



# WAEC 2017 State Election Post Campaign Report

- 15 May 2017

# Agenda



Recapping the Brief



Detailed Buying Review



Value Delivered Summary



Campaign Summary

# Recap of the brief

## Business Objectives:

- Create a campaign that reinvigorates people in the voting process, and makes everyone see the value in voting on Election Day

## Media Objectives:

- Increase voting enrolment
- Increase voting participation
- Reduce informal votes
- Impact & Frequency to drive re-empowerment

## Communication Objectives:

- To earn attention, as well as to buy it
- The need to understand what motivates consumers to connect with each other

## Market Priorities:

- The biggest challenge is first time voters aged 18-35

## Audiences:

- First Time Voters 18-35
- Remote and Regional
- Cultural or Linguistically Diverse Background
- All Voters - People 18+

## Launch Date & Phasing:

- December 2016 to 11<sup>th</sup> March 2017
- Blackout period 8<sup>th</sup> to 11<sup>th</sup> March 2017
- Election Day - 11<sup>th</sup> March 2017

## Media Budget:

- Young Voters - \$330K
- All Voters People 18+ - \$270K
- Remote and Regional - \$135K
- CALD - \$65K

## Considerations:

- Channels are recommended based on how well they align with our strategic requirements, consumer consumption and budget level



# Detailed Buying Review



# Media Plan People 18-35



# Cinema



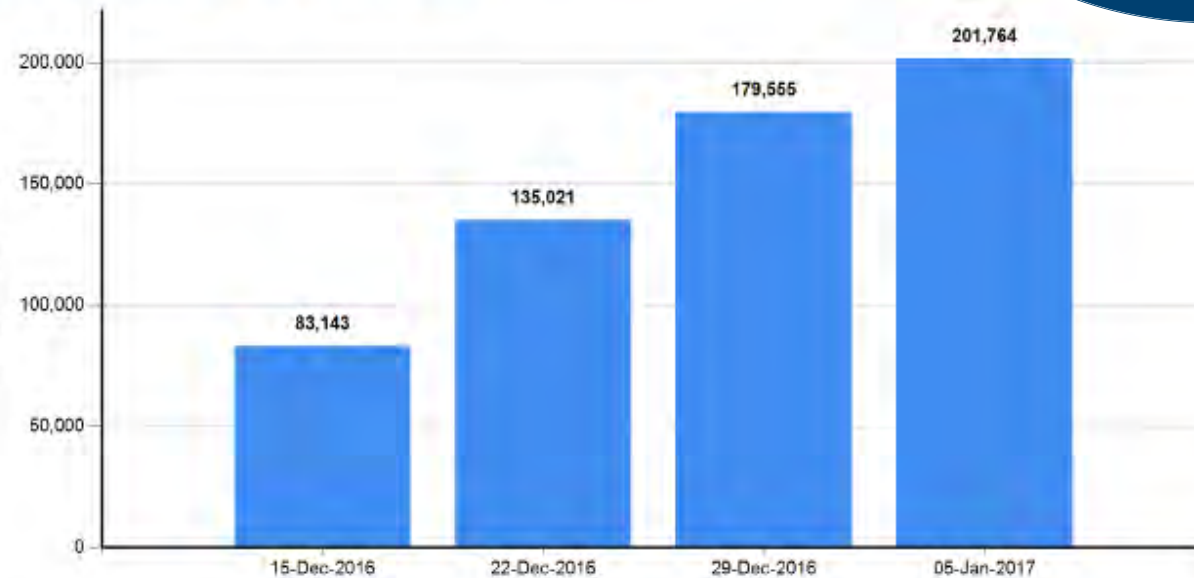
# Cinema – Val Morgan - Burst 1

**CLIENT:** State Electoral Commission  
**PRODUCT:** State Electoral Commission F/F Star Wars: Rogue One  
**CAMPAIGN DATE:** w/c 15-Dec-2016 To w/c 05-Jan-2017  
**CAMPAIGN NUMBER:** 601305  
**CAMPAIGN TARGET DEMO:** All Attendance  
**TOTAL AUDIENCE:** 201,764

## ON SCREEN IMPACTS DELIVERED (To w/c 05-Jan-2017)

	Total Admissions
w/c 15-Dec-2016	83,143
w/c 22-Dec-2016	51,878
w/c 29-Dec-2016	44,534
w/c 05-Jan-2017	22,209
<b>Total</b>	<b>201,764</b>

## CUMULATIVE DELIVERY - ALL ATTENDANCE



- Cinema is not a typically high reach medium, however it is a medium that captures audiences whilst in a relaxed and receptive environment
- Cinema provides the opportunity to promote messaging that resonates with audiences, through the use of uninterrupted sight and sound, making it a great medium for branding campaigns

Dates	Movie	Total Spend	Total Value	Total Added Value
Thursday 15 <sup>th</sup> December 2016 to 11 <sup>th</sup> January 2017	Follow Film: Star Wars: Rogue One	\$40,000	\$80,000	\$40,000

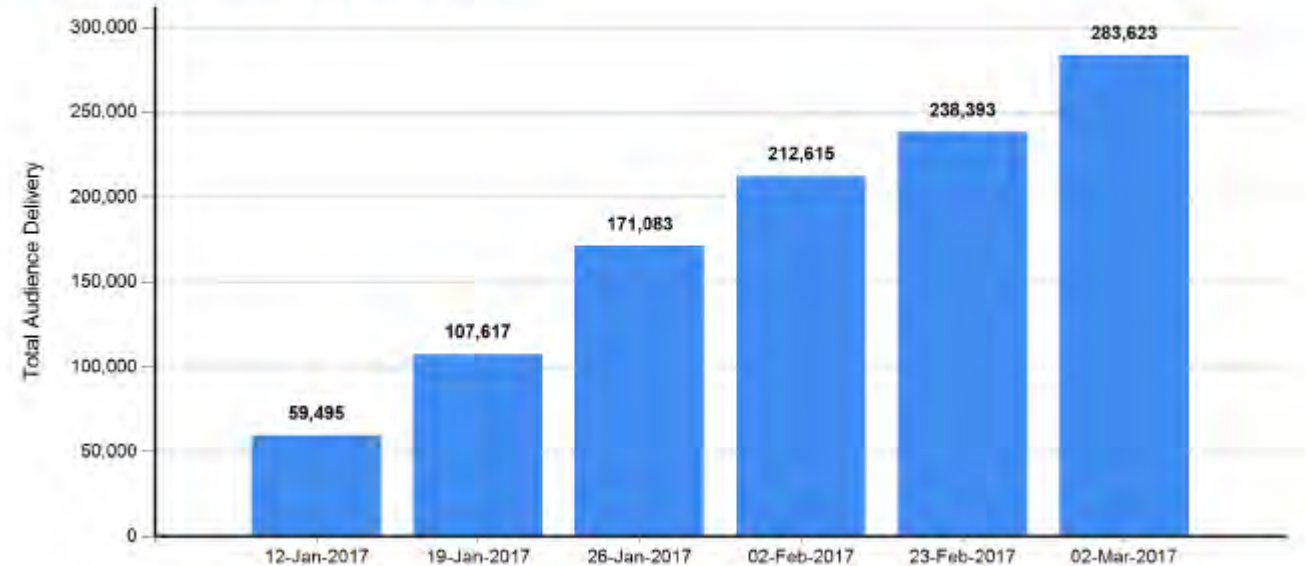
# Cinema – Val Morgan – Burst 2

**CLIENT:** State Electoral Commission  
**PRODUCT:** State Electoral Commission MM  
**CAMPAIGN DATE:** w/c 12-Jan-2017 To w/c 02-Mar-2017  
**CAMPAIGN NUMBER:** 601306  
**CAMPAIGN TARGET DEMO:** All Attendance  
**TOTAL AUDIENCE:** 283,623

## ON SCREEN IMPACTS DELIVERED (To w/c 02-Mar-2017)

	Total Admissions
w/c 12-Jan-2017	59,495
w/c 19-Jan-2017	48,122
w/c 26-Jan-2017	63,466
w/c 02-Feb-2017	41,532
w/c 23-Feb-2017	25,778
w/c 02-Mar-2017	45,230
<b>Total</b>	<b>283,623</b>

## CUMULATIVE DELIVERY - ALL ATTENDANCE



Dates	Location/Movie	Total Spend	Total Value	Total Added Value
Thursday 12 <sup>th</sup> January to 8 <sup>th</sup> March 2017	Metro & Regional Various Movie Mixes	\$62,000	\$145,600	\$83,600
Thursday 12 <sup>th</sup> January to 8 <sup>th</sup> February 2017	Digilites Bonus	\$0	\$35,000	\$35,000



# Cinema – Val Morgan – Combined Summary

Dates	Location/Movie	Total Spend	Total Value	Total Added Value
Thursday 15 <sup>th</sup> December 2016 to 11 <sup>th</sup> January 2017	Follow Film: Star Wars: Rogue One	\$40,000	\$80,000	\$40,000
Thursday 12 <sup>th</sup> January to 8 <sup>th</sup> March 2017	Metro & Regional Various Movie Mixes	\$62,000	\$145,600	\$83,600
Thursday 12 <sup>th</sup> January to 8 <sup>th</sup> February 2017	Digilites Bonus	\$0	\$35,000	\$35,000
Total:		\$102,000	\$260,000	\$158,600

# Cinema – Outdoor



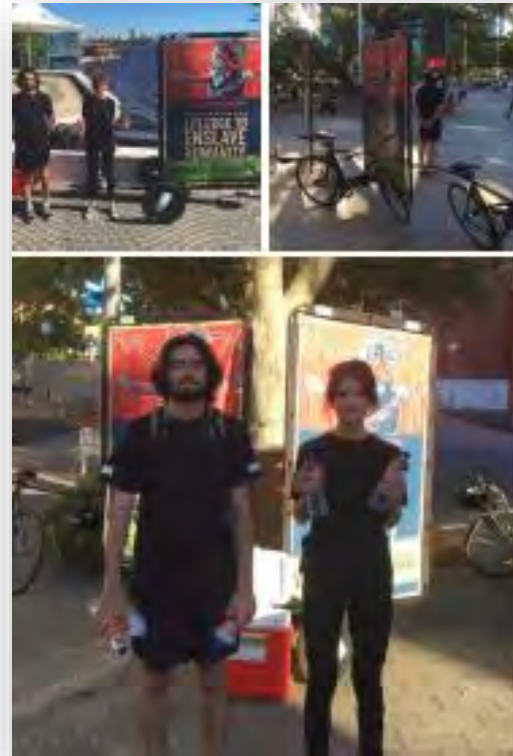
Dates	Location	Total Spend	Total Value	Total Added Value
w/c 25 <sup>th</sup> December 2016 to w/c 29 <sup>th</sup> January 2017	Perth Metro	\$2,095	\$3,458	\$553

Out of  
Home





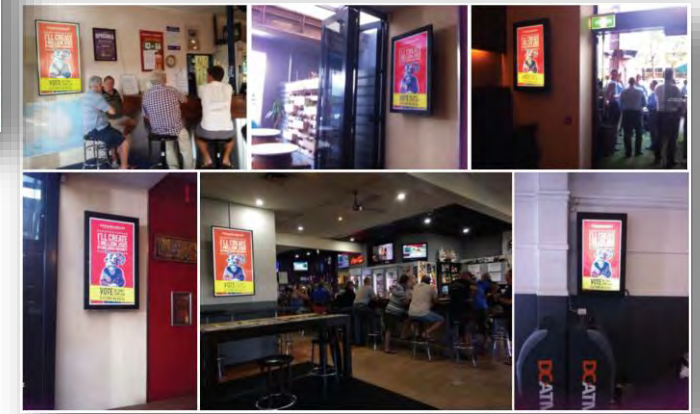
# Streetfighter Media



Dates	Location/Site	Total Spend	Total Value	Total Added Value
w/c 25 <sup>th</sup> December 2016 to 8 <sup>th</sup> March 2017	Glue Up Posters, Bike Billboards, Water Bottle Distribution, Human Billboards	\$45,774	\$88,662	\$42,888



# Evoke Media



Dates	Location	Total Spend	Total Value	Total Added Value
30 <sup>th</sup> December 2016 to February 2017	VenuAds - Metro & Regional Digi-Ads - Metro & Regional FitnessAds - Metro	\$60,621	\$160,521	\$99,900

# Television





# TV Delivery – SBS

## OMD TV Post Analysis



Campaign: State Election - P18-35  
 Metro Demographic: People 18-35  
 Campaign Dates: Sunday 8 January to Saturday 11 March  
 Commercial Length: 30secs  
 Metro TVC Budget: \$7,000



WESTERN AUSTRALIAN  
 Electoral Commission

Summary by Week						
Market	Demo	Week	Tarps TO DATE	Total Cost	Actual Build	Actual Frequency
Perth						
	P18-35	8/01/2017	10.8	\$588	4.3%	1
		15/01/2017	1.8	\$832	4.4%	1.2
		22/01/2017	3.2	\$863	4.5%	1.3
		29/01/2017	2.7	\$636	6.1%	1.8
		5/02/2017	2.0	\$602	6.3%	1.8
		12/02/2017	1.7	\$679	6.7%	1.9
		19/02/2017	1.5	\$725	7.2%	2.0
		26/02/2017	3.0	\$880	7.3%	2.1
		5/03/2017	2.5	\$656	7.5%	2.2
			29.2	\$6,461	7.5%	2.2

### PROGRAMME SELECTION

Station	Peak Programming	Off Peak Programming
VICELAND	The Mindy Story Cyberwar Threat Perfect Match South Park The Feed	Morning News Noisy Series I Am Love

Dates	Channel	Total Spend	Total Value	Total Added Value
January to February 2017	SBS Viceland	\$5,614	\$16,246	\$10,632



Radio





# Radio - Metro



Air checks

Dates	Station	Total Spend	Total Value	Total Added Value
w/c 12 <sup>th</sup> February to 8 <sup>th</sup> March 2017 Midnight to Dawn	hit929	\$2,997	\$5,080	\$2,083

Digital



# Digital - Post Report

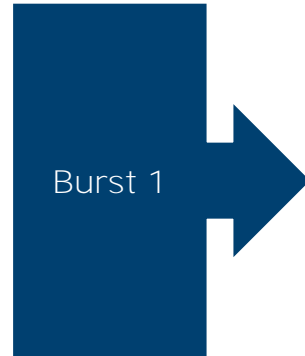
Combined Burst 1 & Burst 2	Amount Spent	Impressions/ Completed Views	Clicks	Click Rate	Avg. CPM/CPV	CPC/CPCV	Reach	Freq.
Vice	\$20,000	866,730	2,303	0.27%	\$23.08	\$8.68	124,811	6.95
Huffington Post	\$20,012	332,628	506	0.15%	\$60.16	\$39.55	154,640	2.15
Unruly	\$12,500	113,882	2,298	2.02%	/\$0.11	\$5.44/\$0.06	68,297	1.69
Big Mobile	\$20,333	848,315	751	0.09%	\$23.97	\$27.07	213,266	3.98
Total:	\$72,845	2,161,555	5,858	0.27%	\$34.00	\$12.44	561,014	3.85

Publisher	Amount Spent	Impressions	Clicks	Click Rate	Avg. CPM	CPC	Reach	Freq.
Facebook	\$4,272	1,041,090	3,208	0.31%	\$4.10	\$1.33	565,392	4.14

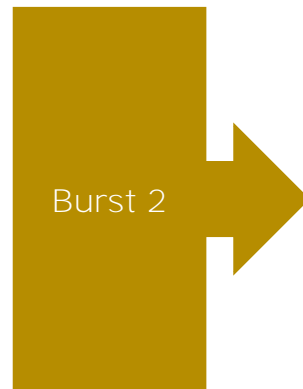
Publisher/Content Creator	Buy Type	Cost
Pilerats	Packaged Content Creation and Amplification	\$24,500

# Digital Summary

- The campaign took place over two bursts:
  - Burst 1 - 1<sup>st</sup> January – 10<sup>th</sup> February
  - Burst 2 - 11<sup>th</sup> February – 11<sup>th</sup> March
- The second burst performed particularly strong with almost 300,000 more impressions and over 2,000 more clicks being served over a shorter period of time
- The cost per thousand impressions (CPM) was also significantly lower overall on the second burst with performance improving as the election drew closer
- VICE seems to have been the driver of the majority of this with a particularly strong performance over the second burst. With the content article not going ahead, most of that budget was put into more display activity, improving the CPM and CPC significantly.



1st Jan – 10th Feb EOC	Cost	Impressions/ Completed Views	Clicks	CTR	CPC/CPCV	CPM/CPV
Big Mobile	\$11,909.27	516,948	521	0.10%	\$22.86	\$23.04
Huffington Post	\$11,721.31	235,018	374	0.16%	\$31.34	\$49.87
Unruly (video)	\$7,321.37	58,112	1,235	2.13%	\$ 5.93/\$0.13	125.99 /\$0.06
VICE	\$11,714.11	201,135	368	0.18%	\$31.83	\$58.24
Facebook	\$1,618.94	464,081	876	0.19%	\$1.85	\$3.49
WAEC - Young Voters - 2017 Total	\$44,285.00	1,475,294	3,374	0.23%	\$13.13	\$30.02

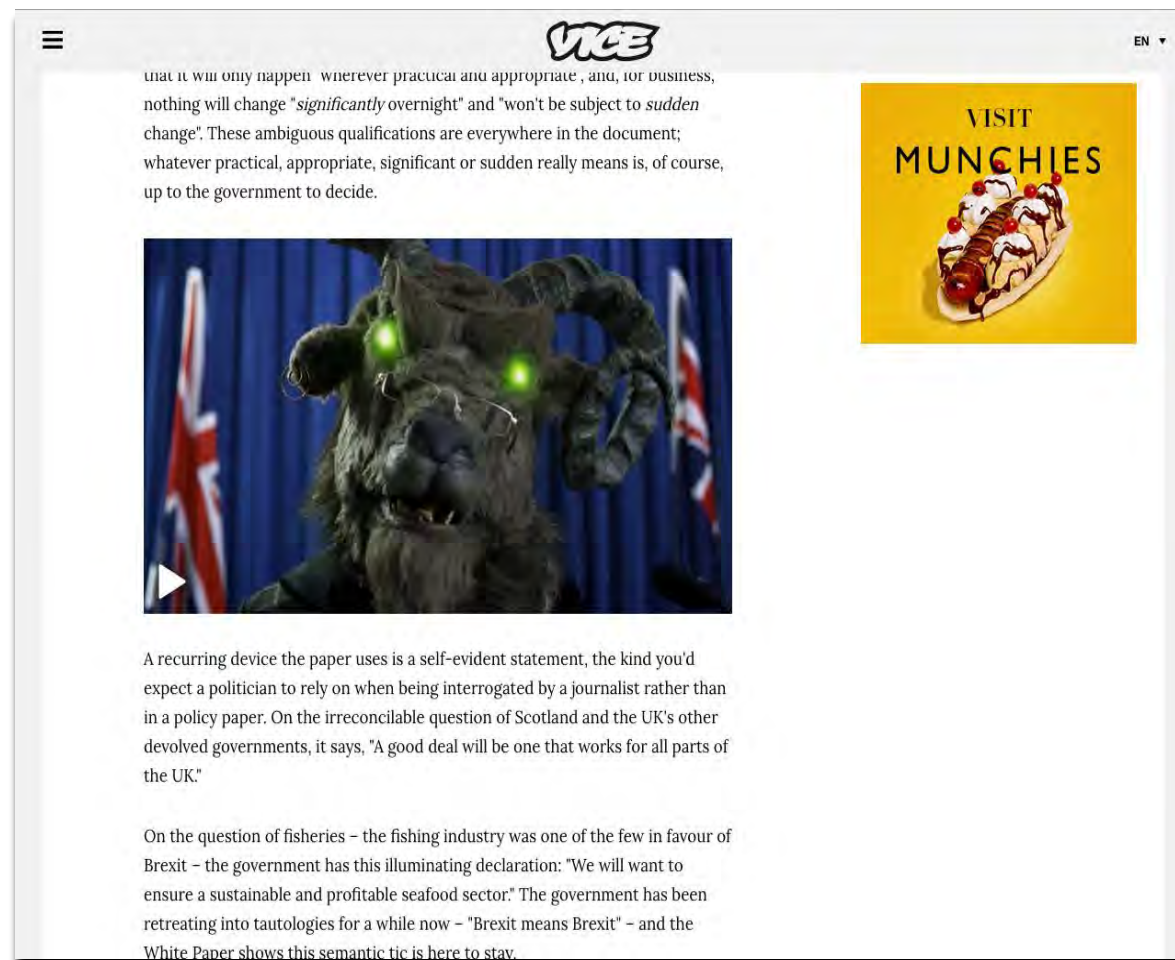


11th Feb – 11th Mar EOC	Cost	Impressions	Clicks	CTR	CPC/CPCV	CPM/CPV
Big Mobile	\$8,423.67	331,367	230	0.07%	\$36.62	\$ 25.42
Huffington Post	\$8,290.69	97,610	132	0.14%	\$62.81	\$84.94
Unruly	\$5,178.57	55,770	1,063	1.91%	\$4.87/\$0.09	\$92.86/0.06
VICE	\$8,285.71	665,595	1,935	0.29%	\$4.28	\$12.45
Facebook	\$2,653.61	577,009	2,332	0.40%	\$1.14	\$4.60
WAEC - Young Voters - 2017 Total	\$32,832.25	1,727,351	5,692	0.33%	\$5.77	\$19.01

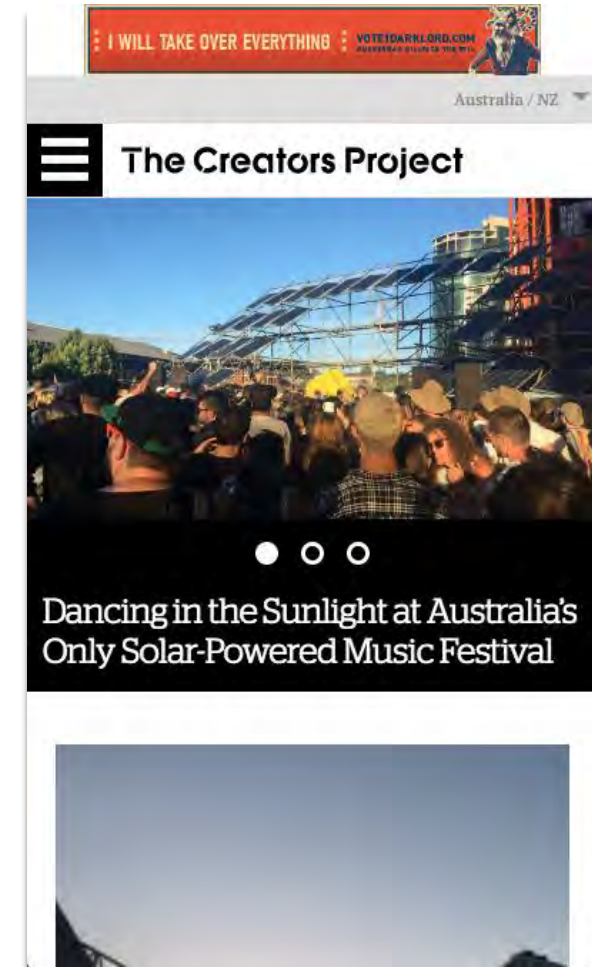
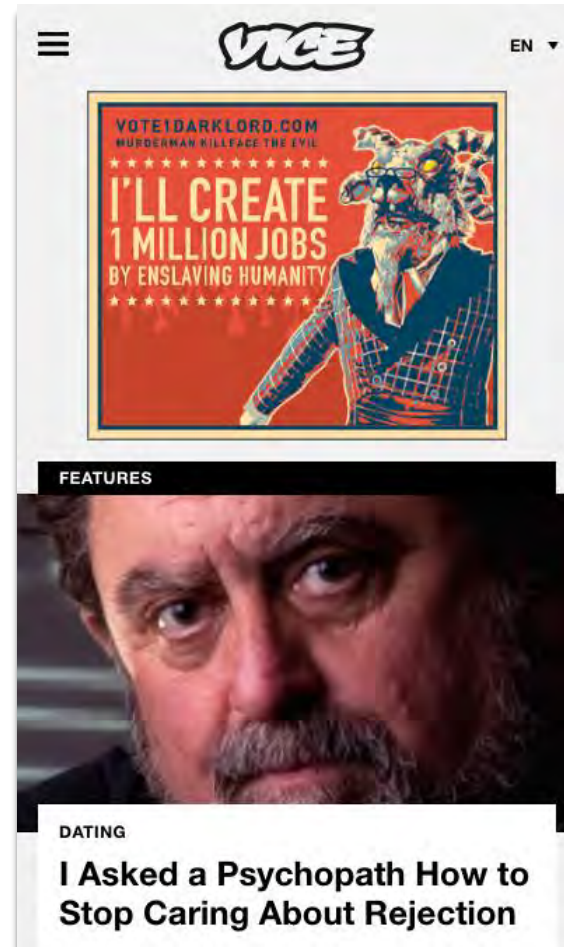


# Digital – VICE

- Served a total of 866,730 impressions
- Managed to achieve a strong reach of 124,811, and with Video as the heavy medium, generate the desired impact
- Maintained the highest frequency of the entire campaign. This was in line with the campaign strategy, contextually targeting a particularly cynical core audience that over-indexed on VICE – requiring high impact formats and Video executions at a higher frequency to be swayed
- Trailed only Facebook for a total of 2,303 clicks. The Young Voters Content 300x250 banner drove most of this activity with 1,143 of the total clicks. This is a result of the ad unit being available on both mobile and desktop devices, allowing for a large amount of available inventory.

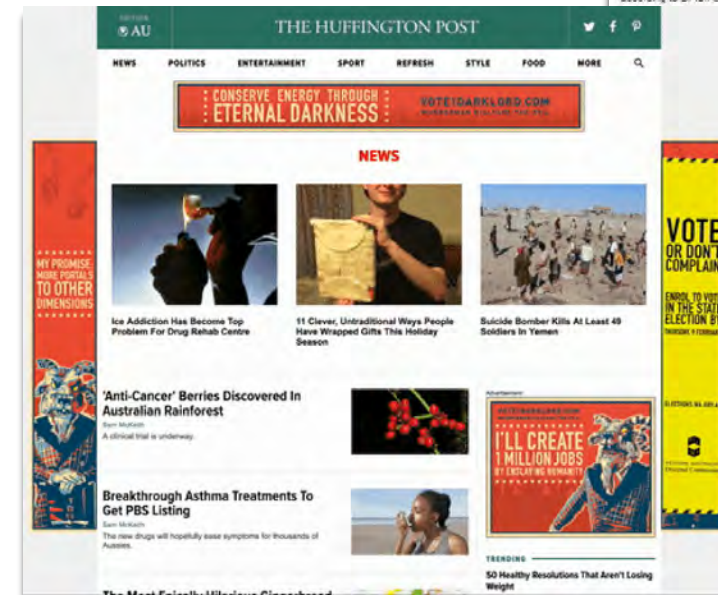
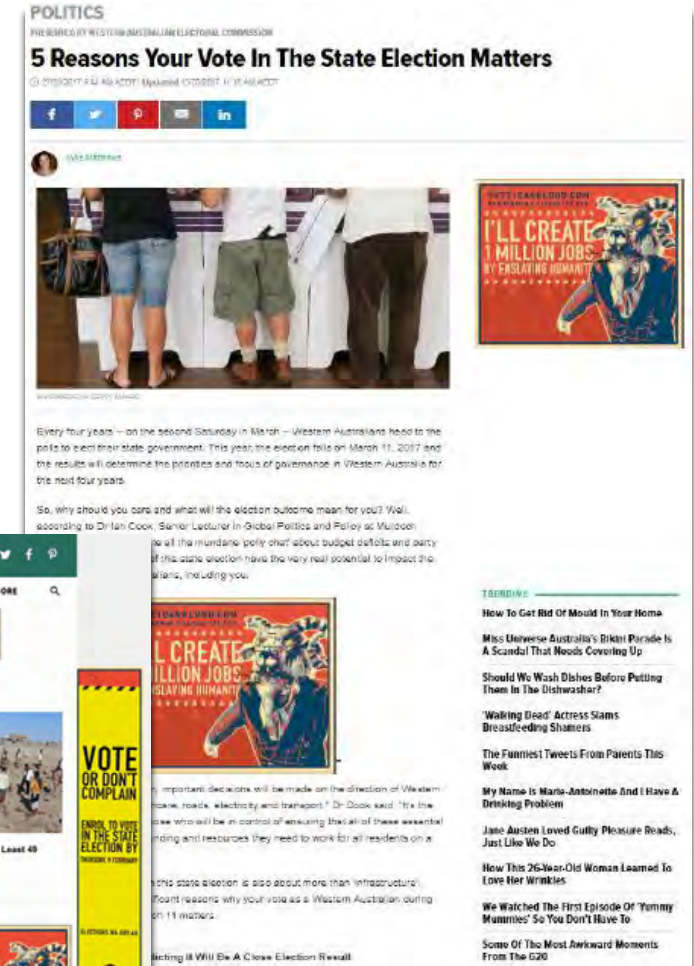


# Digital — VICE



# Digital — Huffington Post

- Served a total of 332,628 impressions
- This resulted in a reach of 154,640 with an average frequency of 2.15
- The highest performing format was the Mobile MREC, delivering 406 clicks from 155,836 impressions
- On average, people spent an impressive 53 seconds on the content article created by Huffington Post
- The campaign also delivered strong social engagement with 4,981 social referrals and a Twitter reach of 15,310
- Of the people who engaged, 55% were on mobile devices with 36% on desktop and 9% on tablet devices





# Digital — Unruly

- Served a total of 215, 679 impressions
- Although reach and frequency was the lowest at 68,297 and 1.69 respectively, Unruly delivered an impressive click through rate of 2.02%
- This indicates that they were heavily engaged with the content
- As a result of the high click-through, CPC was the lowest (with the exception of Facebook) at \$5.44
- Unruly over delivered to the value of \$1,597 and delivered just under 110, 000 complete views. This equates to over 8,000 additional completed views
- The video unit finished with a Cost Per View of \$0.06 and a Cost Per Completed View of just \$0.11
- The activity generated 40 shares across social



Surf rock duo **Hockey Dad** join HyperFest after their sellout show at Jack Rabbit Slims in October. Their signature pop sound on hits "Can't Have Them" and "Seaweed" are fundamental for a Perth summer's day.

Perth's biggest and best drug, smoke and alcohol free all-ages festival, HyperFest, will feature two live main stages, foam dance pit, sideshow alley market, live art battles, silent disco, chill out stage, gourmet food vans, water slides, dunk tank, photo booth, games, merch and signing tent for all of your favourite artists.

City of Swan Mayor, Mick Wainwright, said HyperFest provided many opportunities for youth development.

"The Hyper Team of volunteers, under the direction of City staff, should be commended for the great job they do in bringing this event to fruition and it is great to see their success in continuing to build the festival," he said.



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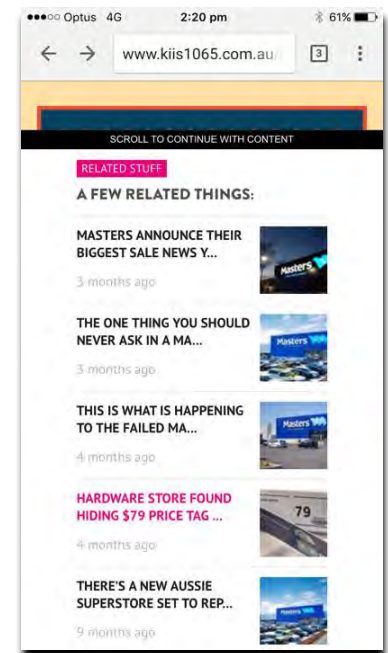
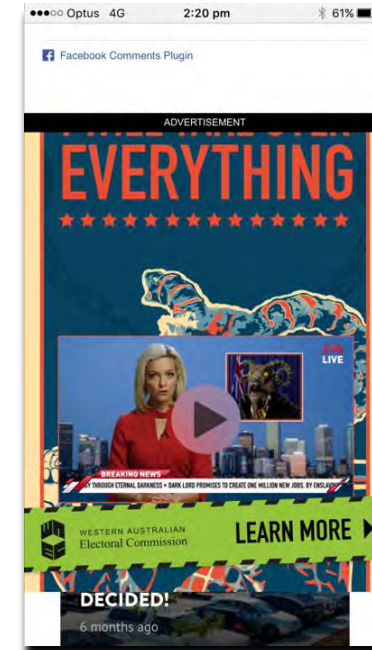
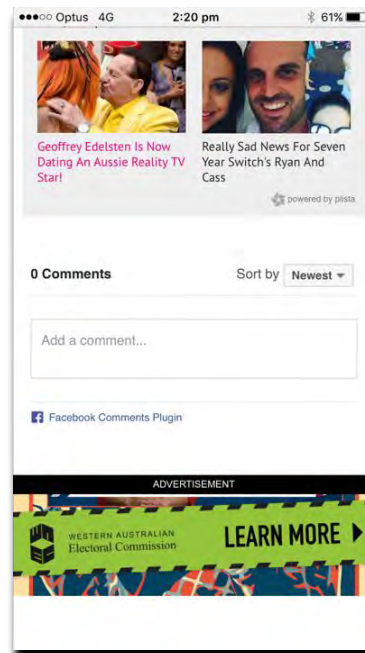
Find out more

Includes bonus 3GB to use 8pm-8am AEST. For use in Australia within 28 days.

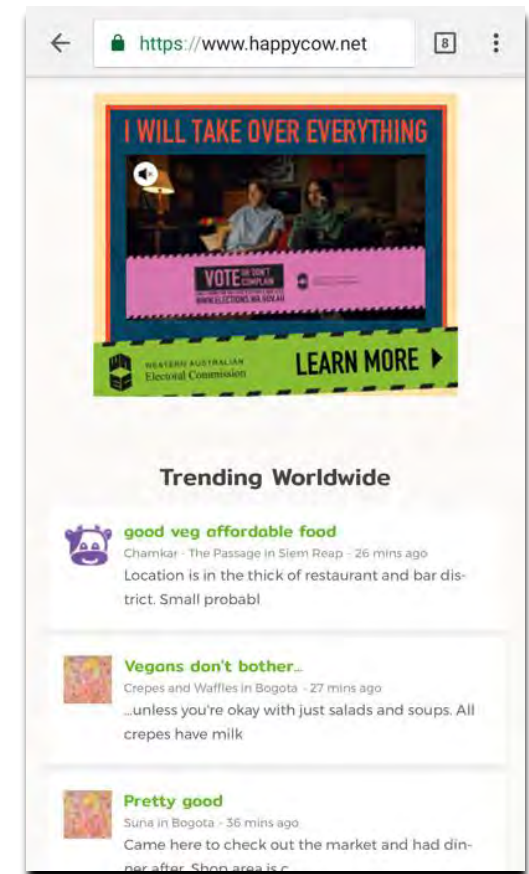
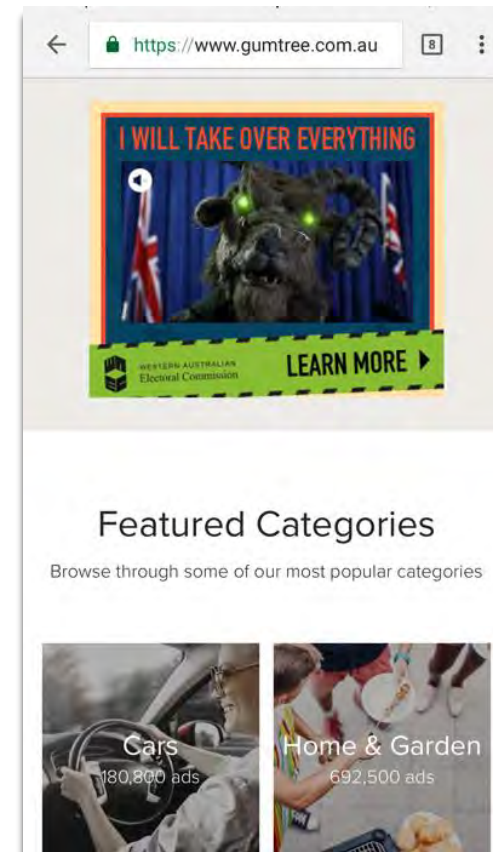
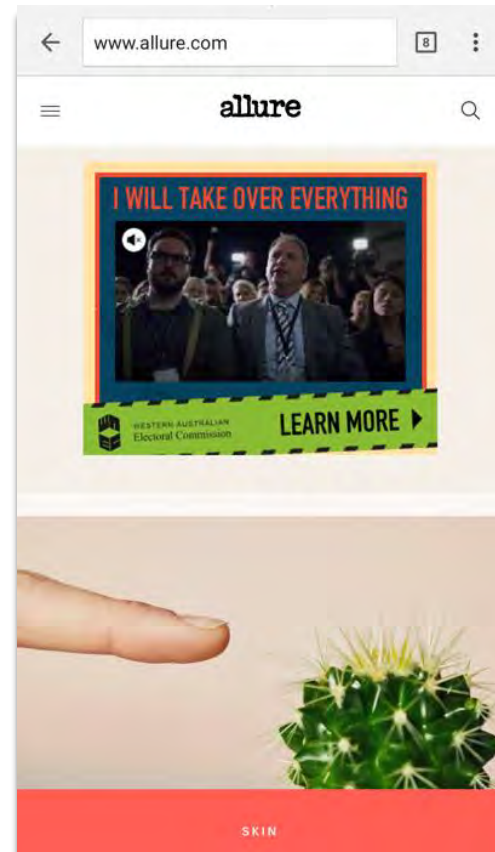
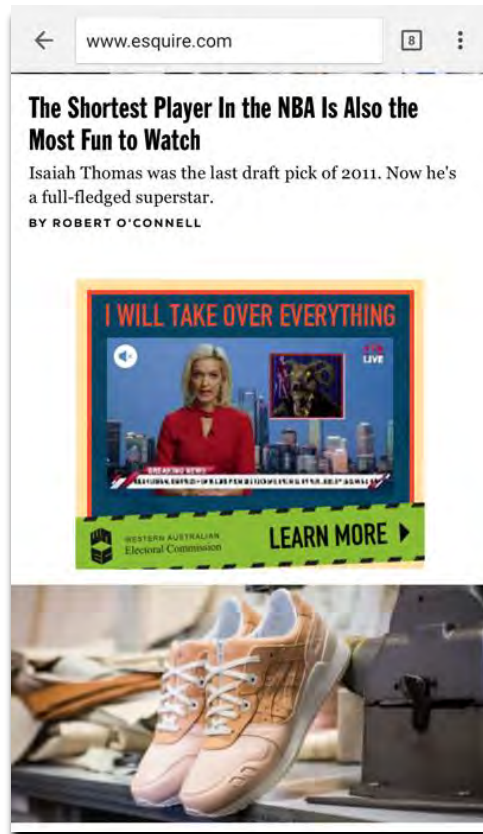


# Digital – Big Mobile

- Of all of the publishers Big Mobile achieved the highest reach with 213,266
- Frequency was also quite strong with the audience, with people seeing the ad on average 3.98 times – adding to the impact that the unit has taking up the entire screen. It delivered high impact without disrupting or creating a negative user experience
- Total impressions were also high at 848,315 – Over 100,000 more than booked, providing additional value of close to \$3,000
- The embedded video also generated a further 350 views

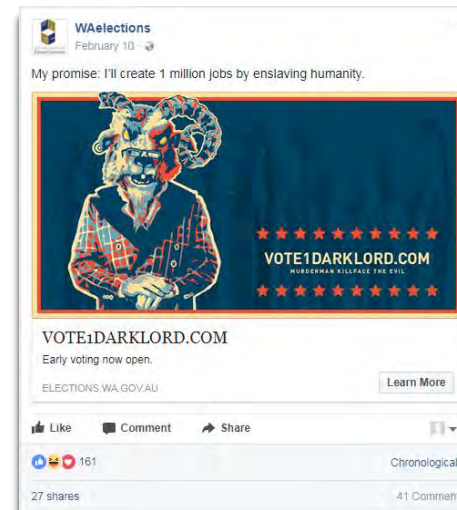
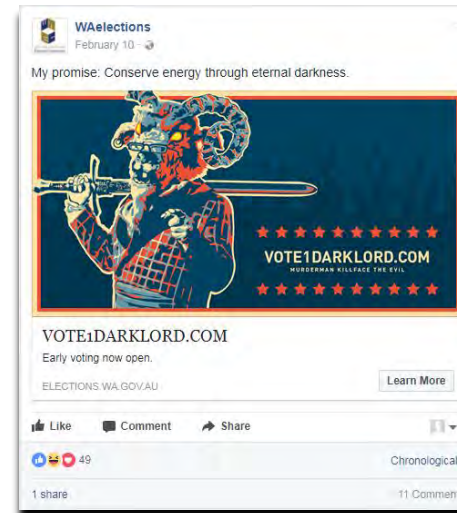


# Digital — Big Mobile



# Digital — Facebook

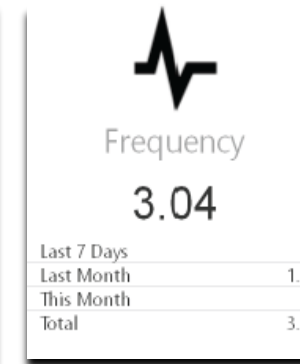
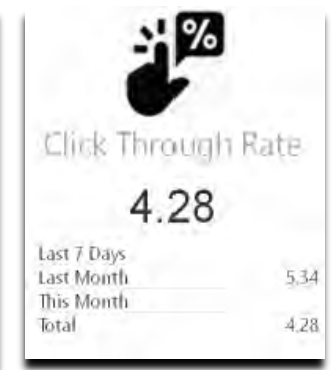
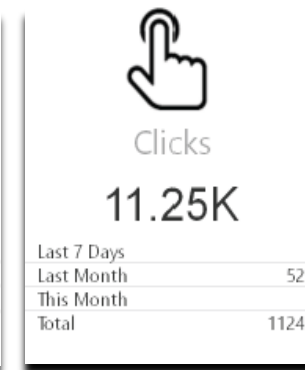
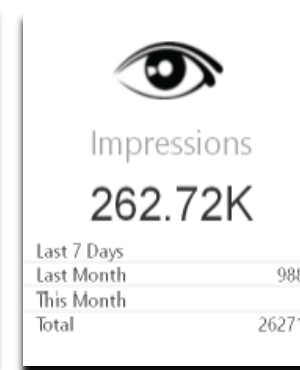
- The Facebook activity saw a total combined reach of 565,392 across the standard and video posts
- A high frequency of 4.14 was achieved, second only to VICE
- Facebook also served the highest number of impressions in this target group with a total of 1,041,090
- It also delivered the highest number of clicks with a total of 3,208
- The Cost Per Click (CPC) and Cost Per Thousand Impressions Served (CPM) were also the lowest at \$1.33 and \$4.10 respectively
- Facebook was able to deliver a high reach, frequency and click count as well as a low CPC and CPM all on a significantly lower budget of than other channels.





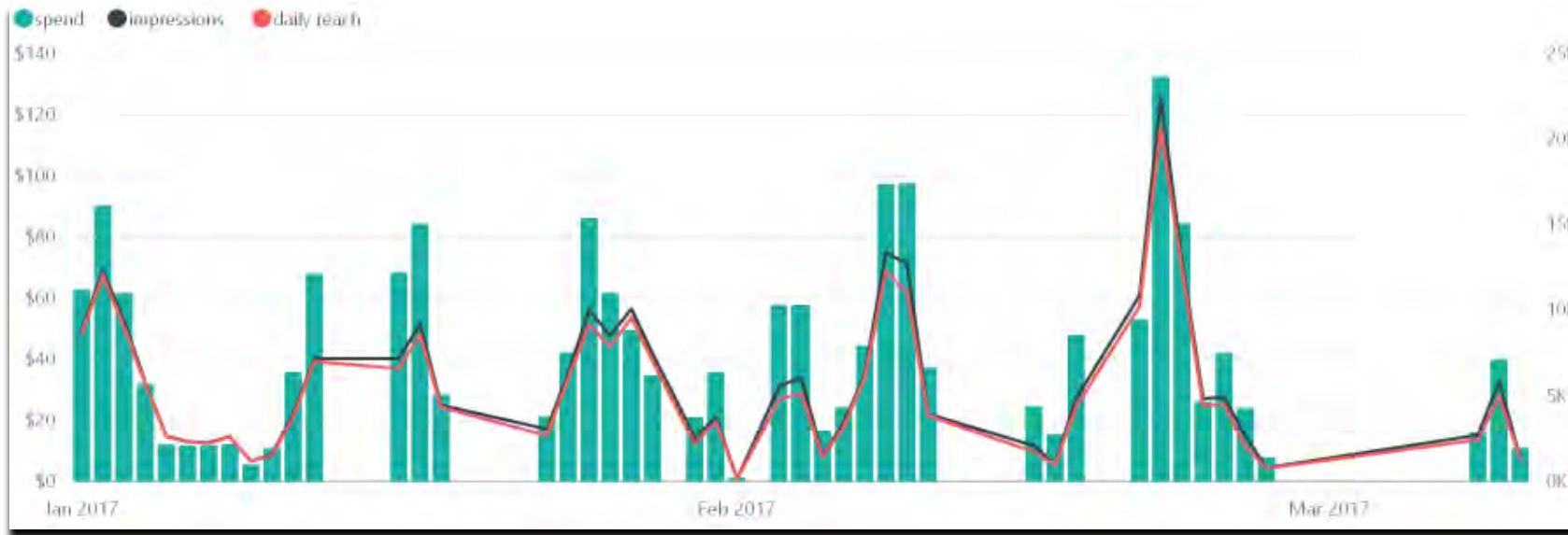
# Digital – Pilerats - Overview

- The Facebook Page created by Pilerats as a means to distribute content and personify the campaigns 'mascot', generated incredibly engaged audience. The organic value of the campaign outside of the promoted posts is invaluable.
- Through Pilerats content and amplification a total number of 262,716 impressions were reached
- Additionally, a total of 86,432 people were reached with a frequency of just over 3
- Pilerats managed to achieve an impressive 11,248 total clicks resulting in an extremely high click through rate of 4.28% - showing that the content they were producing resonated heavily with their following
- Engagement was strong with over 40,000 Post Engagements and a total of 1,867 page likes
- The Pilerats activity was further extended with the use of their own website, with the buyout running through-out the campaign to further improve reach and impact

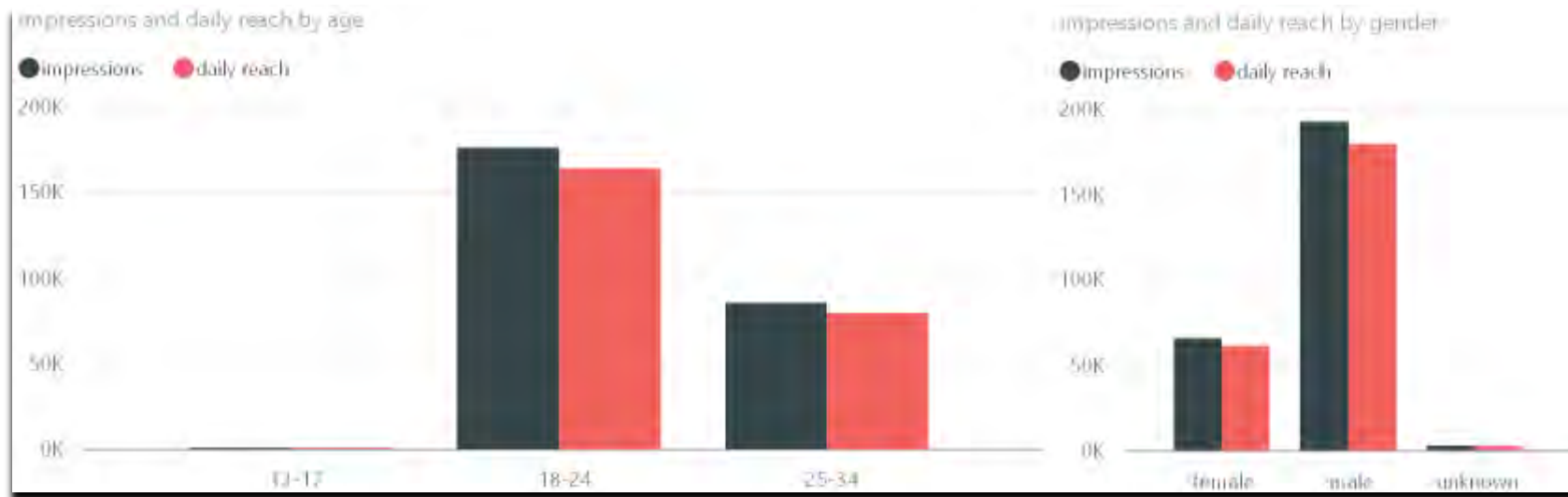




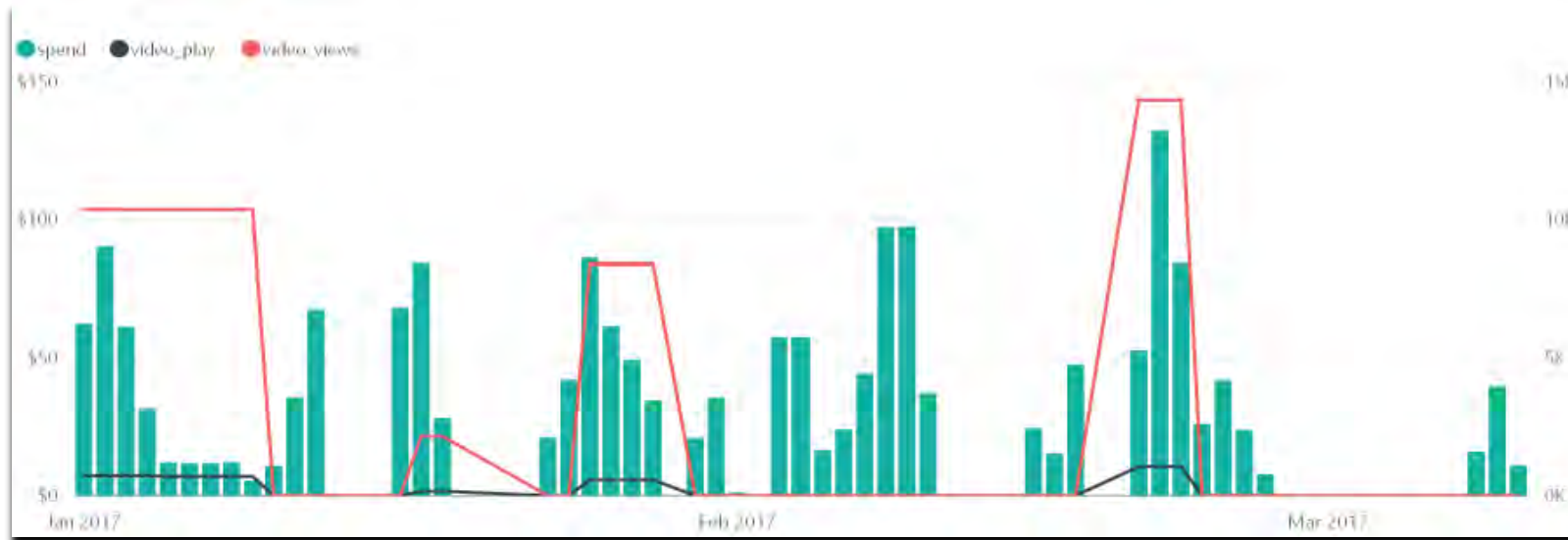
# Digital — Pilerats - Impressions



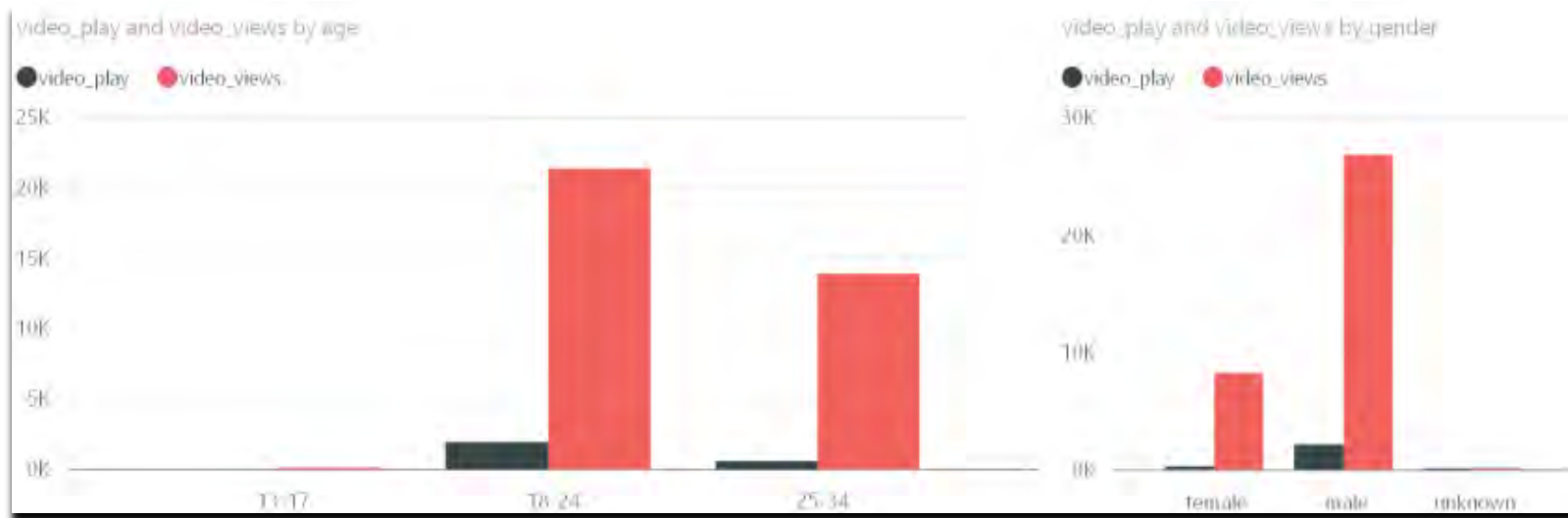
- Reach surged as spend increased throughout the campaign
- Peak reach was reached early in the month of March, falling just short of 20,000 in the lead up to the election date
- Unsurprisingly, the campaign performed strongly with the 18-24 age demographic
- There was also a strong male skew, with just under 200,000 of the impressions coming from males



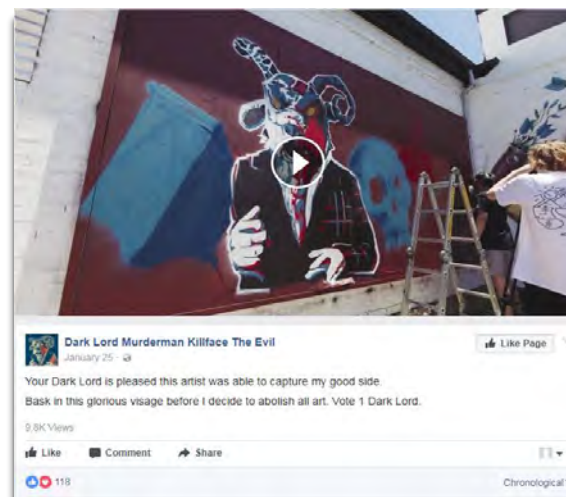
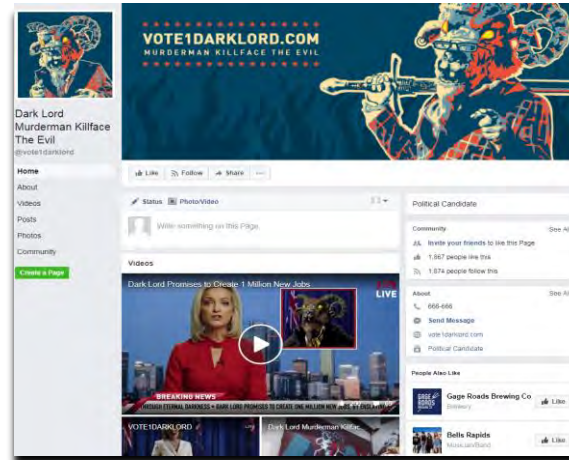
# Digital — Pilerats — Video








- Video performance comes in bursts in line with the release of content
- The peak video plays fell just short of 15,000 views
- The age and gender data mirrors that of the overall Pilerats campaign, with a skew towards 18-24 year olds



# Digital – Pilerats



# Campaign Summary – People 18-35

Media Channel	Media Spend	% of Budget	Market Value	Added Value	Added Value %	ROI
	\$104,905	33%	\$264,058	\$159,153	152%	\$2.52
	\$106,395	33%	\$249,143	\$142,748	134%	\$2.34
	\$5,614	2%	\$10,290	\$4,676	83%	\$1.83
	\$2,997	1%	\$5,080	\$2,083	70%	\$1.70
	\$102,345	32%	\$159,762	\$57,417	56%	\$1.56
Total:	\$322,256	100%	\$688,333	\$366,077	114%	\$2.14

- Overall the campaign delivered over 114% in added value negotiated on behalf of WAEC
- ROI of \$2.14 for every dollar spent, with Cinema delivering the strongest ROI as a result
- Out of Home also delivered a very strong ROI result of \$2.34 for every dollar spent.





# Media Plan CALD

# Direct Mail



# Direct Mail



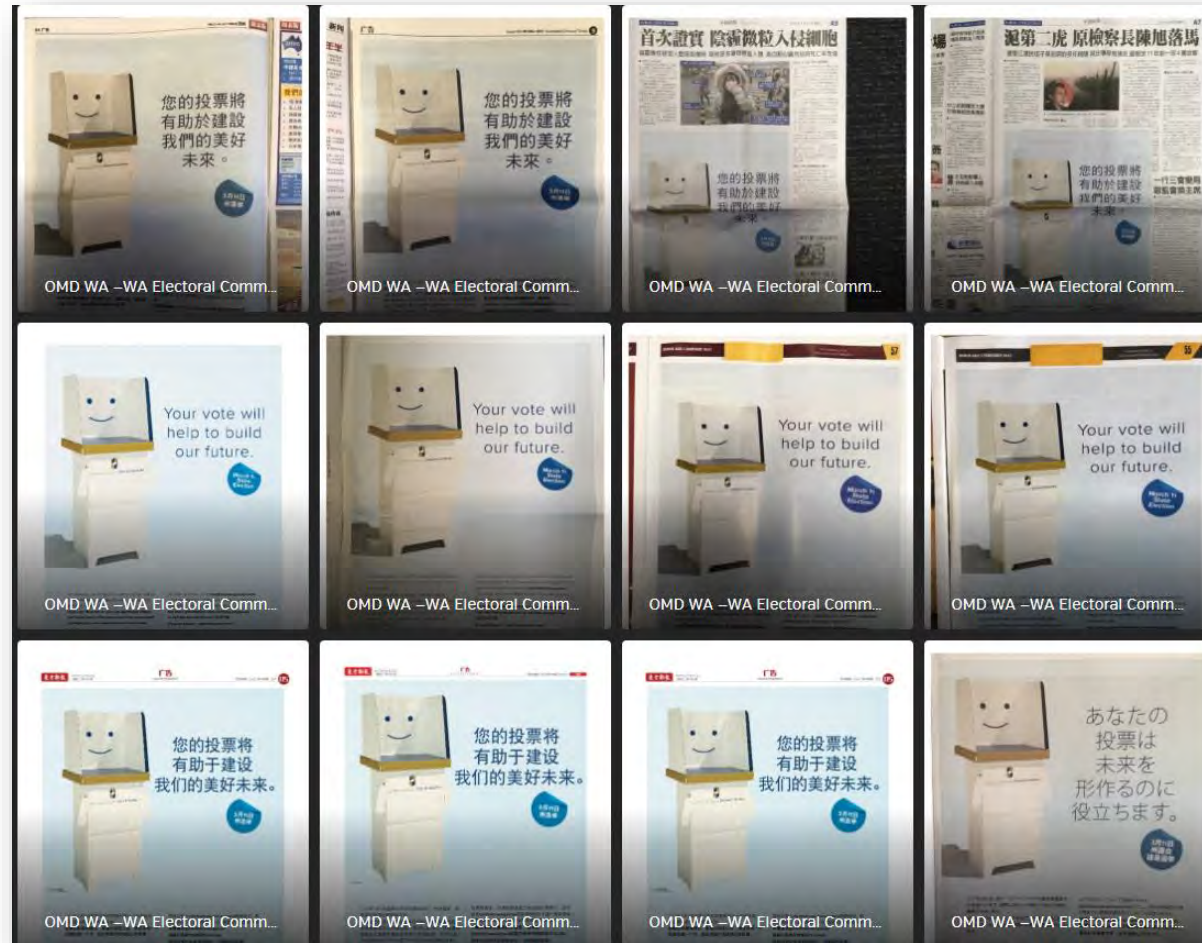
Dates	Position	Total Spend	Total Value	Total Added Value
21 <sup>st</sup> to 25 <sup>th</sup> January 2017	Salmat - 172,107 Households - ABS targeting variable: Ancestry; Non Australian / NZ Metro, Regional & Country	\$7,015	\$7,704	\$688



# Press



# Press - Ethnic Media



Dates	Channel	Total Spend	Total Value	Total Added Value
2 <sup>nd</sup> January to 8 <sup>th</sup> March 2017	Oriental Post WA, Epoch Times (Perth), Aust Chinese Times WA, The Perth Express, Indus Age (Perth), The Indian Link (Perth)	\$18,466	\$21,883	\$3,417



Digital





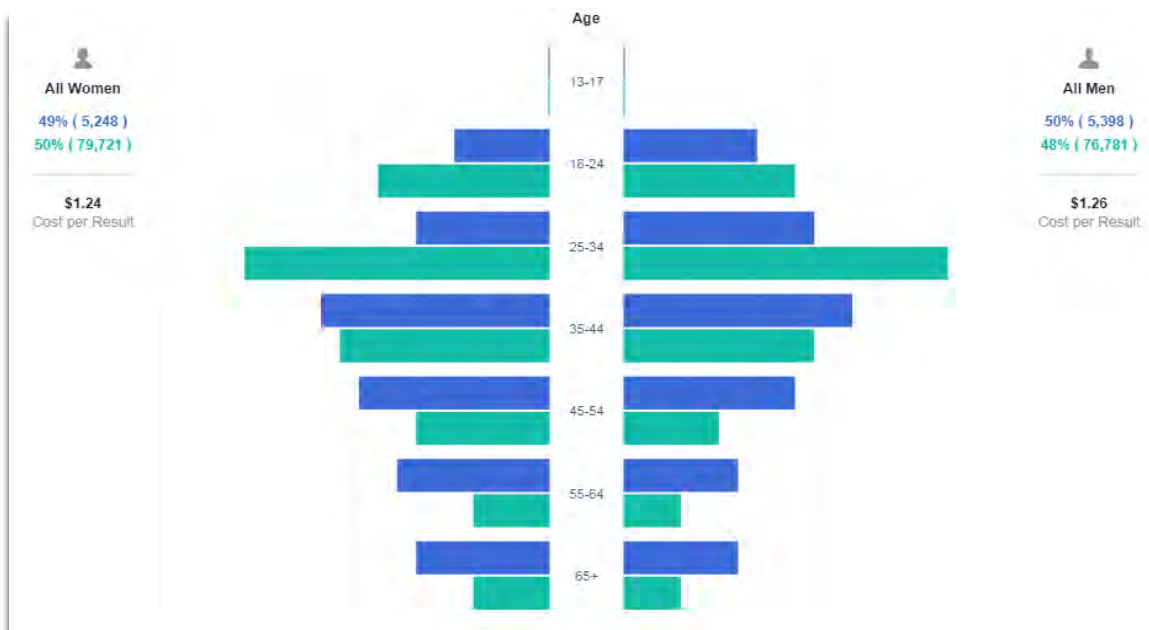
# Digital

Publisher	Amount Spent	Impressions	Clicks	Click Rate	Avg. CPM	CPC	Reach	Freq.
Facebook	\$13,500.00	4,265,134	10,784	0.25%	\$3.17	\$1.25	158,899	26.84

- The CALD Facebook Campaign finished with a low Cost Per Click of \$1.25. It reached 158,000 people who spoke languages other than English across WA
- Frequency was particularly high for this campaign with a healthy budget – and consistent performance shows that this was necessary to educate the audience on the voting process
- Of the four executions, the ‘Don’t Miss the Vote’ variation performed the best with the lowest CPC, though performance was fairly consistent across the board

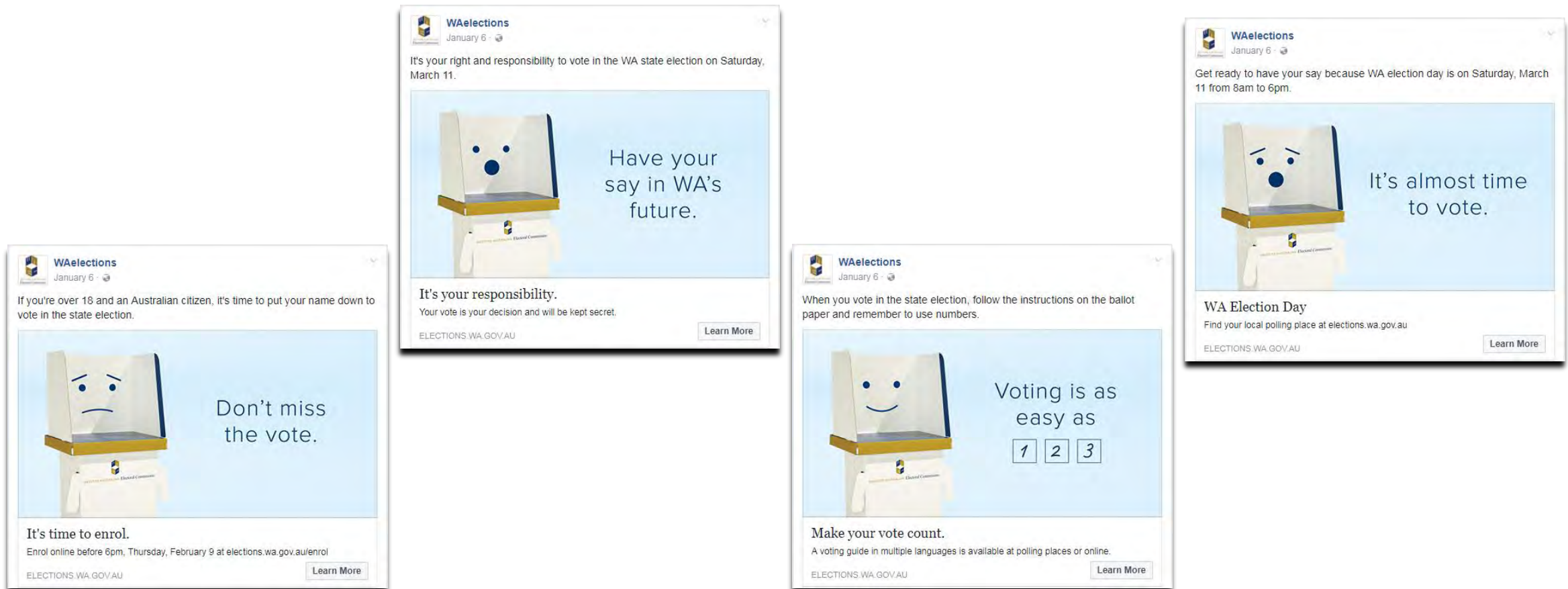
Engagement by Type	Engagements
Page Likes	79
Post Likes	606
Post Comments	292
Post Shares	162
Website Link Clicks	30
Total	1,169

# Digital






- Performance was fairly consistent through-out, but with a clear increase in performance towards the end of the campaign as the election loomed, resulting in a lower overall Cost Per Click.
- The demographic split was fairly even across the board, with 25-54 year olds of both genders being the most responsive (not unexpected given the medium).
- That being said, reach across all demos was quite strong

# Digital





# Campaign Summary

Media Channel	Media Spend	% of Budget	Market Value	Added Value	Added Value %	ROI
	\$7,015	17%	\$11,295	\$4,279	61%	\$1.61
	\$18,466	46%	\$21,883	\$3,416	18%	\$1.18
	\$15,000	37%	\$15,000	\$-	0%	\$1.00
Total:	\$40,482	100%	\$48,178	\$7,695	19%	\$1.19

- Overall the campaign delivered over 19% in added value negotiated on behalf of WAEC
- ROI of \$1.19 for every dollar spent, with Direct Mail delivering the strongest ROI
- Ethnic Press also delivered a very strong ROI result of \$1.18 for every dollar spent.



# Media Plan

## All Voters 18+

# Television





# TV Delivery - Metro

## OMD TV Post Analysis

Campaign: State Election - All Voters  
 Metro Demographic: People 18+  
 Campaign Dates: Sunday 22 January to Saturday 11 March  
 Commercial Length: 30secs and 15secs  
 Metro TVC Budget: \$186,000



Summary by Week									
Market	Demo	Week	Planned Tarps TOTAL	Tarps TO DATE	Planned Expenditure	Total Cost	CPT	Actual Reach Build	Actual Frequency
Perth	P18+	22/01/2017	150	193.5	\$45,000	\$45,667	\$236	54.9%	4
		29/01/2017	150	219.5	\$45,000	\$43,830	\$200	65.3%	6.7
		26/02/2017	200	278.3	\$48,000	\$45,601	\$184	70.4%	10.0
		5/03/2017	200	255.7	\$48,000	\$49,697	\$194	74.2%	12.7
			700	947.5	\$186,000	\$184,883	\$195	74.2%	12.7

### PROGRAMME SELECTION

Primary Station	Peak Programming	Off Peak Programming	Digital Stations	Peak Programming	Off Peak Programming
	My Kitchen Rules Sevens News Monday Today Tonight Home and Away 800 Words	Sunrise Tennis: Aust Open The Morning Show The Chase WA Weekender	  	Bargain Hunt Escape to the Country The Big Bang Theory American Pickers Highway Patrol	Auction Squad Dr Oz Harry's Practice Seinfeld Deal or No Deal
	National Evening News RBT Married at First Sight Travel Guide House Husbands	Crickets: Aust vs Pakistan Today Ellen Nine Afternoon News Millionaire Hot Seat	  	Auction Hunters Fixer Upper House Hunters Sunday Night Movie RPA	House Hunters International Come Dine with Me Heartbeat Sunday Footy Show Friday Night Football
	Family Feud The Project I'm a Celebrity..... NOIS: Los Angeles This is Us	Studio 10 Dr Phil The Doctors Good Chef, Bad Chef The Bold & the Beautiful	 	The Graham Norton Show How I Met Your Mother MASH MacGyver Neighbours	
	World News Food Safari Insight Trust Me I'm a Doctor... Special: Sydney Mardi Gras	Mad Men: Final Season Food Lovers Guide Speedweek Letters and Numbers Samill Business Secrets		Food Network's Star Kids Chopped Junior Man Fire Food Andy and Ben Eat The World Bobby Flay's BBQ Addiction	Chopped Bizarre Foods

Value Added Summary		
Network	Spots	Value
7	83	\$8,725.00
9	15	\$847.00
10	10	\$1,099.00
SBS	18	\$201.00
<b>Total</b>	<b>126</b>	<b>\$10,872</b>

\* Station Bonus Only - does not include added value from OMD base rate

Dates	Channel	Total Spend	Total Value	Total Added Value
8 <sup>th</sup> January to 8 <sup>th</sup> March 2017	Metro – Seven, Nine, Ten & SBS	\$186,000	\$467,384	\$281,384

# Press





# Press - Metro



The West Australian

The Sunday Times

Dates	Channel	Total Spend	Total Value	Total Added Value
29 <sup>th</sup> January to 5 <sup>th</sup> March 2017	The Sunday Times	\$41,314	\$63,591	\$22,277
27 <sup>th</sup> January to 11 <sup>th</sup> March 2017	The West Australian	\$21,600	\$41,580	\$19,980
Total:		\$62,914	\$105,171	\$42,257

Digital





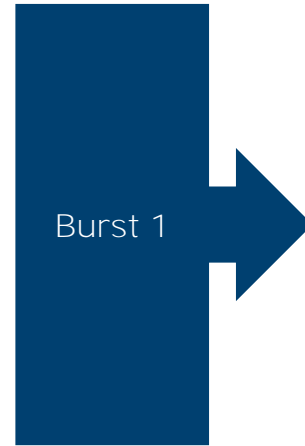
# Digital

Publisher	Amount Spent	Impressions	Clicks	CPM	CTR	CPC	Views	25% Complete	50% Complete	75% Complete	100% Complete	Completion Rate	CPV	CPCV	Reach
Yahoo7	\$1,241.91	27,368	280	\$45.38	1.02%	\$4.44	27,324	25,952	25,724	25,578	25,331	93%	\$0.05	\$0.05	8,792
Ch9/10	\$5,762.33	120,905	1,902	\$47.66	1.57%	\$3.03	120,831	119,322	118,821	118,520	118,315	98%	\$0.05	\$0.05	31,466
TrueView	\$14,441.73	748,583	995	\$19.29	0.13%	\$14.51	748,583	341,208	229,142	190,361	147,966	20%	\$0.02	\$0.10	-
Premium Video	\$969.60	19,650	193	\$49.34	0.98%	\$5.02	19,626	18,407	17,778	17,349	16,944	86%	\$0.05	\$0.06	6,892
Facebook	\$9,032.75	1,090,306	-	\$8.28	-	\$8.28	319,126	96,846	51,254	36,630	25,391	8%	\$0.03	\$0.36	322,929
Total	\$31,448.32	2,006,812	3,370	\$15.67	0.17%	\$9.33	1,235,490	601,735	442,719	388,438	333,947	27%	\$0.03	\$0.09	465,184

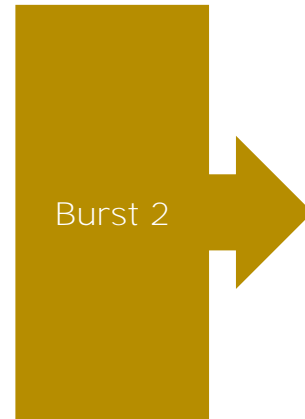
Publisher	Amount Spent	Impressions	Clicks	CPM	CTR	CPC	Reach
Display	\$7,997.63	1,722,485	1,331	\$4.64	0.08%	\$6.01	420,543

# Digital

- As with the Young Voters campaign, the second burst showed improved performance in cost and click through metrics
- The click through rate increased among all of the placements during the second burst with the video placements showing the most substantial increase
- Although the second burst served less impressions overall, the cost per thousand impressions decreased from \$6.24 to \$4.34 (predominantly driven by the display placements)
- In contrast to the display, the video placements cost per view and cost per completed view remained steady at \$0.02 and \$0.09 respectively



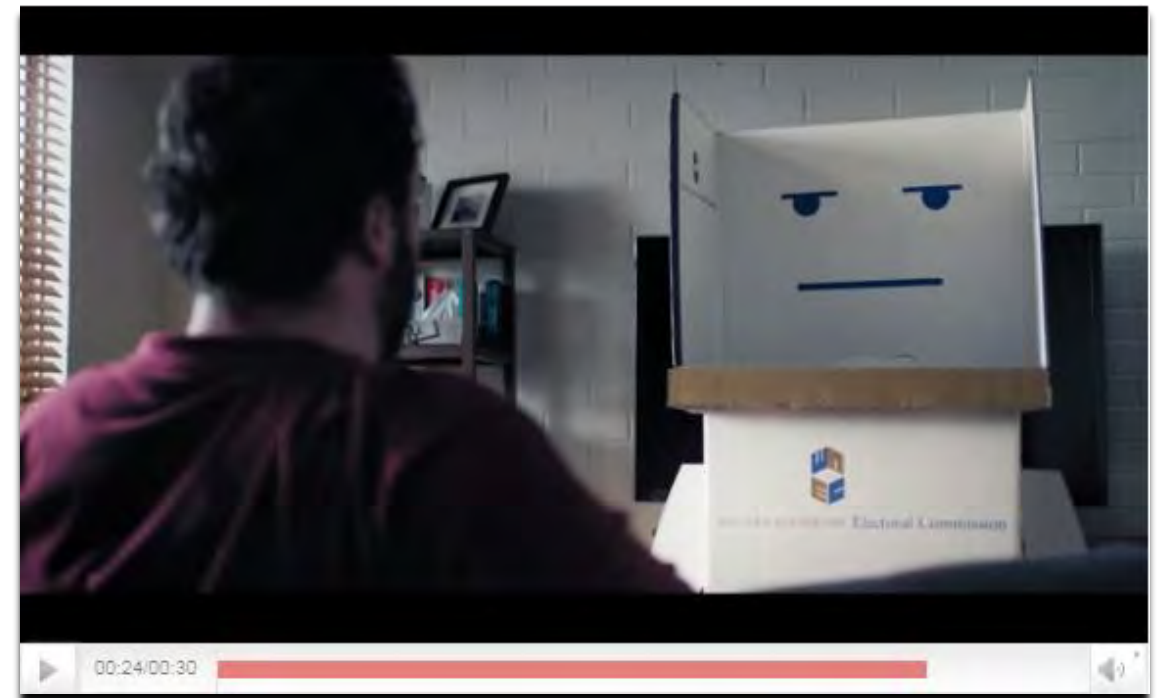
1st Jan - 10th Feb EOC	Cost	Impressions	Clicks	CTR	CPC/CPCV	CPM/CPV
Accuen Australia						
160x600	\$1,035.78	210,163	189	0.05%	\$3.24	\$2.91
300x250	\$1,635.08	348,196	252	0.04%	\$3.83	\$2.77
300x600	\$435.64	83,830	72	0.05%	\$3.57	\$3.07
728x90	\$1,612.28	374,077	273	0.04%	\$3.49	\$2.54
Video	\$18,554.32	1,184,019	1,988	0.10%	\$5.51/\$0.09	\$9.25/\$0.02
<b>WAEC - All Voters - 2017 Total</b>	<b>\$23,273.11</b>	<b>2,200,285</b>	<b>2,774</b>	<b>0.07%</b>	<b>\$ 4.95</b>	<b>\$ 6.24</b>



11th Feb – 11th Mar EOC	Cost	Impressions	Clicks	CTR	CPC/CPCV	CPM/CPV
Accuen Australia						
160x600	\$719.78	146,046	131	0.09%	\$2.25	\$2.02
300x250	\$1,136.25	241,967	175	0.07%	\$2.66	\$1.93
300x600	\$302.74	58,254	50	0.09%	\$2.48	\$2.13
728x90	\$1,120.40	259,952	189	0.07%	\$2.43	\$1.77
Video	\$12,893.68	822,793	1,382	0.17%	\$3.83/\$0.09	\$6.42/\$0.02
<b>WAEC - All Voters - 2017 Total</b>	<b>\$16,172.84</b>	<b>1,529,012</b>	<b>1,927</b>	<b>0.13%</b>	<b>\$3.44</b>	<b>\$4.34</b>

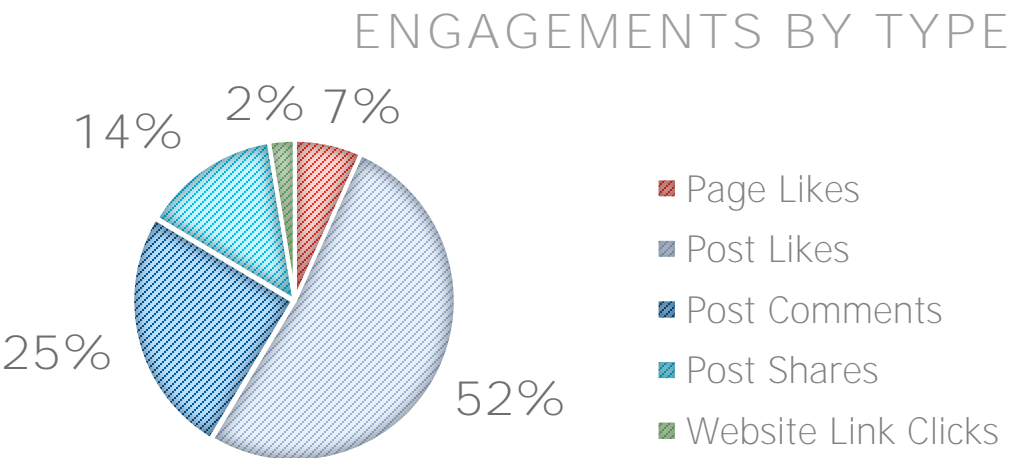
# Digital

- The All Voters 18+ campaign ran across the Facebook, Programmatic Display, Programmatic Video and YouTube environments with standard display creative and 30 and 45 second video
- Overall the campaign achieved a reach of over 900,000 people
- Video performed strongly overall with a total reach of 465,184 and over 1,200,000 views
- Yahoo 7, Ch9/10 and Premium Video environments saw high completion rates with 93%, 98% and 86% respectively
- Across YouTube, the 45 second variation of the creative performed stronger, with a stronger CPM, CTR and CPC - This channel delivered a lower completion rate being non-skippable, however it finished with the lowest Cost Per View (marked at 3 seconds)
- The slightly higher Cost Per Completed View is expected and holds unique value as the user chose to watch through until the 30 second mark



# Digital

- Facebook had a substantially higher reach than the other channels
- It also achieved an above average level of engagement, with the majority of people liking the post and leaving comments, followed by sharing and liking the page
- Combined, the Facebook Video generated 319,126 views, with just over two thirds of those coming from the 'Reconsider' variation



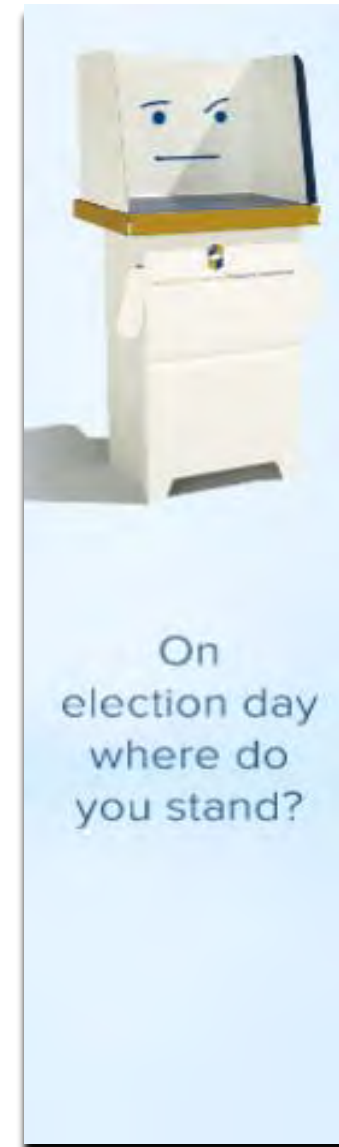
Engagement by Type	Engagements
Page Likes	79
Post Likes	606
Post Comments	292
Post Shares	162
Website Link Clicks	30
Total	1,169








# Digital

- The display the campaign achieved a low CPM of \$4.64
- We display delivered strong reach to a quality audience who positively engaged with the campaign which is evident from the above average CTR of 0.08%
- The 300x250 delivered the highest reach, closely followed by the Leaderboard which is as a result of the ad units being widely used by publishers on site with a wide range of inventory available for these units
- The MREC delivered the most clicks, however the 160x600 delivered the lowest CPC which we often see due to it being a large ad size on-page
- With the campaign objectives in mind, we were also able to achieve close to 75% viewability, well exceeding the industry average of around 60%.



# Campaign Summary – All Voters 18+

Media Channel	Media Spend	% of Budget	Market Value	Added Value	Added Value %	ROI
	\$186,000	63%	\$467,384	\$281,384	151%	\$2.51
	\$62,914.	21%	\$105,171	\$42,257	67%	\$1.67
	\$45,000	15%	\$45,000	\$-	0%	\$1.00
Total:	\$293,914	100%	\$617,555	\$323,641	110%	\$2.10

- Overall the campaign delivered over 110% in added value negotiated on behalf of WAEC
- ROI of \$2.10 for every dollar spent, with Television delivering the strongest ROI across both Metro & Regional
- Press also delivered a very strong ROI result of \$1.67 for every dollar spent.



# Media Plan Remote & Regional

# Television





# TV Delivery - Regional

Dates	Channel	Total Spend	Total Value	Total Added Value
w/c 22 January to w/c 5 March 2017	SBS	\$3,048	\$6,818	\$3,770
w/c 22 January to w/c 5 March 2017	GWN	\$20,886	\$42,938	\$22,052
w/c 22 January to w/c 5 March 2017	WDT TV	\$8,185	\$10,939	\$2,754
w/c 22 January to w/c 5 March 2017	WIN TV	\$8,189	\$30,890	\$22,701
w/c 22 January to w/c 5 March 2017	Goolari TV	\$1,540	\$4,728	\$3,188
Total:		\$41,848	\$96,313	\$54,465

Radio



# Radio - Regional



Dates	Channel	Total Spend	Total Value	Total Added Value
8 <sup>th</sup> January to 11 <sup>th</sup> March 2017	Albany 6VA, Kalgoorlie 6KG, Collie 6CI, Katanning 6WB, Narrogin 6NA, Spirit Karratha, Broome Spirit, Remote Spirit, Carnarvon Hot Hits, Mandurah 6MMM, Bunbury Southwest, Geraldton Spirit, Spirit Port Headland, Northam 6AM, Merredin 6MD, Busselton 756, Bunbury 6TZ, Esperance 6SE	\$20,580	\$81,800	\$40,020
8 <sup>th</sup> January to 11 <sup>th</sup> March 2017	HOTFM - Albany, Collie, Southwest, Kalgoorlie, Wheatbelt	\$10,500		
8 <sup>th</sup> January to 11 <sup>th</sup> March 2017	REDFM – Geraldton, Karratha, Port Headland, Broome, Remote	\$10,700		
Total:		\$41,780	\$81,800	\$40,020

# Radio - Indigenous



Dates	Channel	Total Spend	Total Value	Total Added Value
8 <sup>th</sup> January to 4 <sup>th</sup> February 2017	NG Media, 6PAC, MAMA Carnarvon, MAMA Geraldton, Noongar, PAKAM, Goolari Radio, Goolari TV	\$11,250	\$14,442	\$3,192



# Radio Integrated Partnership – Croc Media



Sportsday WA sees local personalities Karl Langdon and Paul Hasleby address the hottest sport stories of the day. From AFL to cricket to horse racing, these boys know how to “WAFL” on!

Heard every Monday to Thursday this key drive platform enables the WA listeners to participate in the discussion with two genuine sports fans, who create amusing debate.

Sportsday WA drives listeners home each night



WAEC Messaging



WAEC Sports Identity Interview



Off the Bench can be heard across 6 key WA markets every Friday night, wrapping up the week with an upbeat and entertaining look at the week in sport.

Hosted by former Fremantle Dockers gun Paul Haselby, Off The Bench WA will continue to attract loyal followers tuning in weekly for their entertainment based footy fix, relevant to listeners in the West packed full of entertainment.

Dates	Channel	Total Spend	Total Value	Total Added Value
1 <sup>st</sup> January to 11 <sup>th</sup> March 2017	Sports Day WA & Off The Bench WA	\$20,000	\$86,311	\$66,311

# Press



# Press - Regional

# News

## Fined over false sales pitch

A SOLAR company and its director have been fined a total of \$30,000 by Business Magistrates Court last Tuesday for misleading a consumer by making false claims about their solar panels of proven.

Farred Day Ltd, Kennedy residing at Mount Warrumbarr, Bushyway, was fined \$20,000 and ordered to pay costs of \$2,000.

Sole director David Vetter, 46, was fined \$10,000 and ordered to pay costs of \$1,000. Mr Vetter pleaded guilty to the offence.

The system being promoted by Mr Day and his firm were not installed at solar panels, neither did they contain an inverter which converts an inverter which converts solar power to use in the business and for use in the house.

In August 2013, the company launched the system in the form of a 12-month instalment plan which was paid \$10,000. When it was installed, the inverter was short-circuited and burnt out.

A new inverter was installed but a number of the power lines in the house did not work. Further on, attempts to repair the system failed and no electricity flowed to the system which had never been operational.

The company, Mr Day and Mr Vetter both pleaded guilty to the offence under the Australian Consumer Law of making false or misleading representations, by claiming that the solar panel system would like Australia all the grid, slash power usage by up to 100 per cent and

businesses would step down electricity bills. The system was not connected.

In sentencing, Judge Magistrate Ruffin said that the company had misled the consumer by making false claims about the system which it was not generating.

Consumer who believe they have been misled by a system that never worked, was never likely to work and was never a legitimate system, could now get a refund from the Consumer Protection Agency at consumer.gov.au.

The Magistrate did not

### SINGLES NIGHT HEATS UP AGAIN

THE singles night that Anna Hansen and Emma Higham set at night, bringing them to the attention of the public, is back on February 17 and bookings are essential. The event will be held at the Sydney Convention Centre, 100 Macquarie Street, Sydney. Tickets are \$100 per person. For more information, visit [www.singlesnight.com.au](http://www.singlesnight.com.au) or find them on Facebook at Club Carver.

### Check your enrolment or you could miss the vote.

March to State Election

The state election is coming on Sunday, March 11, and now is the time to ensure you get to have your say in Western Australia's future.

If you're over 18, are an Australian citizen, have completed details and update them if necessary.

It's your future - don't miss the vote.

Western Australian Electoral Commission

### Future doctor starts training

HIGH school seniors recently began to answer a sword, waxes in the surgery and meet a doctor to make a difference to the world, despite a shortage of what is a scarce medical professional.

Thirty-four students from the University of Western Australia, who are studying in the first year of the Bachelor of Medicine, Bachelor of Surgery (MBBS) program, have started their training at the University of Western Australia.

Among them is University of Western Australia student, Dr. James Ferguson, who joined the working group of workshops and discussions to get the information to continue his journey from high school to becoming a medical professional.

Future Doctor program director and speaker Dr. James Ferguson, and working group members, who are currently in a very competitive.




The program gives students a taste of what it is like to be a medical student and they gain practical skills they can use in their careers.

Dr. Ferguson said.

[illegible]

Dates	Channel	Total Spend	Total Value	Total Added Value
22 <sup>nd</sup> January to 11 <sup>th</sup> March 2017	Various Regional Publications	\$40,836	\$70,406	\$29,570

# Campaign Summary – Remote & Regional

Media Channel	Media Spend	% of Budget	Market Value	Added Value	Added Value %	ROI
	\$41,848	27%	\$96,320	\$54,472.00	130%	\$2.30
	\$73,030	47%	\$182,553	\$109,523.00	150%	\$2.50
	\$40,836	26%	\$70,406	\$29,570.00	72%	\$1.72
Total:	\$155,714	100%	\$349,279	\$193,565	124%	\$2.24

- Overall the campaign delivered over 124% in added value negotiated on behalf of WAEC
- ROI of \$2.24 for every dollar spent, with Radio delivering the strongest ROI as a result
- Television also delivered a very strong ROI result of \$2.30 for every dollar spent.





# Campaign Summary

# Campaign Summary – Media Plans Combined

Media Plan	Media Spend	% of Budget	Market Value	Added Value	Added Value %	ROI
P18-35	\$322,256	40%	\$688,333	\$366,077	114%	\$2.14
All Voters	\$293,914	36%	\$617,555	\$323,641	110%	\$2.10
Regional WA	\$155,714	19%	\$349,279	\$193,565	124%	\$2.24
CALD	\$40,480	5%	\$48,178	\$7,698	19%	\$1.19
Total:	\$812,364	100%	\$1,703,345	\$890,981	110%	\$2.10

- Overall the campaign delivered over 110% in added value negotiated on behalf of WAEC
- ROI of \$2.10 for every dollar spent, with Remote and Regional delivering the strongest ROI
- P18-35 also delivered a very strong ROI result of \$2.10 for every dollar spent.



Thank you!