

YOU'RE STRONGER THAN YOU THINK

Mid Campaign Analysis



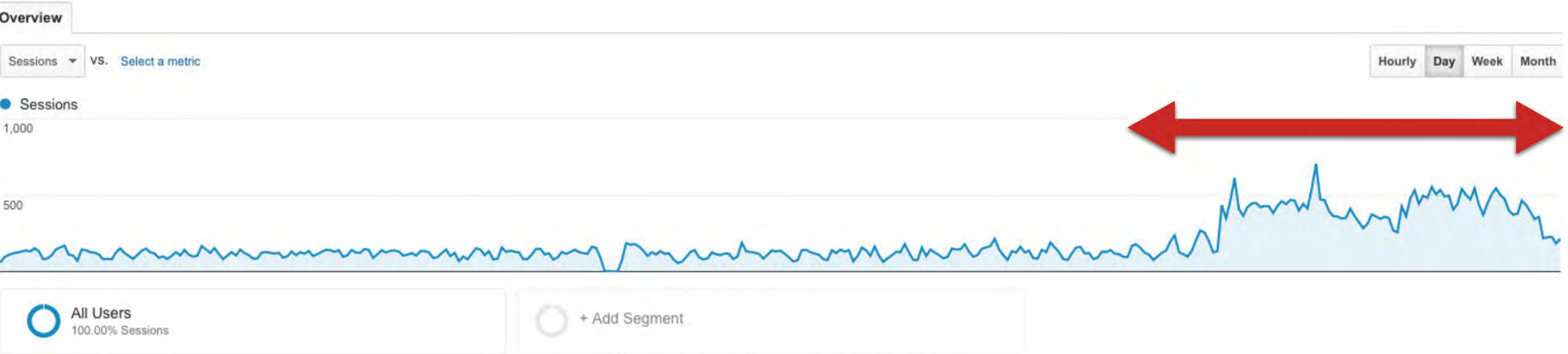
Thursday, 28th July

Campaign Objectives	Measures
<p>To reduce the impact of problem gambling on individuals and communities in NSW.</p>	<p>For this campaign, success will be measured through direct response and mid-campaign quantitative testing.</p> <ol style="list-style-type: none">1. Increased number of unique visitors to the Gambling Help website.2. The behaviour of those visitors (particularly the number of self-help materials and tools they use or order).3. Increased number of target callers to the Gambling Helpline4. Increased clients for Gambling Help Online.5. Increased clients for Gambling Help's face to face counselling services

Campaign Measure: Increase number of unique visitors



approx \$450K

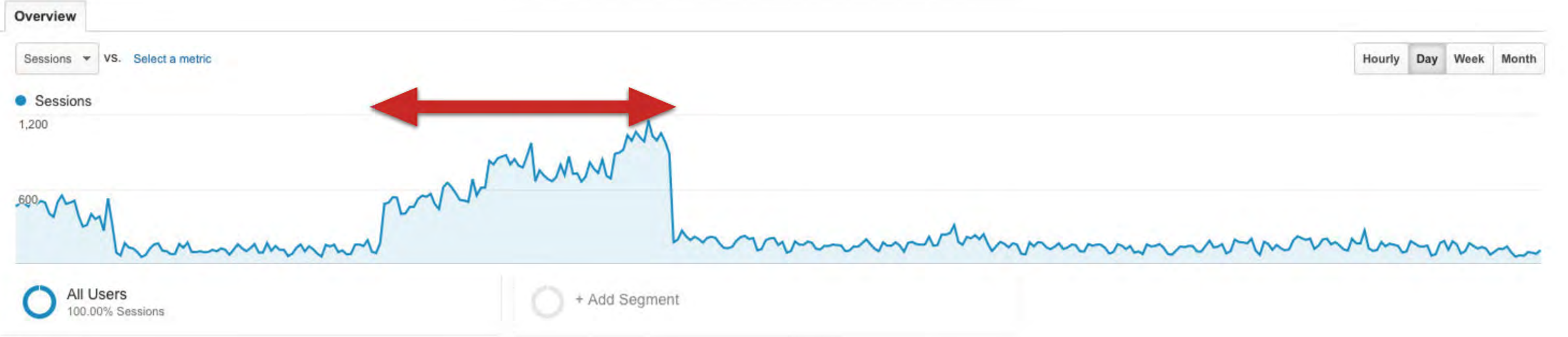


Year on Year

24'499

October-Dec 2014

approx \$450K



30'015

April-May 2015

approx \$900K

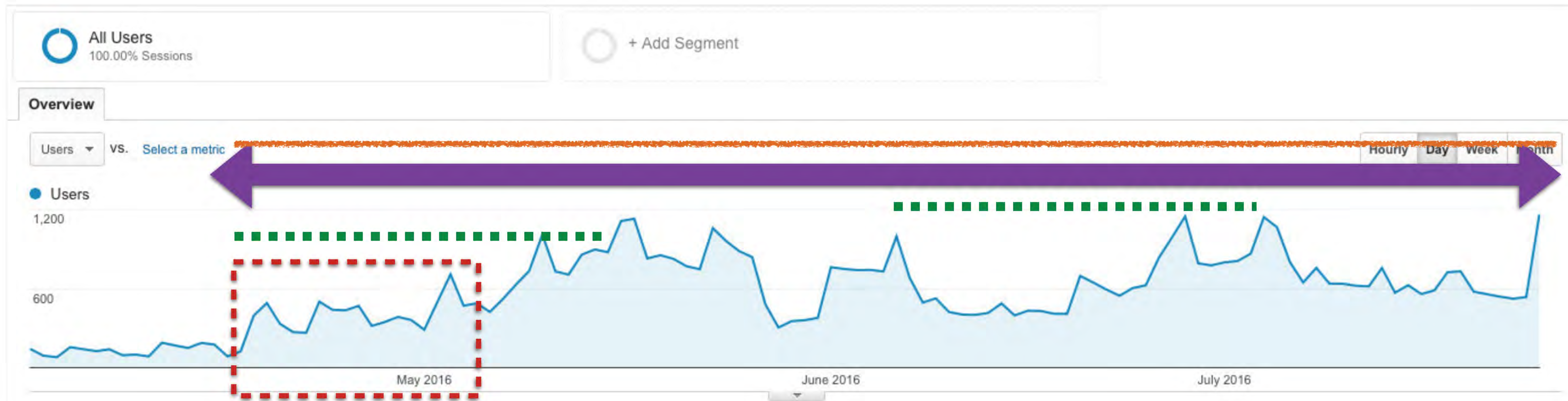


57,520

Jan-TODAY 2016

Information released under the Government Information Public Access Act (2009) GIPR2014

Reviewing overall website performance versus channel mix - 2016



-  **TV - x1 3 week burst (a 2nd scheduled)**
-  **Radio - x2 4 week bursts (a 3rd to come)**
-  **Digital - always on**
-  **OOH - finishes August 20th**

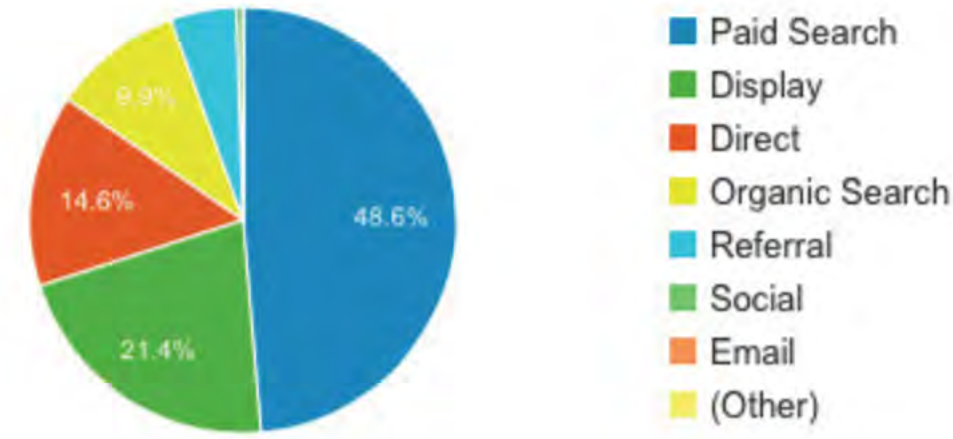


Direct could be made up from;

- **Counsellors and regular visitors**
- **Email links (eDMs)**
- **Social (eg Facebook)**
- **Consumers remembering URL from TV and Radio**

Possible that the analytics is reporting inaccurate information.

Top Channels



Sessions

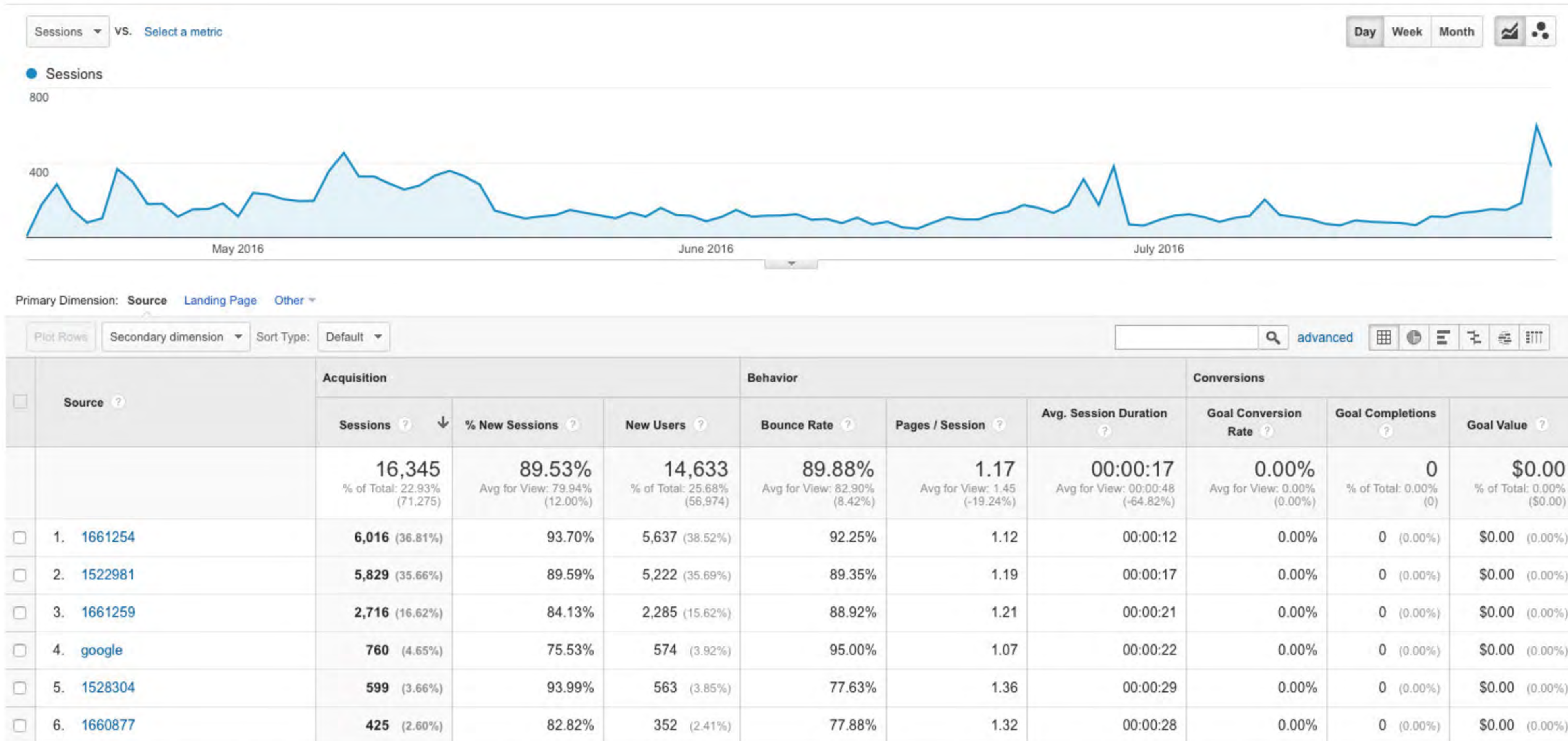


Information released under the Government Information Public Access Act (2009) - GIPR20/14

	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	72,064	79.47%	57,271	81.91%	1.49	00:00:51
1 Paid Search	35,056	<div style="width: 48.6%;"></div>		88.25%	<div style="width: 1.49;"></div>	
2 Display	15,393	<div style="width: 21.4%;"></div>		89.83%	<div style="width: 1.49;"></div>	
3 Direct	10,528	<div style="width: 14.6%;"></div>		77.33%	<div style="width: 1.49;"></div>	
4 Organic Search	7,115	<div style="width: 9.9%;"></div>		50.79%	<div style="width: 1.49;"></div>	
5 Referral	3,600	<div style="width: 5.0%;"></div>		63.44%	<div style="width: 1.49;"></div>	
6 Social	369	<div style="width: 0.5%;"></div>		60.70%	<div style="width: 1.49;"></div>	
7 Email	2	<div style="width: 0.0%;"></div>		50.00%	<div style="width: 1.49;"></div>	
8 (Other)	1	<div style="width: 0.0%;"></div>		100.00%	<div style="width: 1.49;"></div>	



Need to review display ad sources with UM to align data



Display ad sources are coded not named. #'s don't match digital reporting.

Potential insights for media buy weighting for regional activity

City	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	56,790 <small>% of Total: 78.80% (72,064)</small>	77.84% <small>Avg for View: 79.47% (-2.06%)</small>	44,204 <small>% of Total: 77.18% (57,271)</small>	81.19% <small>Avg for View: 81.91% (-0.69%)</small>	1.51 <small>Avg for View: 1.49 (1.25%)</small>	00:00:53 <small>Avg for View: 00:00:51 (3.96%)</small>
1. Sydney	53,550 (94.29%)	77.91%	41,720 (94.38%)	81.33%	1.51	00:00:53
2. Central Coast	1,045 (1.84%)	75.60%	790 (1.79%)	82.97%	1.42	00:00:53
3. Newcastle	766 (1.35%)	82.51%	632 (1.43%)	77.94%	1.59	00:00:49
4. Wollongong	383 (0.67%)	83.03%	318 (0.72%)	82.51%	1.37	00:00:35
5. Coffs Harbour	135 (0.24%)	85.93%	116 (0.26%)	82.96%	1.67	00:01:03
6. (not set)	111 (0.20%)	50.45%	56 (0.13%)	72.07%	2.03	00:01:49
7. Albury	77 (0.14%)	75.32%	58 (0.13%)	64.94%	1.88	00:01:48
8. Wagga Wagga	72 (0.13%)	62.50%	45 (0.10%)	59.72%	2.46	00:03:46
9. Goulburn	65 (0.11%)	24.62%	16 (0.04%)	41.54%	2.25	00:01:58
10. Port Macquarie	55 (0.10%)	76.36%	42 (0.10%)	76.36%	1.62	00:01:23

Campaign Measure: Behaviour



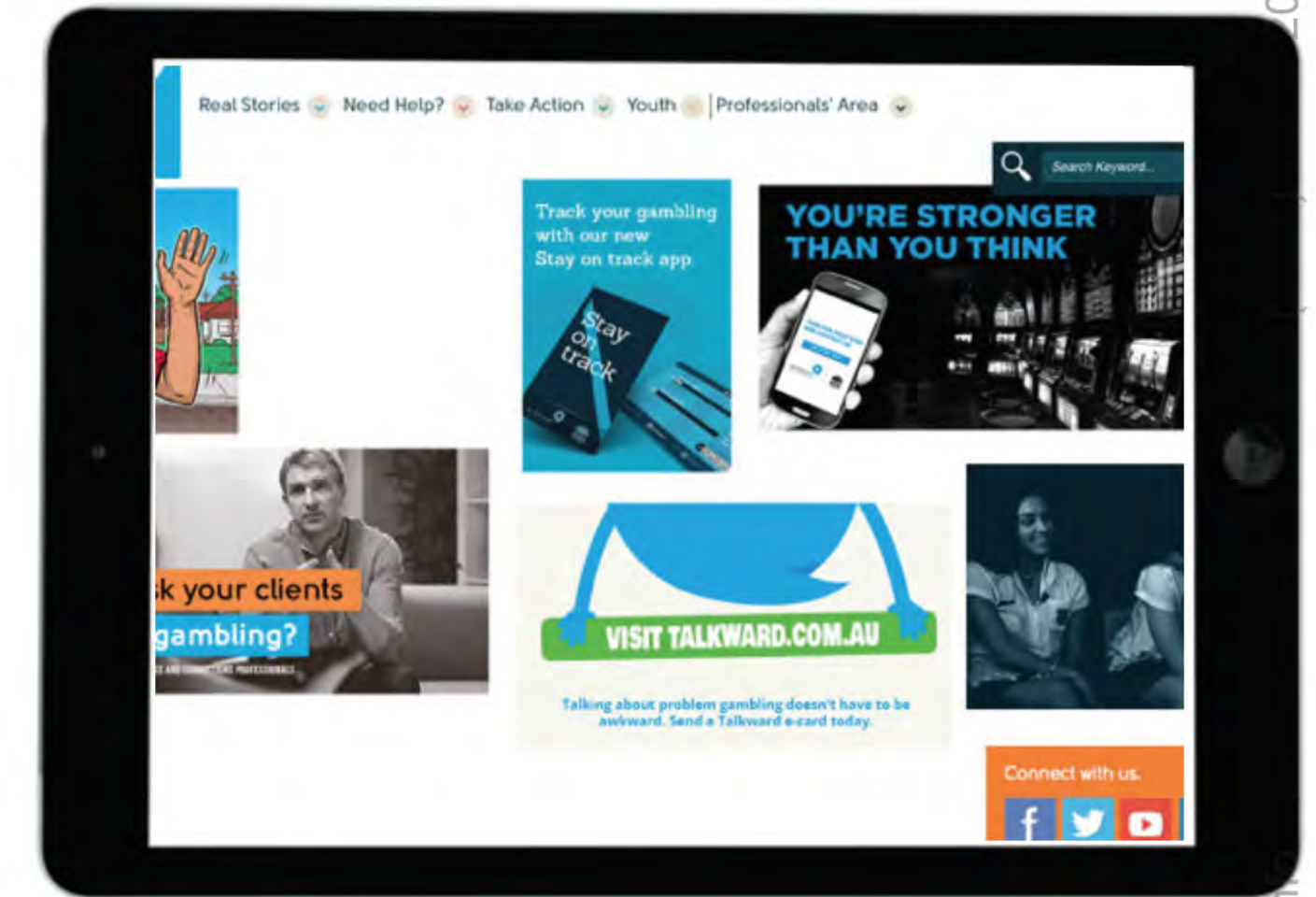
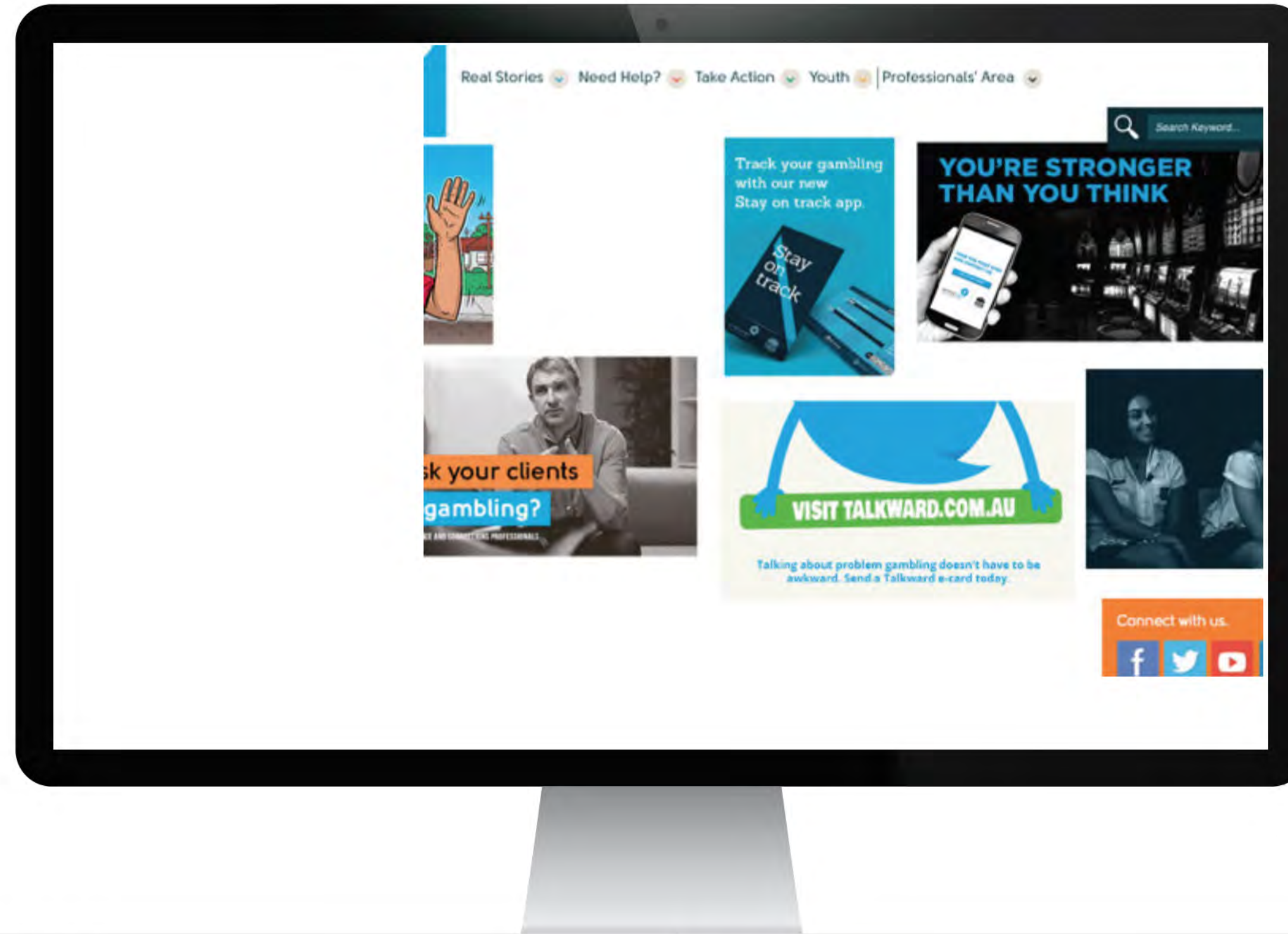
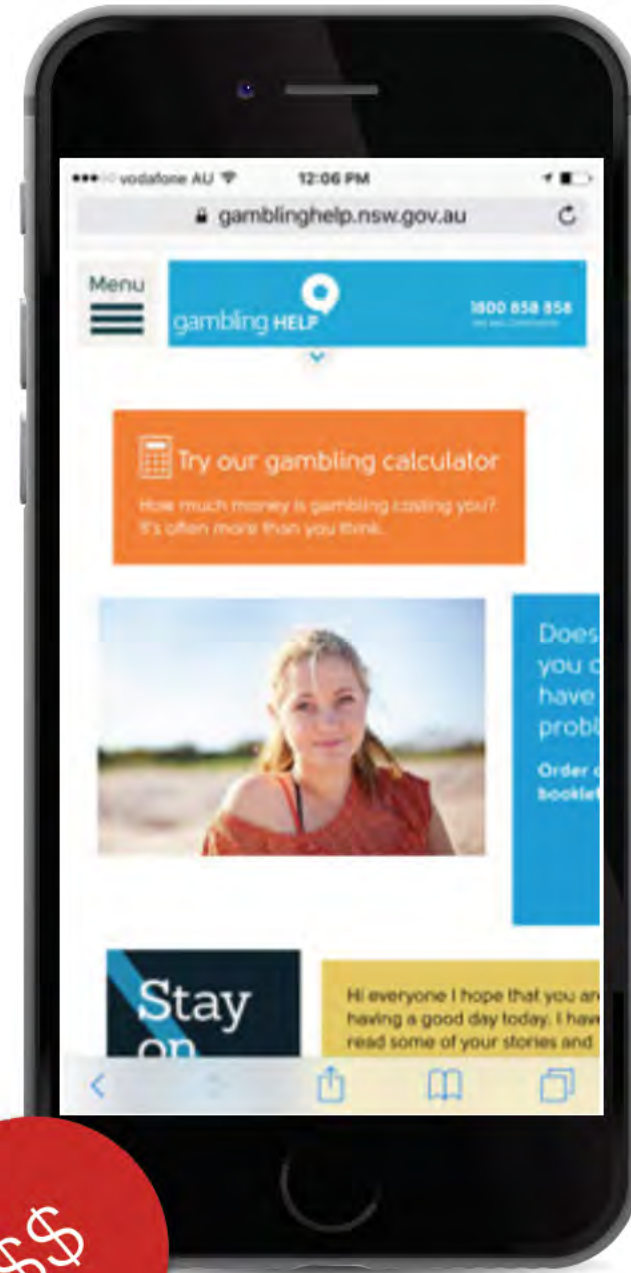
Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	72,064 <small>% of Total: 100.00% (72,064)</small>	79.51% <small>Avg for View: 79.47% (0.04%)</small>	57,295 <small>% of Total: 100.04% (57,271)</small>	81.91% <small>Avg for View: 81.91% (0.00%)</small>	1.49 <small>Avg for View: 1.49 (0.00%)</small>	00:00:51 <small>Avg for View: 00:00:51 (0.00%)</small>
1. / Homepage	58,794 (81.59%)	82.81%	48,686 (84.97%)	84.10%	1.40	00:00:42
2. /club-rgf/	1,792 (2.49%)	9.88%	177 (0.31%)	32.92%	3.38	00:03:00
3. /real-stories/explore-stories/	1,170 (1.62%)	72.74%	851 (1.49%)	70.09%	1.69	00:01:48
4. /need-help/downloads-and-orders/?need-help=	798 (1.11%)	62.16%	496 (0.87%)	73.56%	1.66	00:01:32
5. /contact-us/contact-us-complete/	632 (0.88%)	82.91%	524 (0.91%)	89.08%	1.19	00:00:26
6. /need-help/what-is-gambling-costing-you-gambling-calculator/	580 (0.80%)	72.07%	418 (0.73%)	90.52%	1.25	00:00:36
7. /take-action/stay-on-track-mobile-app/	404 (0.56%)	66.58%	269 (0.47%)	86.88%	1.45	00:01:02
8. /professionals-area/why-ask-your-client-about-gambling/	372 (0.52%)	80.38%	299 (0.52%)	88.98%	1.23	00:00:45
9. /need-help/downloads-and-orders/	306 (0.42%)	72.22%	221 (0.39%)	64.71%	2.02	00:02:20
10. /need-help/do-you-have-gambling-problems-take-the-quiz/	297 (0.41%)	84.51%	251 (0.44%)	75.76%	1.69	00:00:50



x3 equal rotation CTA were put into market at the campaign launch. Calculator and Quiz CTAs are very low.

- **Need to review display optimisations**
- **Potentially revise CTAs on best performing creative to ensure we are still driving traffic to these tools.**

Homepage - Optimisations?



Significant investment in mobile matches traffic.

- **Need to optimise the mobile site**
- **Consider optimising landing/homepage across all**

Device Category ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	72,064 % of Total: 100.00% (72,064)	79.51% Avg for View: 79.47% (0.04%)	57,295 % of Total: 100.04% (57,271)	81.91% Avg for View: 81.91% (0.00%)	1.49 Avg for View: 1.49 (0.00%)	00:00:51 Avg for View: 00:00:51 (0.00%)
<input type="checkbox"/> 1. mobile	43,940 (60.97%)	80.03%	35,163 (61.37%)	86.06%	1.34	00:00:37
<input type="checkbox"/> 2. desktop	20,528 (28.49%)	77.84%	15,979 (27.89%)	71.80%	1.86	00:01:22
<input type="checkbox"/> 3. tablet	7,596 (10.54%)	81.00%	6,153 (10.74%)	85.26%	1.40	00:00:47

Ελληνικά Call anytime 1800 858 858

gambling HELP 1800 858 858 FREE AND CONFIDENTIAL

Real Stories Need Help? Take Action Youth Professionals' Area

Gambling Calculator

Research shows that gamblers tend to remember their wins more than their losses. But the reality is that nearly everyone will lose money over a long period of time. This tool helps you to work out how much you will lose on average over a year if you keep gambling at your usual rate.

Share [Email] [Facebook] [Twitter] [Google+]

Track your gambling with our new Stay on track app.

Advice to get your gambling under control

Calculator questions

Choose the answers that come as close as possible, on average, to your own gambling. Hit the submit button and the gambling calculator will work out roughly what gambling is costing you over a year.

Use numerals without dollar signs (eg 100) rather than words (eg a hundred dollars).

- 1 How many days each month do you usually gamble?
- 2 On average, how much money do you take with you each time?
- 3 How much money do you usually withdraw from an ATM or EFTPOS while you are gambling?
- 4 How much money do you usually borrow from others while you are gambling?
- 5 How much money do you usually go home with at the end of a gambling session?

SUBMIT



Unable to determine completion rates from the analytics. Bounce rate and exit are higher than ideal.

- **Create greater synergy with the campaign message and imagery to reinforce greater link between the source they clicked on and this tool.**
- **Opportunity to bring the highly emotive and motivational campaign language to this page to encourage greater engagement at what could be a confronting part of the gamblers journey**

Ελληνικά Call anytime 1800 858 858

gambling HELP
1800 858 858
FREE AND CONFIDENTIAL

Real Stories Need Help? Take Action Youth Professionals' Area

Gambling Quiz

Answer these eight questions and find out the level at which gambling is affecting your life. Think about the answers carefully and be completely honest with yourself. Facing the problem truthfully is a great first step to fixing things. Answer the questions based on your recent experience (within the last year or so) rather than on experiences from the past.

Share

Track your gambling with our new Stay on track app.

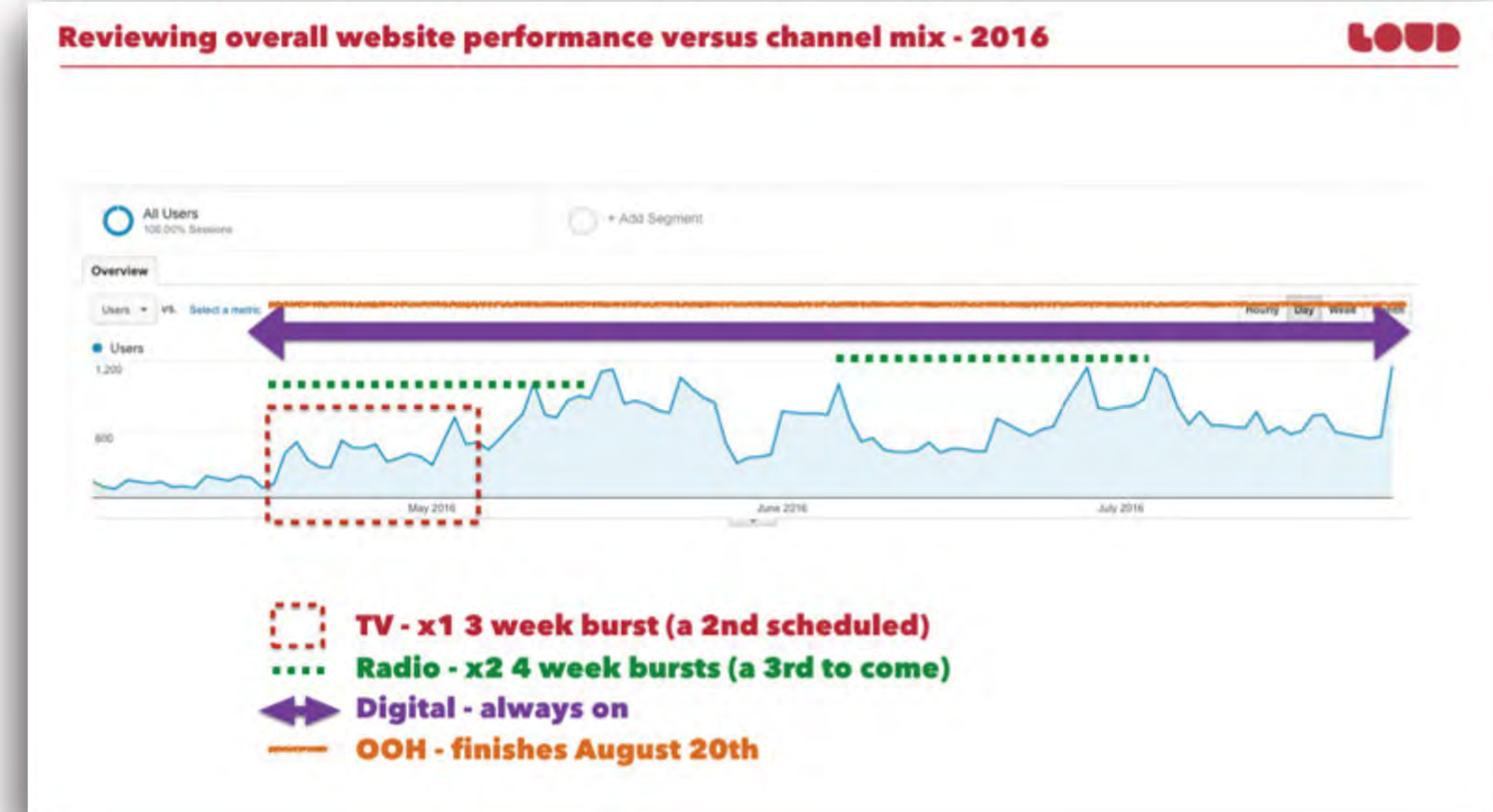
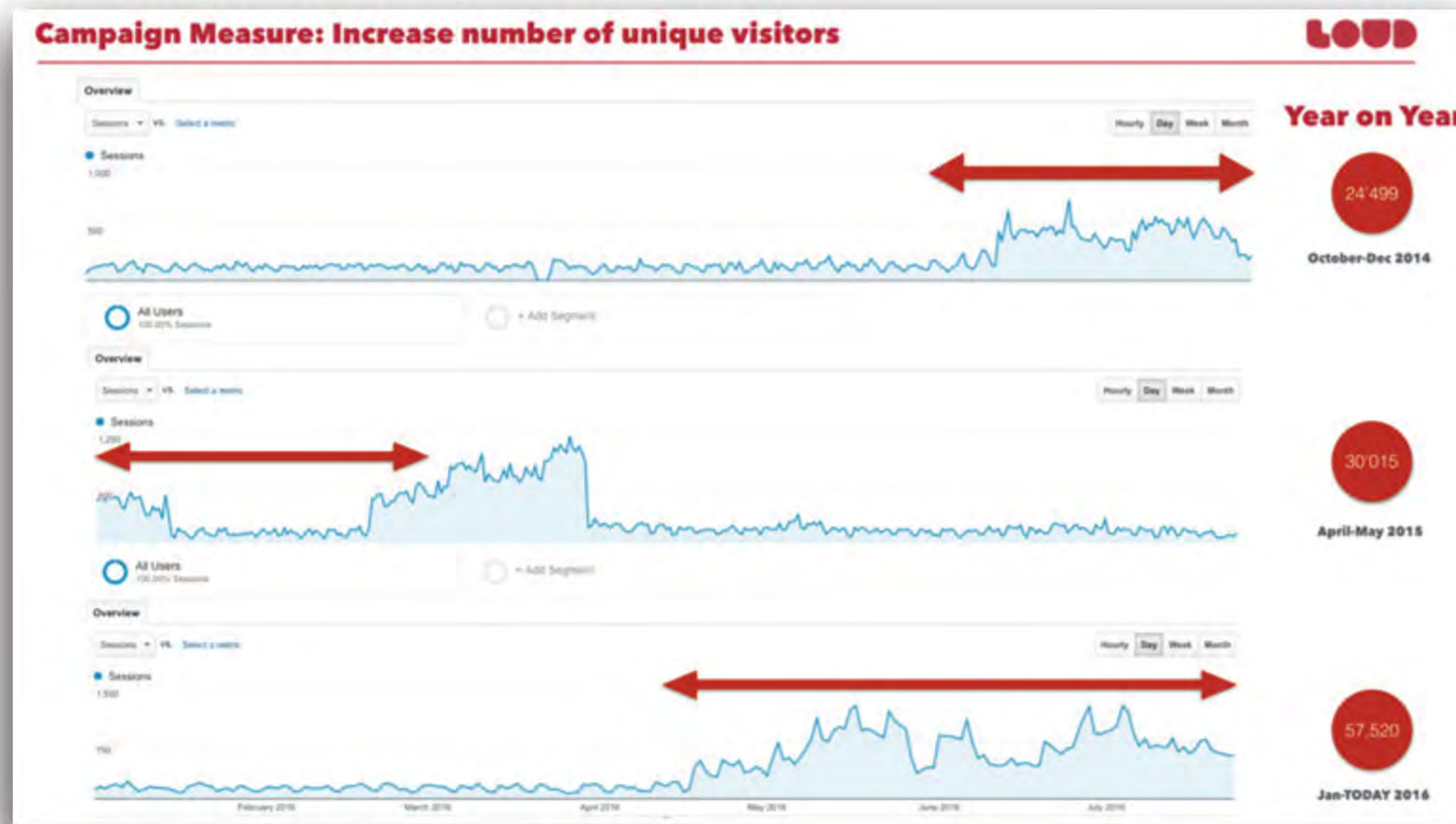
Advice to get your gambling under control

- 1 Sometimes I've felt depressed or anxious after a session of gambling YES NO
- 2 Sometimes I've felt guilty about the way I gamble YES NO
- 3 When I think about it, gambling has sometimes caused me problems YES NO
- 4 Sometimes I've found it better not to tell others, especially my family, about the amount of time or money I spend gambling YES NO
- 5 I often find that when I stop gambling I've run out of money YES NO
- 6 Often I get the urge to return to gambling to win back losses from a past session YES NO
- 7 I have received criticism about my gambling in the past YES NO
- 8 I have tried to win money to pay debts YES NO



Unable to determine completion rates from the analytics. Bounce rate and exit are higher than ideal.

- **Create greater synergy with the campaign message and imagery to reinforce greater link between the source they clicked on and this tool.**
- **Opportunity to bring the highly emotive and motivational campaign language to this page to encourage greater engagement at what could be a confronting part of the gamblers journey**



Campaign performance has significantly improved year on year



Always on digital keeps traffic consistently raised (versus no campaign), TV and Radio then clearly provide incremental lift.



Analytics doesn't provide any compelling evidence to change current planned channel mix.

KEY ACTIONS FOR DISCUSSION



TV / Radio Investment

- Are there any opportunities to target spend even further in specific regions?

Digital Display Banners

- optimisations in terms of creative and CTA's to date?
- increase tool engagement needs to be a focus in tranche 2

Social Media

- Refresh with shorter videos and optimise for remainder

Website optimisations

- Homepage / Landing Page refresh with key actions and improved user experience.
- Particularly for mobile

Measures / Tracking and Analytic improvements

- Can we improve the data/analytics available to us

OPTIMISATION PROPOSAL Mid Campaign Analysis



Tuesday 2nd August

The following details a proposal to optimise the remainder of the Campaign.

It was identified during the mid-campaign analysis that the campaign is generating traffic to the website but engagement with the website is being impacted due to the following factors:

- 1. The existing homepage - layout and functionality - is confusing and was not specifically developed with campaign objectives in mind.**
- 2. The two tools that we were also directing traffic to (The calculator and the quiz) do not seem to be meeting the specific needs of those visiting the site. The hypothesis is that visitors are perhaps further along in their 'journey' and actually are looking for more specific 'help' or 'resource'.**
- 3. Optimise display banner creative / click throughs and based on current performance levels. Key recommendation being that there will be only one CTA and URL - the new campaign landing page**
- 4. Hold off on deploying new social assets until campaign landing live. In addition, consider sub-titles for all or some assets (cost/value dependent)**

Creating a campaign landing page to capture all campaign leads is recommended. This would be a static landing page, designed in line with the Campaign look, feel and messaging. And importantly, it would be designed with the campaign objectives front and centre.

The landing page would address the needs state of both problem gamblers and family & friends by providing them click through options to the most relevant information for them.

For problem gamblers we would present them with the options to 'get help' ensuring they can navigate themselves to all the counselling options.

For friends and family members we would present them with the opportunity to download the booklet, whilst also providing them the information relating to counselling options.

The landing page would of course provide easy access to the main site and all its content. We can also link the Calculator and Quiz off the landing page if we still want these tools to be a sub-objective.



Campaign landing page content to be agreed and approved by Wednesday 3rd August, as this will inform the Design and Build Brief

LOUD recommends designing and building a new static homepage that exists outside of Gambling Helps current content management system (CMS)

- **This is the easiest and quickest way to develop this**
- **It is also common practice for campaign specific landing pages**

Using a framework called 'Bootstrap' we will be able to develop and build a page that is responsive to all screen sizes (e.g. mobile and tablet).

- **Bootstrap also allows us to test the page across all platforms; PC, Mac, different operating software versions, android devices, apple devices etc**



Department of Liquor and Gaming to confirm list of browsers that the page needs to support (how historic do you require?)



LOUD would conduct all the design and build requirements for the landing page. Upon final approval LOUD can either be provided access to the Gambling Help website for us to upload, test and send live OR we can hand over all the assets for this to be done by the Department of Liquor and Gaming themselves (or via an existing 3rd party)

Approval of objectives, landing page content inclusions and costs

Wednesday 3rd August

Design of Campaign Landing Page (1 Day)

Present for feedback Friday 5th August AM

Feedback / Amends

Friday 5th August PM

Final Landing Page Design Approved

Monday 8th August

Build

Week Commencing 8th August

Testing (*time required dependant on how many platforms require testing)

Allow 2 days*

LIVE date

15th August

OPTIMISATION 1 - Homepage



Resource	Hours	Cost
Group Account Director - strategic leadership and direction across project	2 @ \$325	\$650
Account Direction (Gemma Tugby @ Account Director head hour rate) - project director	6 @ \$250	\$1500
Head of Digital - Building recommendations, digital project plan and design	13 @ \$250	\$3250
Digital Developer - build and testing	40.5 @ \$250	\$10,125
Head of Production - production supervision throughout project	4 @ \$250	\$1000
Total		\$16,525

20/14

Information released under the Government Info

OPTIMISATIONS

We currently have x3 Creatives Running. In addition we had AB testing on two of these creatives in place testing performance of the Quiz or Calculator click through CTAs.

20/14

Following the mid-campaign analysis, it has been suggested that the Quiz and the Calculator tools are perhaps not as relevant to those engaging with our campaign. Click through rates on these CTAs are considerably lower than the click for help CTA 'take the first step, contact us'



Information released under the Government Info

We recommend running all three of the creatives but only the x1 CTA. We will apply this CTA to all display banners along with the new URL.

We will also apply new URL to all mobile banners.

TBC UM to update URL on all Digital Video assets in market

Display Banner Creative 1



We open on the scene above.
Copy animates on.



Copy animates on.



Scene changes out.
Copy animates on.



Hand appears holding mobile phone.



Phone zooms in for a closer look at the details on the phone.



White fade in to endframe.
Banner ends.
Banner does not loop due to Cadreon specs.

DISPLAY BANNER CREATIVE 2



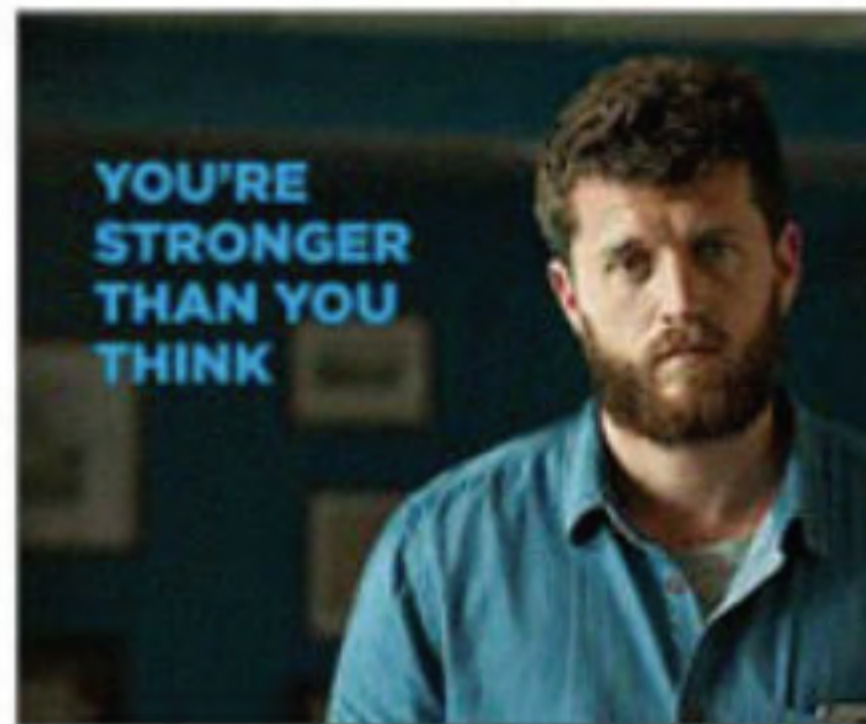
We open on the scene above.
Copy animates on.



Copy animates on.



Copy animates on.



Copy animates on.



Endframe option 1
White fade in to endframe.
Banner ends.
Banner does not loop due to Cadreon specs.



Endframe option 2
White fade in to endframe.
Banner ends.
Banner does not loop due to Cadreon specs.

DISPLAY BANNER CREATIVE 3



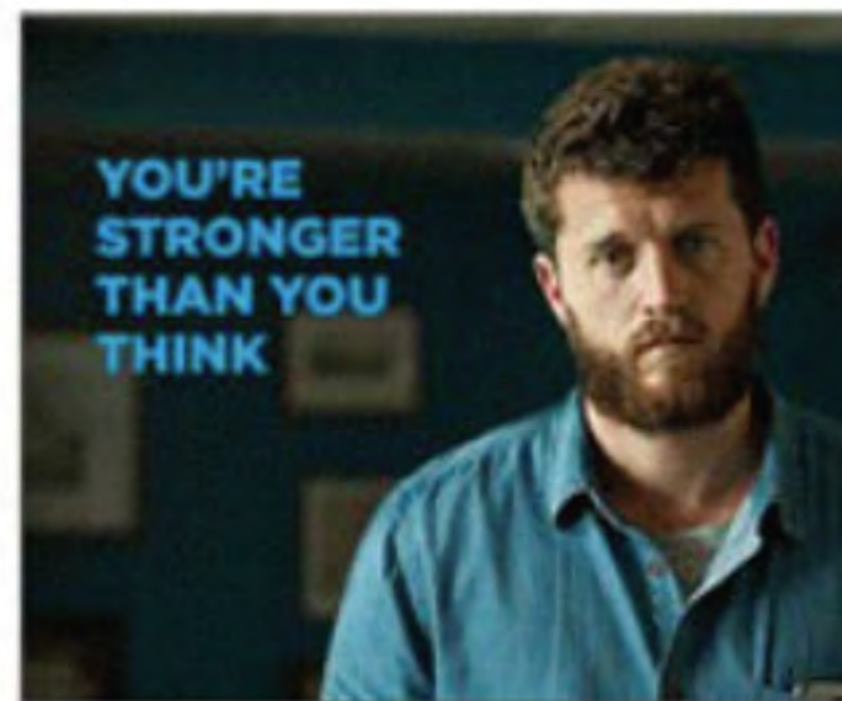
We open on the scene above.
Copy animates on.



Copy animates on.



Copy animates on.



Copy animates on.



Endframe option 1
White fade in to endframe.
Banner ends.
Banner does not loop due to Cadreon specs.



Endframe option 2
White fade in to endframe.
Banner ends.
Banner does not loop due to Cadreon specs.

TIMING and COSTS



Resource	Hours	Cost
Landing Page Cost	As per landing page costs slide	\$16,525
Digital Developer - display advertising updates	7.5 @ \$250	\$1875
Total		\$18,400

20/14
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Information released under the Government Info