177,251 | 1,759,789 | 81% |

The video completion average is sitting at 81% which is above the Cadreon video average of 70% for 30 Second pre-rolls. This is a 2% increase from the burst of activity that ran up until January which shows that we were able to achieve more efficiencies in terms of impression delivery as the campaign went on.

The top performing video approach is the Premium Video Activity generated a Completion rate of 90%. The top performing sites in terms of completion rates are TenPlay, Ninemsn and SBS. These sites have consistently performed well and the strong performance can be attributed to users wanting to watch the high quality content that follows the pre-roll.

VIDEO INCREMENTAL CONVERSIONS

| Environment/Targeting | Views | Clicks | Conversions |
|-----------------------------------|------------------|--------------|--------------|
| [Predictive targeting -Male skew] | 1,391,509 | 1,871 | 726 |
| [Premium Video Network] | 433,439 | 4,331 | 1,864 |
| [Keyword Targeting] | 274,762 | 696 | 278 |
| [Data Layer targeting -Men 30-55] | 77,541 | 72 | 27 |
| Cadreon Total | 2,177,251 | 6,970 | 2,895 |

A total of 2,895 conversions were generated which is a very high volume considering the objective is to drive completed views. This shows that users are taking immediate action on site as a result of viewing the videos.

All conversions generated from the video activity should be treated as incremental

CONVERSION PAGE JOURNEY

Conversions



A total of 15,989 users were driven to the Gambling site Homepage as a result of being exposed to the display activity.

The top performing conversion page was the Real Stories Explore page with 311 conversions. This shows that users visiting the site are interested in seeing other peoples experiences with Gambling.

The Find Face-to-face and Visit Our Forum pages also performed strongly with 192 and 191 conversions generated.

This high amount of users visiting the different pages is a positive result because it means users are actively visiting different parts of the site in order to find out more information.

SCREENSHOTS



HIGHLIGHTS AND LEARNINGS

RADIO & OOH

Highlights

- Public sentiment surrounding the issue of problem gambling has improved since the introduction of the campaign.
- UM was able to negotiate **\$274,731** worth of added value for Radio and **\$24,480** for Out of Home.
- Radio integration with one key partner allowed us to leverage a greater value for our investment as well as access to station talent, which helped build trust around our message.

Learnings

- Advertising at point of behaviour resonates well with our audience and it is highly relevant.
- OOH provided high impact amongst our target audience due to the strategic placement locations.
- For the upcoming campaign we will ensure all talent costs are secured and confirmed by the networks before the start of the campaign.

LEARNINGS AND RECOMMENDATIONS

SEARCH & SOCIAL

Learnings

Social

- Volume of chatter surrounding Problem Gambling is largely driven by sporting events and news articles.
- The editorial content developed through the social influencer program has been highly successful in reaching a large and engaged audience in an authentic manner. Share rate of 3.5% on editorial content.
- Female skewed influencers and their audience showed a higher propensity to share content with others.

Search

- Engagement banners have driven the most of all interactions across the campaign period.
- Brand search terms have generated the highest CTR followed by Gambling Helpline.
- GDN Text Ads have generated the highest amount of clicks to site

Recommendations

Social

- Real stories are a key conversion point on site thus indicating that those seeking help are looking for validation & understanding amongst a likeminded community

Search

- Realign the budget splits of burst 2 with the best performing channels for maximum results.
- Create more specific ads for Search to maximize the click to call functionality
- With an increasing interest in problem gambling, search has become a priority in regards to driving people through to required services. Budgets may look to be evaluated for future campaigns to maintain SOV.

HIGHLIGHTS AND LEARNINGS

DIGITAL DISPLAY & VIDEO

Highlights

Digital Display

- The Older mature Male audiences were the most receptive to clicking and engaging with the online ads. This was the top performing display strategy,

Video

- The Pre3mium video content was the top performing digital approach having generated a completion rate of 90%. This is far above the Cadreon benchmark of 70%.

Users Journey

- The *Real Stories*, *Face to Face* and *Visit Our Forum* pages were the top performing areas of the site driving the highest

Learnings

Digital Display

- We recommend focusing impression delivery on Shopping environments. Shopping environments performed strongly and in future Cadreon will ensure there is a greater volume of impression delivery allocated against this activity.

Video

- Based on the fact that we were able to generate a high volume of conversions off the back of the video activity, we would recommend running interactive video units. This will not only drive high view rates but a high volume of users engagements and site visits.
- Emotive video has driven a strong response through to site and significant conversions.

Users Journey

- We will recommend the use of real testimonies or stories in the digital and interactive video assets for a future campaign. This is will increase the likelihood of a user interacting with the ad unit as this has proven to be the most popular part of

INVESTMENT SUMMARY

| MEDIA | INVESTMENT (Net) | DELIVERED VALUE (Net) |
|-------------|------------------|-----------------------|
| Online TV | \$ 101,200 | \$ 101,200 |
| RADIO | \$ 167,475 | \$ 442,206 |
| OUT OF HOME | \$ 97,100 | \$24,480 |
| DIGITAL | \$ 380,521 | \$ 380,521 |
| TOTAL | \$ 719,839 | \$ 948,407 |

*All amounts do not include fees, media levy and ad serving and monitoring costs.

