

YOU'RE STRONGER THAN YOU THINK

POST CAMPAIGN REPORT



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SUMMARY

Released by DCS under GIPRA application GIPR20/14

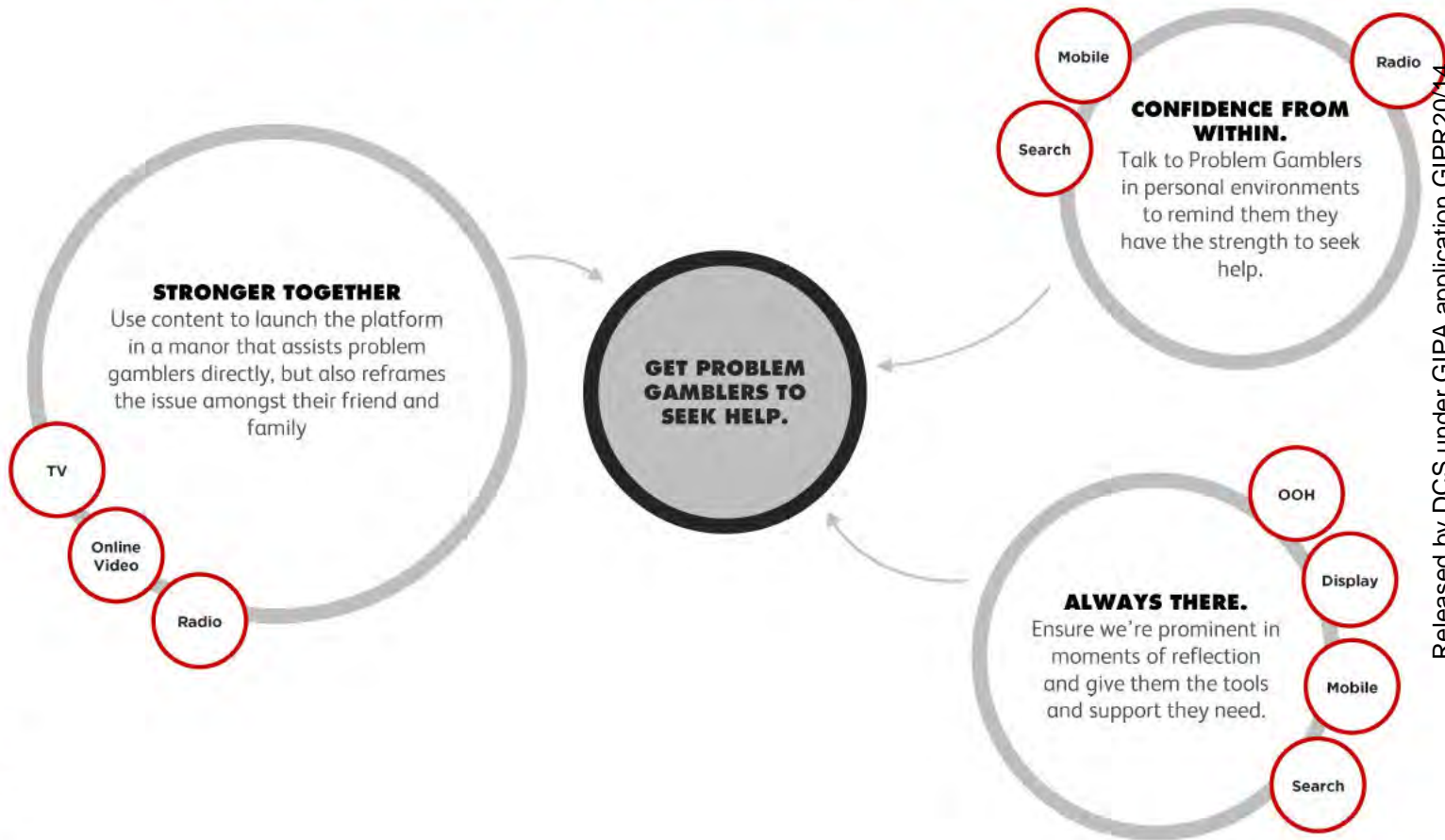
1

CAMPAIGN OVERVIEW

CAMPAIGN PARAMETERS

CAMPAIGN DATES	W/C 17 th April 2016 - W/C 6 th November 2016 (inclusive)
MARKETS	NSW
ACTIVITY	Television, Radio, Display, Online TV, Mobile Social & Search
TARGET AUDIENCE	People 25-54
COMMUNICATION GOALS	Reduce the impact of problem gambling on individuals and communities in NSW

STRATEGIC OVERVIEW SUMMARY



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CAMPAIGN OVERVIEW

APRIL - NOVEMBER 2016

CHANNEL	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	BUDGET	%
Television									\$836,225	51.53%
Online TV									\$7,355	0.45%
Metro Radio									\$241,521	14.88%
Regional Radio									\$76,734	4.73%
Out of Home									\$132,514	8.17%
Digital Display									\$79,500	4.90%
Digital Mobile									\$134,537	8.29%
Digital Search									\$83,000	5.11%
Digital Social									\$31,500	1.94%
TOTAL									\$1,622,877	100%

Released by DCS under GIPA application GIPR2014

2

CHANNEL SUMMARY



TELEVISION

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GAMBLING HELP - YOU'RE STRONGER THAN YOU THINK

TV BURST SUMMARY

APRIL - MAY

CAMPAIGN DETAILS:

Demographic	People 25-54
Markets	Sydney, NNSW, SNSW, Griffith
Duration	30 and 45 seconds
Timings:	WC 17/4/2016 - WC 05/2016

MARKET	PLANNED TARPs	Achieved TARPs	PLANNED 1+ REACH	Achieved 1+ REACH	PLANNED PEAK/OFF PEAK	PEAK/OFF PEAK	POSITION IN BREAK
SYD	250	174 X	45%	56% ✓	70%	65% Peak ✓	35%
NNSW	250	311 ✓	45%	56% ✓	70%	71% Peak ✓	24%
SNSW	250	267 ✓	45%	62% ✓	70%	84% Peak ✓	30%

CAMPAIGN OVERVIEW:

Reach was the main objective for this campaign and this was achieved across all three markets. TARPs's were the secondary metric and we delivered well over the planned TARPs in NNSW and SNSW except for Sydney, which fell outside the 10% tolerance.


Across the campaign period, the landscape was dominated by Australian programming, with stable programming like News and Australian reality shows dominating with 15 of the top 20 programs in Sydney being Australian produced.

UM were able to secure 8 in the top 20 programs in Sydney which were, My Kitchen Rules, Married at First Sight, Seven News, House Rules, Nine News, Home and Away, A Current Affair and Modern Family. The delivery across Regional was even better with UM securing 12 of the top 20 programs, the majority being top performing Australian reality shows and News. These were My Kitchen Rules, Seven Year Switch, Married At First Sight, The Voice, Home and Away, Criminal Minds, MasterChef Australia, National Nine News, 60 Minutes Gogglebox, The Big Bang Theory and Seven News.

LEARNINGS:

- Start - Investing more in Australian reality programming as this generates the strongest results in terms of reach and TARPs.
- Continue - To run news programming as this generates the strongest results in terms of TARPs and 1+ Reach.
- Stop - Limit Investment into Women's Daytime timeslots and movies, these were inconstant and fluctuated dramatically by day.

PROGRAM HIGHLIGHTS:

SYDNEY		NNSW		SNSW	
					
9.7 TARPs	5.7 TARPs	6.5 TARPs	6.2 TARPs	11.1 TARPs	7.5 TARPs

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GAMBLING HELP - YOU'RE STRONGER THAN YOU THINK

TV BURST SUMMARY

OCTOBER - NOVEMBER

PERFORMANCE SUMMARY:

MARKET	PLANNED TARPs	ACHIEVED TARPs	PLANNED 1+ REACH	ACHIEVED 1+ REACH	PLANNED PEAK/OFF PEAK	PEAK/OFF PEAK	POSITION IN BREAK
SYD	235	183	50%	53%	70%	57% Peak	54%
NNSW	225	214	50%	46%	70%	54% Peak	49%
SNSW	225	273	55%	59%	70%	60% Peak	59%

CAMPAIGN OVERVIEW:

Reach was the main objective for this campaign and this was achieved across all three markets. TARPs were the secondary metric as these are a means for delivering reach and we delivered well over the planned goals in NNSW and SNSW. In Sydney, some programs did not deliver the expected TARPs. However, the program selection delivered the planned 1+ reach.

Across the campaign period, the landscape was dominated by Australian programming, with stable programming like News and Australian reality shows dominating with 15 of the top 20 programs in Sydney being Australian produced.

UM were able to secure 8 in the top 20 programs in Sydney which were, My Kitchen Rules, Married at First Sight, Seven News, House Rules, Nine News, Home and Away, A Current Affair and Modern Family. The delivery across Regional was even better with UM securing 12 of the top 20 programs, the majority being top performing Australian reality shows and News. These were My Kitchen Rules, Seven Year Switch, Married At First Sight, The Voice, Home and Away, Criminal Minds, MasterChef Australia, National Nine News, 60 Minutes Gogglebox, The Big Bang Theory and Seven News.







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CAMPAIGN DETAILS:

DEMOGRAPHIC	People 25-54
MARKETS	Sydney, NNSW, SNSW, Griffith
DURATION	30 and 45 seconds
TIMINGS	WC 23/10/2016 - WC 09/11/2016

PROGRAM HIGHLIGHTS:

SYDNEY		NNSW		SNSW	
	4.9 TARPs		3.7 TARPs		6.3 TARPs
			5.6 TARPs		5.3 TARPs
					5.2 TARPs



RADIO

Released by DCS under GIPA application GIPR20/14

RADIO DELIVERY

MARKET	RADIO NETWORK	PAID SPOTS	DELIVERED SPOTS	BONUS SPOTS	BONUS VALUE
Metro Radio	Macquarie	294	294	30	\$6,165
	SCA	147	147	18	\$6,876
	ARN	147	147	84	\$23,520
	DMG	294	294	66	\$18,810
Regional Radio	SCA	735	735	78	\$5,566
	TRSN	441	441	47	\$2,662
		2,058	2,058	323	\$63,599

ACROSS METRO AND REGIONAL RADIO WE NEGOTIATED 323 BONUS SPOTS VALUED AT \$63,599

Released by DCS under GIPA application GIPR2014

AIR CHECKS



NOVA
KEY NUMBER
NSWOLG002530



STAR 104.5
KEY NUMBER
NSWOLG002530



OUT OF HOME

Released by DCS under GIPA application GIPR20/14

OUT OF HOME PERFORMANCE SUMMARY

VENDORS	INVESTMENT	BONUS PANELS	BONUS VALUE
ConAds	\$132,514	60	\$57,367

This 2016 Gambling Help campaign has focused on reaching males within gaming venues with Electronic Gaming machines (EGM's) in areas identified by the Department as high priority/high risk locations, for the promotion of the 'You are Stronger than you Think' message. The campaign has been installed in 26 of the State's identified high-risk LGA locations in both metro & regional NSW.

A total of 521 display points and 254 card holders were installed by Convenience Advertising within 120 venues for this campaign. This covered the 440 display point booking and confirmed 60 panel bonus along with additional bonus A4 display point sites also provided during the campaign period. As booked, 50% of all sites contain card holders for this campaign - with a bonus 8 holders also installed. The campaign also ran from mid-April to Mid-September, with a confirmed 1-month bonus. Convenience Advertising was able to extend the bonus period by a further 2 weeks with messages and the take away cards remaining on display until 30th October.

The total potential reach of the campaign via the 120 venues utilised is approximately 254,000+ male patrons per week, or over 5.99 million male patron visits for the full 6.5 month campaign period.

The total value of the bonus for this campaign comes to \$57,367.05 - this factors in the additional bonus panels within the key geographic areas, attributing to the additional 20-26 participating venues over and above what was anticipated, along with the run-on of panels for the 6 weeks mid-September through end October, and the discount provided to our government media rate card.



DIGITAL DISPLAY

Released by DCS und GIPA application GIPR20/14

RESULTS

12,131,905

IMPRESSIONS
11,777,778 GOAL

18,990

CLICKS

17,801

CONVERSIONS

0.16%

CTR
BENCHMARK OF
0.03%-0.05%

\$6.55

CPM
\$6.75 GOAL

\$4.47

CPA

EXECUTION - SMH

10:56AM Wednesday, Apr 20, 2016 19660 online now Do you know more about a story? [Real Estate](#) [Cars](#) [Jobs](#) [Dating](#) [Newsletters](#) [Participate](#) [Media Network](#)

MY NEWS MY OUPINGS MY COMMENTS TODAY'S PAPER SUBSCRIBE LOG IN REGISTER

The Sydney Morning Herald Sport

Ladbrokes.com.au Not Betting

SANDOWN RACE 1 11:43AM

1. REGINA COELI (8)	58.00
2. WEST SOUTHWEST (10)	2.35


JOIN NOW

Cricket NRL AFL Union Football Racing US Sports Motorsport Basketball Golf Tennis Rio Olympics Scores More

You are here: Home » Sport » Racing »

Search News Sport Search

Latest racing news




Winx a champion as Clipperton emerges from carnival a rising star

GIRTS ROOTS | The autumn carnival belonged to champion mare Winx, but its hidden gems were smaller trainers with stars of their own and the emergence of Sam Clipperton into the group 1 riding ranks.


Press Statement retired to stud

1:25 am Dual group 1 winner Press Statement has run his last race and will join the stallion roster at Vineyard Stud in the new season.



Blake Shinn prepares for Hong Kong assignment

Blake Shinn has taken a few days off from Sydney racing to prepare for an important overseas assignment.



the form

Advertisement

HOW MUCH DO YOU SPEND ON GAMBLING IN A YEAR?

Try the gambling calculator

gambling HELP
PHONE • FACE TO FACE • ONLINE • FREE

NSW GOVERNMENT

EXECUTION - EBAY

The screenshot shows an eBay search results page for 'cricket bat'. The top navigation bar includes the eBay logo, a search bar with 'cricket bat' entered, and a 'Search' button. Below the search bar, there are related search terms like 'english willow cricket bat', 'gray nicolls bat', etc. The left sidebar contains category filters for 'Sporting Goods' and 'Cricket'. The main content area shows a promotional banner for Myer, followed by a list of cricket bats. The first listing is 'David Warner - Gray Nicolls Kaboom Full Size Cricket Bat + oil + grip + fiber' for AU \$83.00. The second listing is 'Brand New Genuine Spartan MC 4000 English Willow senior SH Cricket Bat 2.95 Lb' for AU \$135.00. On the right side, there is a vertical advertisement for a man with a beard, with the text 'YOU'RE STRONGER THAN YOU THINK'.

Shop by category

cricket bat

Bats

Search Advanced

Related english willow cricket bat gray nicolls bat cricket gloves kookaburra cricket bat cricket cricket pads cricket helmet cricket bat

Include description

Categories

Sporting Goods (5,829)

Cricket

Other Sports Equipment (66)

Other Sports Memorabilia (12)

AFL, Australian Rules (6)

Skateboarding (1)

More

Clothing, Shoes, Accessories (194)

Men's Clothing (183)

Women's Clothing (171)

Adult Unisex (8)

Clothing, Shoe Care (3)

Vintage (1)

More

See all categories

Format see all

All listings

Auction

Buy It Now

Brand see all

GM (173)

Gray Nicolls (420)

Kookaburra (1,414)

Slazenger (132)

SS (241)

All listings Auction Buy It Now

Sort: Best Match View: [List Icon]

All Sporting Goods Cricket Bats

cricket bat 4,862 listings Follow this search

Postage to 2010

MYER MYER ON EBAY GET A \$100 VOUCHER WHEN YOU SPEND \$200 OR MORE Shop now

*Ends 20 April. Voucher valid at Myer on eBay in May. T&Cs apply.

David Warner - Gray Nicolls Kaboom Full Size Cricket Bat + oil + grip + fiber

From India

AU \$83.00

Buy It Now

Free postage

30 sold

Brand New Genuine Spartan MC 4000 English Willow senior SH Cricket Bat 2.95 Lb

AU \$135.00

10h left (Today 21:22)

0 bids

+AU \$15.00 postage

YOU'RE STRONGER THAN YOU THINK

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EXECUTION - NINEMSN

nine9 [9News](#) [Sport](#) [Finance](#) [TV](#) [Entertainment](#) [Lifestyle](#) [Classifieds](#) [More sites](#) [Bing web search](#)

WIDE WORLD OF SPORTS

FOLLOW US [f](#) [t](#)

CRICKET AFL NRL RUGBY FOOTBALL GOLF HORSE RACING MOTORSPORT LIVE SCORES MORE TV

HOW MUCH DO YOU SPEND ON GAMBLING IN A YEAR? [Try the gambling calculator](#) [gambling HELP](#) [NSW GOVERNMENT](#)

EPL	COMPLETED	T20	COMPLETED	EPL	COMPLETED	T20	Thu 12:30pm	EPL	Thu 5:45pm	EPL	Thu 5:50pm
SC	0	KKR	8/138	MI	1	MIN		WHL	LI	EV	0
TH	4	KKR	4/141	MI	1	RCB		WHL	LI	EV	0

[sports](#) [ALL SPORTS](#)

FOOTY TIPPING: Weekly prizes - it's never too late to enter

Jumps races return to metropolitan venue

By AAP • a day ago

[Share](#) [Tweet](#) [Email](#) [More](#)

With winter approaching, jumps racing makes a return to the city with a hurdle and steeplechase at Sandown.

The jumps season last year was held throughout Victorian country racetracks after Sandown underwent renovations.

Feature races including the Australian Hurdle, the Grand National Hurdle and the Grand National

FOOTY TIPPING [Enter now](#)

\$90,000
IN CASH AND PRIZES

JENNIFER ANISTON LATE HUDSON JULIA ROBERTS JASON SUDEIKIS

FROM THE DIRECTION OF PRETTY WOMAN AND VALENTINES DAY

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EXECUTION - NEWS.COM.AU

The screenshot shows the News.com.au website. At the top, there is a navigation bar with links for Home, Fox Sports, Current One, Campaign, Real Estate, and News Network. Below this is a Westpac advertisement with the text "Feel secure with Westpac Fraud Money Back Guarantee." and a "Get started" button. The main navigation bar includes categories like National, World, Lifestyle, Travel, Entertainment, Technology, Finance, Sport, and Video, along with social media icons for Facebook, Twitter, Instagram, and YouTube, and a search icon.

The main content area features a "sport" section with a "LATEST IN SPORT" tag. The primary article is titled "Capitals on track to sweep Flyers" and includes a sub-headline: "BRADEN Holtby and the Washington Capitals plan to keep rolling along against the Flyers despite an injury scare in practice." Below the headline is a link to "MORE AMERICAN SPORTS NEWS".

To the right of the article is a promotional box for a gambling calculator. The text reads: "HOW MUCH DO YOU SPEND ON GAMBLING IN A YEAR?" and "Try the gambling calculator". It features logos for "gambling HELP" and "NSW GOVERNMENT".

Below the gambling calculator is a "RIGHT NOW IN SPORT" section with three items:

- 2099 READERS: Conor McGregor to retire: Tweet casts doubt over next fight ...
- 819 READERS: Dude your relationship is over.
- 265: Formula One boss is utterly bonkers

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STRATEGY PERFORMANCE

STRATEGY	IMPRESSIONS	CLICKS	CTR	CONVERSIONS
Prospecting	4,279,574	10,326	0.24%	5,191
Contextual	2,884,367	3,002	0.10%	2,193
Keyword	4,226,694	4,665	0.11%	3,916
Retargeting	741,270	997	0.13%	6,501
TOTAL	12,131,905	18,990	0.16%	17,801

The stand out strategy based on its performance across all metrics was Prospecting, followed by Retargeting. However when it came to the number of conversions delivered and CPA, retargeting was best performer.

TOP 15 SITE LIST

SITE & APP	CTR
ninemsn.com.au	3.04%
heraldsun.com.au	1.06%
news.com.au	0.45%
aca.ninemsn.com.au	0.28%
9news.com.au	0.19%
msn.com	0.17%
Fairfax Network	0.16%
outlook.com	0.14%
theguardian.com	0.12%
dailytelegraph.com.au	0.11%
mail.yahoo.com	0.11%
eldersweather.com.au	0.09%
domain.com.au	0.08%
tradingpost.com.au	0.07%
realestate.com.au	0.07%

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Top site list was a mix of mainly premium entertainment and news sites, with real estate and weather included in the mix as well. As you can see ninemsn.com.au, Herald Sun and News.com.au had extremely high CTR's, this meant that majority of people that clicked through from these websites were using a mobile device. It is also interesting to add that outlook.com and news.com.au drove the highest amount of conversions.

CAMPAIGN BREAKDOWN



AD SIZE

Based on CTR, the 160x600 had the highest click through with 0.17%.



DAY OF WEEK

It is interesting to highlight that in terms of CTR Sunday & Friday has the highest with 0.16%. followed closely by 0.15%, emphasising that audiences were more likely to click through towards the end of a week.



TIME OF DAY

The most popular time of day for users to click through was midnight to 3am (0.18% CTR), followed closely by 9pm to midnight (0.17%).



ONLINE TV

Released by DCS und GIPA application GIPR20/14

CADREON ONLINE TV RESULTS SUMMARY

1,070,088

IMPRESSIONS
1,063,830 GOAL

2,766

CLICKS

0.26%

CTR

\$46.73

CPV
IO GOAL OF \$47

71%

COMPLETION RATE

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EXECUTION - SBS

The screenshot shows the SBS On Demand website interface. At the top, there is a navigation bar with the SBS logo and various menu items like 'Long Reads', 'Science', 'Life', 'Women in Sport', and 'Sexuality'. Below this is a search bar and a 'SBS ON DEMAND' header with sub-menus for 'Programs', 'Movies', 'Channels', 'News', 'Sport', and 'Help'. The main content area features a video player for the episode 'Vietnam: The War That Made Australia - Season 1 Episode 3 - Exit Wounds'. The video player is currently paused at 00:24. An advertisement for 'gambling HELP' is overlaid on the video, showing a hand holding a smartphone with the app's interface. To the right of the video player, there is a promotional image for 'DUOS' snacks, featuring two bags of chips and the text 'TWICE THE FUN' and 'TWO FLAVOURS. ONE PACK.'.

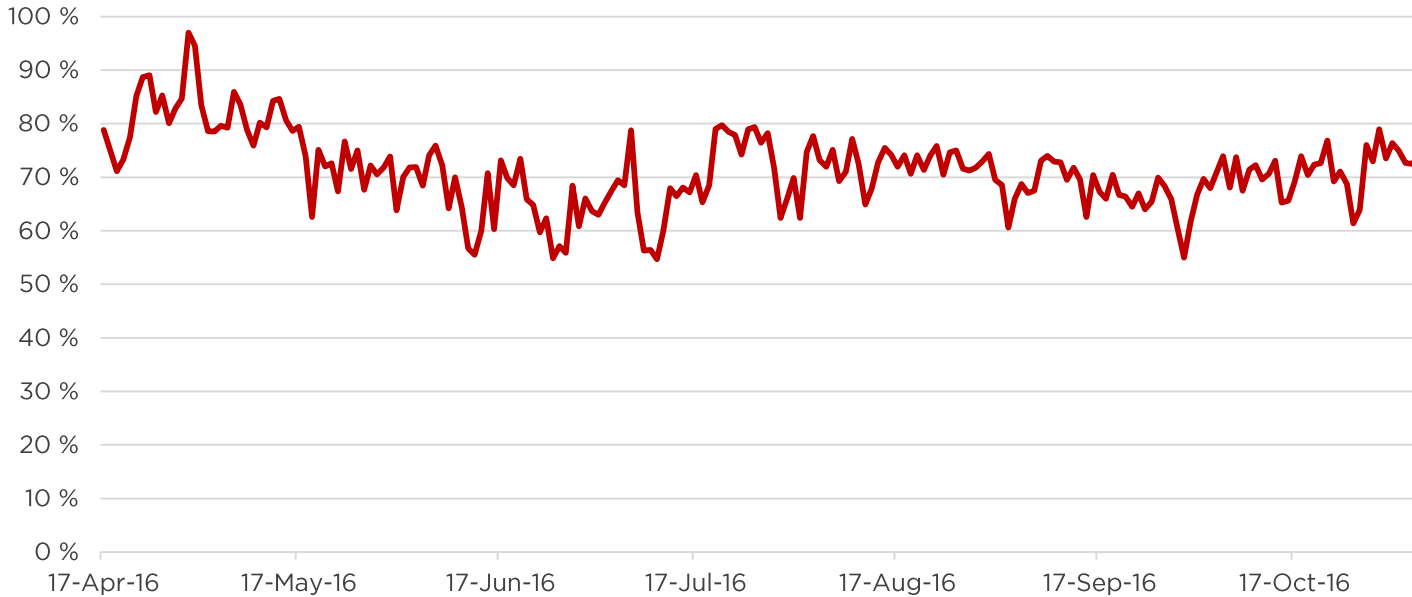
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EXECUTION - MCN

The screenshot shows the MSN video player interface. At the top, there is a search bar and navigation links for 'msn video', 'Tranding', 'News', 'Sport', 'Entertainment', 'Motoring', 'Viral', and 'See All Videos'. The main video player displays a man's face with the text 'You're stronger than you think'. Below the video, the title reads 'Fornaroli scores spectacular goal in A-League final', with a duration of 0:24 and a 'SHARE' button. A 'PLAYLIST' on the right lists several sports-related videos, including 'McLaughlin dominates on the Island', 'Lirulucky Ricciardo undone by puncture in F1', and 'Bulls finish strong against spirited Reds'. At the bottom, there is a 'More from Wide World of Sports' section with a row of five video thumbnails.

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VIDEO COMPLETION RATE DELIVERY BY DAY



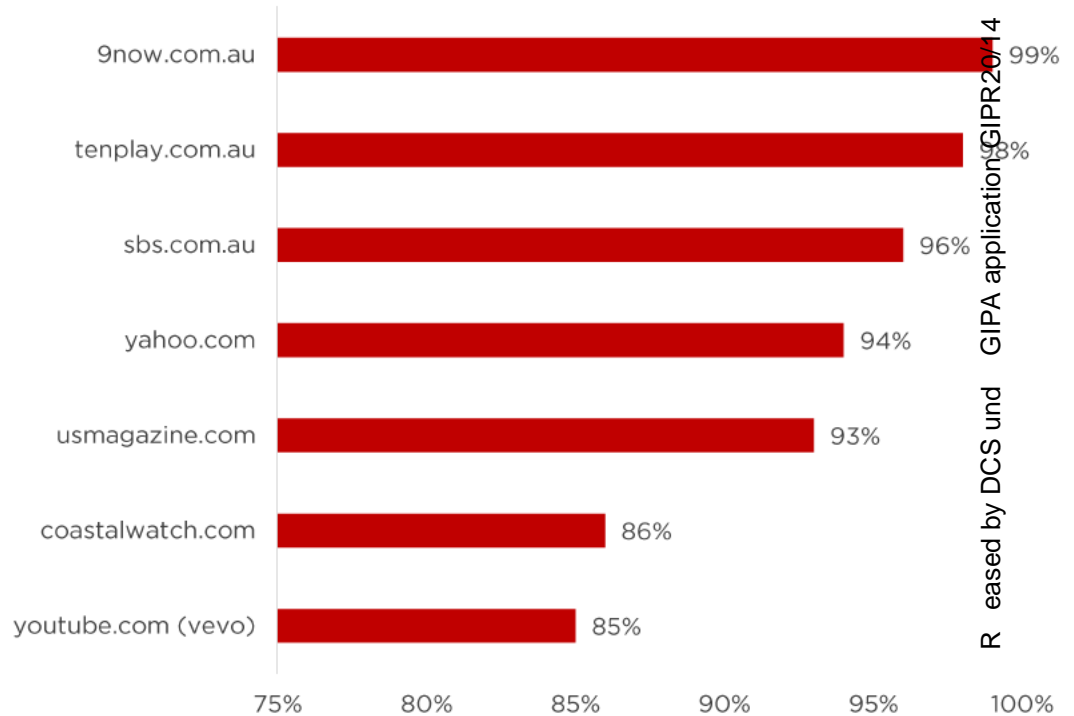
Average completion rate was 71%, which is a great result considering the industry standard is 65%.

As you can see over the course of the campaign, the completion rate did fluctuate throughout the course of the campaign. The slight peaks and troughs are caused by fluctuations within Premium Inventory based off availability at that time.

TOP SITES

INSIGHTS

In terms of Completion Rate, the premium catch-up sites; 9now, tenplay, sbs & yahoo were the star performers. Overall these top sites were all of impressive quality, and drove majority of the performance.



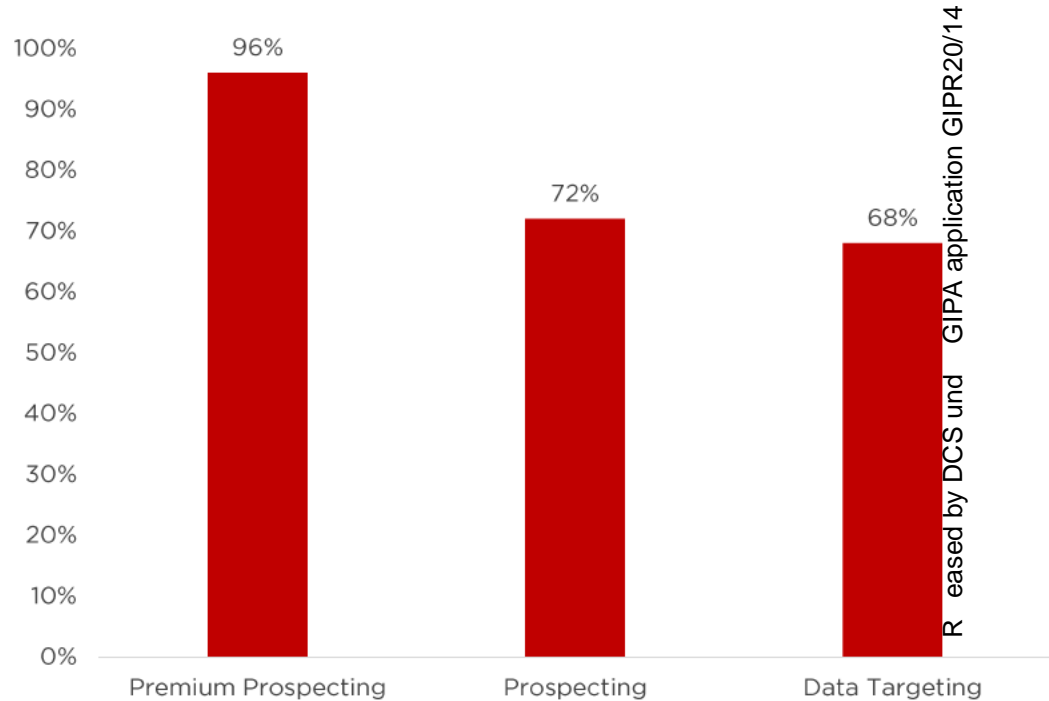
OVERALL STRATEGY COMPLETION PERFORMANCE

INSIGHTS

Premium Prospecting resulted in the highest completion rate with 96%.

Premium prospecting often shows the highest completion rates, as this is where the premium inventory sits.

A Data Targeting strategy was created targeting Males 25-54 (who were highlighted as the most likely audience to be problem gamblers).



Research by DCS und GIPA application GIPR20/14

YAHOO RESULTS SUMMARY

CREATIVE	BOOKED IMPS	DEL IMPS	CLICKS	CTR	CPM	CPC	% DELIVERED
APRIL	34,100	34,166	223	0.65%	\$55.00	\$8.43	100.19%
MAY	75,507	75,507	665	0.88%	\$55.00	\$6.24	100.00%
JUNE	73,071	73,090	685	0.94%	\$55.00	\$5.87	100.03%
JULY	75,507	75,026	472	0.63%	\$55.00	\$8.74	99.36%
AUGUST	15,095	15,103	90	0.60%	\$55.00	\$9.23	100.05%
TOTAL	273,280	272,892	2,135	0.78%	\$55.00	\$7.03	99.86%

COMPLETION RATE					
MONTH	0-24%	25-49%	50-74%	75-99%	100%
APRIL	100.00%	96.80%	95.62%	94.64%	93.97%
MAY	100.00%	99.77%	99.44%	99.24%	98.93%
JUNE	100.00%	94.94%	93.14%	91.96%	90.81%
JULY	100.00%	99.14%	98.90%	98.75%	98.51%
AUGUST	100.00%	98.22%	97.74%	97.49%	87.41%

- May was the best performing month in regards to impression delivery and June experienced the highest CTR of 0.94%
- In terms of completion rate May also achieved the best results with nearly 99% of the audience watching the video to 100%



YOUTUBE

Released by DCS und GIPA application GIPR20/14

RESULTS SUMMARY

1,954,306
IMPRESSIONS

444,602
VIEWS

22.75%
VIEW RATE

\$0.12
CPV

\$55,009.96
MEDIA SPEND

6,255
CLICKS

YOUTUBE RESULTS

AD GROUP	IMPRESSIONS	VIEWS	VIEW RATE	CPV	MEDIA SPEND	WEBSITE CLICKS	25% WATCHED	50% WATCHED	75% WATCHED	100% WATCHED
Interests	1,121,560	239,884	21.39%	\$ 0.15	\$36,204.83	3,967	52.39%	33.23%	27.78%	23.41%
Remarketing	606,817	171,664	28.29%	\$ 0.09	\$15,163.91	521	60.38%	41.65%	35.27%	28.53%
Topics	225,929	33,054	14.63%	\$ 0.11	\$3,641.22	1,767	47.00%	27.86%	22.56%	14.63%
TOTALS	1,954,306	444,602	22.75%	\$ 0.12	\$55,009.96	6,255	54.25%	35.23%	29.50%	27.84%

- **Interests** – The Most views from the 'Sports Fans' affinity audience (97,279) with the 3rd highest view rate. The highest view rate was from 'Auto Enthusiasts' affinity audience (29.39%).
- **Remarketing** – Due to remarketing targeting YouTube channel viewer, the view rate was the strongest overall, with the highest rate of completions (28.53%). Although viewership was strong, it converted little clicks (0.09% CTR).
- **Topics** – We saw the most views (25,892) and highest CTR (0.92%) from the Games topic. Despite having the least views, the highest view rate was for the 'Men's Interests' topic (43.30%).



GIPA Application QIPR 2014



MOBILE

Released by DCS und GIPA application GIPR20/14

MOBILE RESULTS SUMMARY

PUBLISHER	ENVIRONMENT/ TARGETING	SIZE	SIZE	BOOKED IMPRESSIONS	DELIVERED IMPRESSIONS	DELIVERED CLICKS	CTR	CPM	CPC
MNET	App DNA	MREC	300x250	442,000	185,284	497	0.27%	\$11.66	\$4.35
		Mobile Banner	320x50		264,470	774	0.29%	\$11.66	\$3.98
	Retargeting users who have seen but not engaged	MREC	300x250	159,362	107,518	404	0.38%	\$14.57	\$3.88
		Mobile Banner	320x50		33,342	105	0.31%	\$14.57	\$4.63
	Retargeting- Click to Call	MREC	300x250	58,560	45,418	149	0.33%	\$14.57	\$4.44
		Mobile Banner	320x50		9,596	65	0.68%	\$14.57	\$2.15
	Brand Intelligence	MREC	300x250	3,642,139	1,123,187	873	0.08%	\$7.29	\$9.38
		Mobile Banner	320x480		1,186,780	7,357	0.62%	\$7.29	\$1.18
		Mobile Banner	320x50		1,315,541	2,970	0.23%	\$7.29	\$3.23
		Leaderboard	728x90		97,362	363	0.37%	\$7.29	\$1.96
	Historical Location	Mobile Banner	320x20	1,047,857	419,682	2,336	0.56%	\$16.22	\$2.91
		Mobile Banner	320x480		18,346	79	0.43%	\$16.22	\$3.77
		Leaderboard	728x90		654,419	7,053	1.08%	\$16.22	\$1.50
	NRL App	320x50	320x50	308,810	241,251	688	0.29%	\$9.71	\$3.40
		Leaderboard	728x90		66,149	291	0.44%	\$9.71	\$2.21
	NRL M-site	Playground Side Push	Rich Media	313,285	294,078	5,359	1.82%	\$22.34	\$1.23
	Fox Sports M Site	Playground Side Push	Rich Media	626,570	620,005	24,839	4.01%	\$22.34	\$0.56
	Fox Sports M Site	Playground Side Push	30sec	308,810	307,533	11,548	3.76%	\$22.34	\$0.59
	NRL, AFL, Fox Sports	Mobile Banner	320x50	2,007,262	498,123	410	0.08%	\$9.71	\$1.80
		MREC	300x250		537,835	1,116	0.21%	\$9.71	\$4.68
Mobile Banner		300x50	923,550		955	0.10%	\$9.71	\$9.39	
Targeting Sport Fan Audience	Mobile Banner	320x50	1,947,688	177,351	919	0.52%	\$11.66	\$2.25	
	MREC	300x250		1,765,346	10,266	0.58%	\$11.66	\$2.01	
Run of Sports Channel	Mobile Banner	320x50	188,587	171,851	230	0.13%	\$7.77	\$5.81	
	MREC	300x250		44,084	117	0.27%	\$7.77	\$2.93	
MOBILE GRAND TOTAL				11,050,930	11,108,101	79,763	0.72%	\$11.40	\$1.59

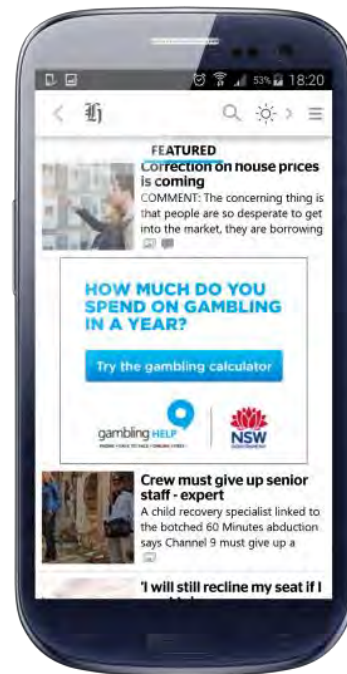
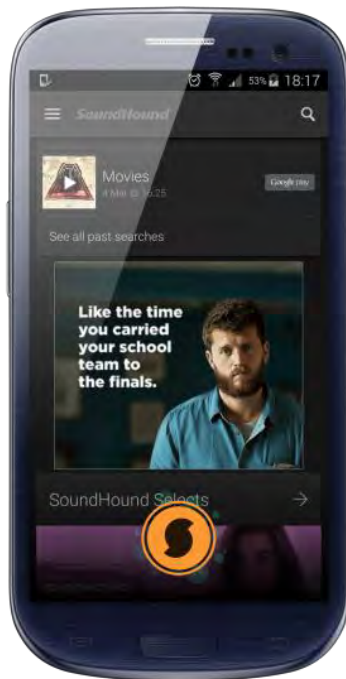
Released by DCS and GIPA application GIPR20/14

RESULTS

- For mobile activity, overall, 11,108,101 impressions were served, equating to a 101% delivery- \$1,175.9 added value. 79,763 clicks were recorded, resulting in a CTR of 0.72% - 133% above our display CTR benchmark of 0.30%
- Although the App DNA and PAT targeting sports fans were pacing behind, Sports Channel and PAT Sports Fans line were added in to boost delivery and performance, as sports fans were driving the best categorical performance. The Sports Channel line was paused after 5 weeks, as it had already peaked, and PAT targeting was implemented to assist with delivery optimisations which proved to drive exceptional engagement results and is highly recommended to be utilised again.
- App DNA drove strong performance with the 'Engaged Retargeting', whereas results did not maximise for the 'Non-Engaged Retargeting'. In the future, we suggest when targeting the 'Non-Engaged Retargeting' to use new creative (as they were served the same creative) to further stimulate the 'non-engaged' audience. We recommend cutting down to 3 frames rather than 4 and amending the CTA as well as possibly trialling 'Contact us Now' rather than 'Reach out Now'.
- An interesting observation discovered through BI was that a large number of users who spoke online about gambling were in fact women, indicating that this campaign was potentially losing out on users such female users who are advocating for gambling help. This activity also slowed us to understand user sentiment over the course of the campaign, where we saw a shift as positive content dropped by 3.9% and negative increased by 11.9%, outlining there has been a shift in the way gambling is being perceived by the target audience in NSW. Olympics BI targeting returned a higher CTR following the commencement of the Olympics, with the expected heightened consumption around the games. We optimised around the Olympics BI targeting, positioning a stronger focus on the better performing keywords in order to continue to boost CTR. It was clear consumption increased around specific sporting and worldly events, such as the Melbourne Cup, NRL, AFL and NFL Grand Finals, as well as political Elections. The key call outs from this activity was that within the family and lifestyle categories, high consumption was mainly driven by women, whilst politics was also driven by legislation changes. Due to the variety of events a user can punt on, implementing higher level BI would enable us to drill further into the triggers for consumers and ensure we capture all of these events. Punters also appeared as a key descriptor in Australian content when it comes to gambling, an expected result in line with Spring Racing and the Melbourne Cup.
- Of the impressions served, the majority were delivered to users between the ages of 30-35 year olds, however interestingly users aged 45-50 recorded the highest engagement. In light of this, it would be interesting to trial creative on varying age demographics, as well as a creative directed towards females who are trying to seek advice for problem gamblers possibly their husbands, brothers or fathers.
- As mentioned above particular events seemed to be more of an influencer than consumer cycles throughout the week. This particular campaign doesn't suggest a pattern in which users gamble throughout the week, although it does seem it would be likely for problem gamblers, particularly after pay day.

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EXECUTIONS



R eased by DCS und GIPA application GIPR20/14



DIGITAL SOCIAL

Released by DCS und GIPA application GIPR20/14

MEDIA RESULTS

2.1M
IMPRESSIONS

532K
VIEWS

16K
COMPLETED
VIEWS

\$14.60
CPM

\$0.06
CPV

\$31K
SPEND

MEDIA RESULTS VS BENCHMARKS

CPV

ACTUAL: \$0.06
TARGET: \$0.10

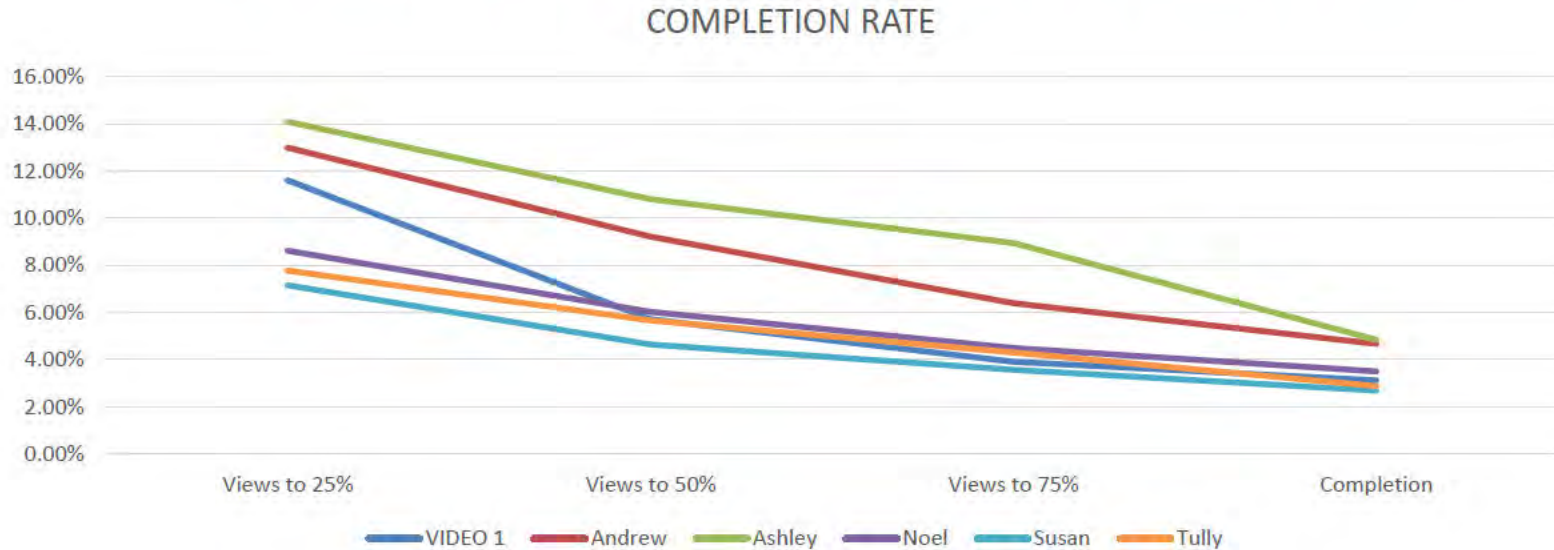
VIEWS

ACTUAL: 532,619
TARGET: 315,000

CPM

ACTUAL: \$14.75
TARGET: \$14.00

VIDEO POSTS OVERALL PERFORMANCE



Overall completion rate finished at around 3%, which is lower than our usual target of 5-10% for 30' creative. Whilst the content was able to draw in an impressive amount of overall views, it failed to maintain the attention of our audience. This can be attributed to some content burnout as the campaign entered its final stages as well as the overall length of the videos.

TOP PERFORMER NOEL

Gambling Hangover
14 September at 17:36

If you or someone you know needs gambling help. Watch this



28K
IMPRESSIONS

6.2K
VIEWS

209
COMPLETED
VIEWS

\$11.73
CPM

\$0.05
CPV

\$328.40
SPEND

Noel delivered the most cost-efficient rates, with a final CPV \$0.05. The relatively limited investment for the post is reflective of Facebook's optimisation algorithm, which will push budget into the initially best-performing creative. It is therefore necessary to manually optimise posts as campaigns enter into their final stages.

Released by DCA Fund GIPA application GIPR20/14

POOREST PERFORMER ANDREW

Gambling Hangover
14 September at 17:36

Do you have a problem gambler in your life? You're stronger than you think.



9K
IMPRESSIONS

1.8K
VIEWS

83
COMPLETED
VIEWS

\$12.42
CPM

\$0.07
CPV

\$117.73
SPEND

Andrew struggled to deliver traction in market with a final CPV of \$0.07, although it still bettered our benchmark of \$0.10. Future campaigns should look to utilise the structure of the Video posts, with Headlines & Descriptions included. Moreover, experimenting with the posts copy allows for a comparative benchmark between creative.

Released by DCS Fund GIPA application GIPR20/14



DIGITAL SEARCH

Released by DCS und GIPA application GIPR20/14



REPRISE SEARCH RESULTS SUMMARY

304,598
IMPRESSIONS

20,892
CLICKS

6.86%
AVERAGE CTR

\$2.36
AVERAGE CPC

\$49,303.59
MEDIA SPEND

1.8
AVERAGE
POSITION

SEARCH RESULTS

CAMPAIGN	IMPRESSIONS	CLICKS	CTR	CPC	SPEND	AVG. POSITION	MOBILE CLICK TO CALL*
Brand	21,892	3,354	15.32%	\$1.55	\$5,184.69	1.1	312
Generic	282,706	17,538	6.20%	\$2.52	\$44,118.90	2.0	4,907
GRAND TOTAL	304,598	20,892	6.86%	\$2.36	\$49,303.59	1.9	5,219

*Mobile Click To Call - Only includes direct calls from ad call extensions

- Overall, we saw strong CTR from both brand and generic campaign search terms.
- We held a 99.92% exact match impression share for brand terms, having outranked *usyd.edu.au*, *qualtrics.com* and *southpacificprivate.com.au*. Generic terms had a 42.78% impression share having outranked *walletwizard.com.au*, *debtrelief.com.au* and *creditcardfiner.com.au*.
- We were able to claim high average positions, with competition for generic terms being expectedly higher. The investment in claiming this higher ad ranks contributed towards strong CTR performance.

PAID SEARCH KEYWORD PERFORMANCE

BRAND	IMPRESSIONS	LICKS	CTR	CPC	COST	AVG POS.	MC2C*
Gambling Help Line	15,321	660	4.31%	\$2.24	\$1,475.27	1.1	75
Gamble Help	6,414	637	9.93%	\$0.97	\$614.74	1.0	50
Need Help With Gambling	3,880	466	12.01%	\$0.89	\$413.38	1.0	46
I Need Help With Gambling	3,868	417	10.78%	\$1.07	\$447.08	1.0	44
Help For Gambling	4,059	377	9.29%	\$1.18	\$443.06	1.0	43

*Mobile Click To Call - Only includes direct calls from ad call extensions

GENERIC	IMPRESSIONS	CLICKS	CTR	CPC	COST	AVG POS.	MC2C*
Helpline Phone Number	103,095	2,862	2.78%	\$2.70	\$7,716.09	1.1	1,745
Helpline Number	45,464	1,794	3.95%	\$2.40	\$4,313.55	1.1	1,126
Helpline Australia	40,603	1,340	3.30%	\$2.62	\$3,516.16	1.1	408
Repossession	59,624	967	1.62%	\$3.46	\$3,346.36	1.1	183
Gambling Help Nsw	6,484	910	14.03%	\$1.11	\$1,012.96	1.1	142
Gambling Anonymous	8,498	462	5.44%	\$1.68	\$777.21	1.0	124

*Mobile Click To Call - Only includes direct calls from ad call extensions

For brand terms we expectedly had very high quality scores, often from 8-10 out of 10 ranking with the highest being 10. We should usually see lower CPCs for brand terms however there was competition for terms such as 'gambling helpline', explaining the higher CPC.

Generic terms had both high quality score and low quality scores for the campaign landing page. Ones that didn't include gambling trended towards lower quality scores e.g. 'helpline', 'quitline'.

For generic terms, a lot of people chose to directly call the helpline from the ad without visiting the landing page. E.g. 'helpline phone number' and 'helpline number' had a 60.97% and 62.76% mobile click to call rate respectively.

Prepared by DCSS and GiffA application GIPR2014

TOP CREATIVE

Gambling Help NSW

Take The First Step and Contact Us.
Reach Out Now.

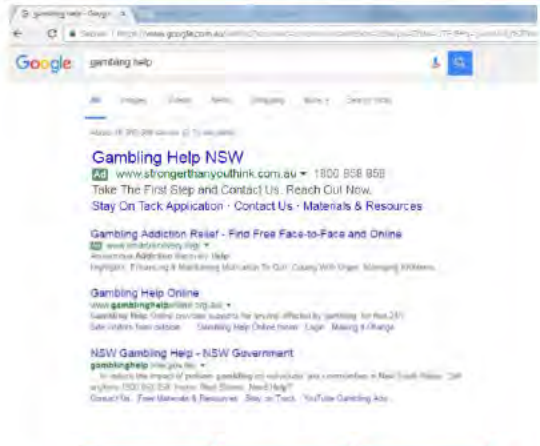
strongerthanyouthink.com.au

HIGHEST CLICKS, CTR & MC2C

- “Take the First Step and Contact Us. Reach Out Now” was the best performing ad copy. (Headlines were consistent across 3 ad copy descriptions).
- Upon noticing the trend of this copy, the ads were put on optimised rotation to increase clicks.
- Overall results across brand and generic were 3,467 clicks, with a CTR of 6.61%. This ad copy had a 64.36% share of clicks over the campaign duration.
- 1,602 mobile clicks to call from call extensions were made from this ad when served.

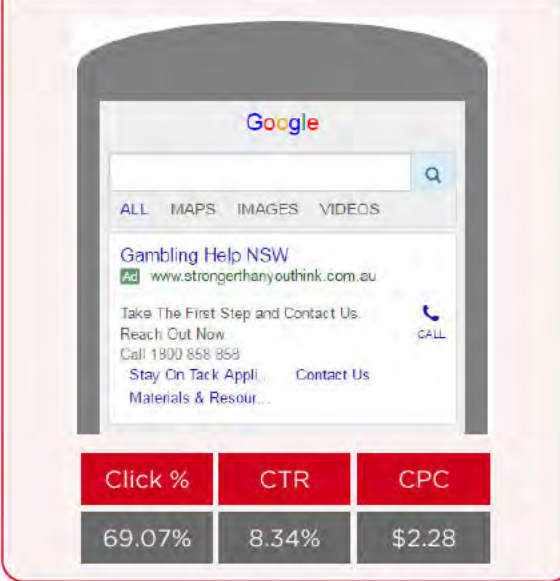
PERFORMANCE BY DEVICE

DESKTOP



Click %	CTR	CPC
24.5%	4.83%	\$2.56

MOBILE



Click %	CTR	CPC
69.07%	8.34%	\$2.28

TABLET



Click %	CTR	CPC
6.43%	5.25%	\$2.51

- Mobile devices dominated the search volume for the campaign and in turn had a substantially higher click share with a strong CTR.
- Lower CPCs for mobile devices were available due to a mobile optimised landing page and strong CTR performance for mobile ads.
- The functionality of call extensions on mobile devices also allowed for users to directly contact the helpline from the ad (Mobile Click To Call).

Released by DCS under GIPA application G10002014

GDN RESULTS SUMMARY

21,168,865
IMPRESSIONS

92,356
CLICKS

0.44%
AVERAGE CTR

\$0.35
AVERAGE CPC

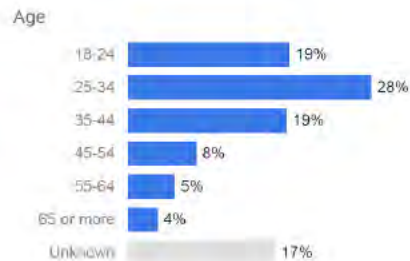
\$32,433.03
MEDIA SPEND

1.0
AVERAGE
POSITION

GDN RESULTS

AD GROUP	IMPRESSIONS	CLICKS	CTR	CPC	SPEND
Interests	11,046,329	43,336	0.39%	\$0.33	\$14,493.00
Keywords	504,990	1,925	0.38%	\$0.69	\$1,337.43
Topics	1,508,819	7,660	0.51%	\$0.27	\$2,055.57
YouTube Remarketing	8,108,727	39,435	0.49%	\$0.37	\$14,546.33
TOTAL	21,168,865	92,356	0.44%	\$0.35	\$32,433.03

- Interests - 'Gamers' had the highest CTR (0.45%) and lowest CPC (\$0.29). 'Sports Fans' had the highest number of clicks (27,769) due to having a higher investment as it is more relevant for the purposes of the landing page.
- Keywords - The keyword 'no credit' has high CTR of 1.36%. The most clicks were from the keyword 'loans'.
- Topics - 'Games' also performed the best for topics with a CTR of 0.63% and lowest CPC of \$0.25.
- Remarketing - 'Similar To YouTube Channel Viewers' had a strong performance, having had a higher CTR (0.50%) than those who were already a viewer of the channel and with a slightly lower CPC (\$0.37).



4

CHANNEL SUMMARY

CAMPAIGN VALUE DELIVERY

MEDIA CHANNEL	MEDIA INVESTMENT	ADDED VALUE	%
Television	\$836,225	-	-
Video	\$7,355	-	-
Metro Radio	\$241,521	\$55,371	23%
Regional Radio	\$76,734	\$8,228	11%
Ooh	\$132,514	\$57,367	43%
Display	\$79,500	-	-
Mobile	\$134,537	-	-
Search	\$83,000	-	-
Social	\$31,500	-	-
TOTAL	\$1,622,887	\$120,966	7%

Released by DCS und GIPA application GIPR20/14

*All amounts do not include production, fees, media levy and ad serving and monitoring costs (including the DVD Production).

HIGHLIGHTS & LEARNINGS

Released by DCS und GIPA application GIPR20/14

DISPLAY

HIGHLIGHTS

- We saw a really strong overall CTR for this campaign, of 0.16% vs a benchmark of 0.03-0.05%.
- We also saw a strong CPA of \$4.47, which shows us that not only was the message strong, but the OLGR website is clear and makes it easy for users to follow the conversion path.

LEARNINGS

- Prospecting delivered the best results across all metrics, except for CPA where retargeting performed really well.
- Monday & Tuesday were the days of the week where audiences were most likely to convert. This is likely due to it being right after the weekend, when people are more likely to have gambled, and are now seeking help.

OPPORTUNITIES

- Clear confirmation of goals, and success measurement from the onset of the campaign would have ensured the campaign ran smoothly. Unfortunately we were reporting on CPM, but optimising towards conversions which meant conflicting end goals.
- As this campaign ran for quite a while, it may have been a good idea to swap creative half way through so as to avoid creative fatigue.

ONLINE TV

HIGHLIGHTS

- The overall completion rate was 71% versus an industry benchmark of 65%.
- Campaign CPM finished in line with IO goal (\$46.73 vs. \$47).
- Premium prospecting performed exceptionally in comparison to the other strategies.

LEARNINGS

- For the duration of the campaign, top verticals were News and Gaming.
- Catch-up TV performed the best with the strongest completion rates.
- Males yielded the highest completion rate overall, which is in line with the skewed male interest targeting.

OPPORTUNITIES

- 15" formats was not included in this campaign, it would definitely be worthwhile to run 15" & 30" to access additional inventory.
- The inclusion of mobile creative as well would enable us to access more Premium Mobile Publisher Deals.
- We could also benefit from using the tags on site to create a negative re-targeting list of people who have clicked through or have signed up.

SOCIAL

HIGHLIGHTS

- We achieved a significant amount of reach through the video posts, which allowed us to push out campaign awareness to a broad audience.
- Over 532K video views at a cost-efficient CPV of \$0.07 - beating our target of \$0.10.
- Insights into the need for creative rotation and cost-efficient video length.

LEARNINGS

- Developing new video content allows for comparison between what creative will drive the best results.
- Utilise shorter-form video content for social platforms.
- Copy variations are necessary to attract our audiences attention.
- Look to re-target viewers of video creative. This will ensure that our posts are hitting a qualified and engaged audience who are familiar with the campaign content.

YOUTUBE, SEARCH & GDN

LEARNINGS

- Around 25% of ads delivered on the search network called directly from the call extension on mobile devices. Mobile may also be the primary device due to finding help for addiction being a personal type of search and therefore conducted on a more private device.
- GDN campaigns had strong performances from targeting related to gaming, sports and auto enthusiasts. Specifically, keyword targeting trended towards financial debt terms.
- On YouTube, remarketing was the highest performing strategy for video engagement with 28% of viewers completing the video.

RECOMENDATIONS

- Refine generic keywords for the search network to be more relevant for gambling overall. Despite seeing very strong results for broader terms, we should track these separately from more specific terms to track difference in CTR and CPC.
- Continue optimising the site for mobile users and including call extensions. The potentially private nature that influences the search would most likely be done on mobile.
- Continue a higher investment in 'Similar To' remarketing strategies as they extend the reach of the campaign outside predefined audiences to new relevant audiences.

THANK YOU

