

Wendy Bell

From: Simone Morison <[REDACTED]@mediacom.com>
Sent: Monday, 1 August 2016 10:27 AM
To: Wendy Bell
Subject: HPRM: FW: 1.8 QLD Govt Jan-Mar 2016 Presentation. Final.pptx
Attachments: 1.8 QLD Govt Jan-Mar 2016 Presentation. Final.pdf

Categories: FILING

FYI. Final final document.

From: Fiona McTackett [mailto:[REDACTED]@enthdegree.com.au]
Sent: Monday, 1 August 2016 10:23 AM
To: Simone Morison <[REDACTED]@mediacom.com>
Cc: Graham Webster <graham@enthdegree.com.au>
Subject: 1.8 QLD Govt Jan-Mar 2016 Presentation. Final.pptx

Hi Simone,

I hope you have a nice weekend - they are NEVER long enough!

Attached is the final presentation with the NOVA spot included in the radio for Uni of QLD. We did not receive the second page of the post time for NOVA in our data which is why it was not included.

Cheers,

Fiona

Released under RTI - DPC

QUEENSLAND GOVERNMENT
MEDIA BUYING AND PLANNING REVIEW
January – March 2016

Final – 19 July 2016



CONTENTS

🔍 Campaigns Evaluated

Buying

1. DEPARTMENT OF EDUCATION – Kindy Counts
2. QLD DPC – Australia Day
3. UNIVERSITY OF QUEENSLAND – Change of Preference
4. SEQ WATER – Summer Safety Campaign
5. QLD DPC – Advance QLD
6. ENERGEX – Fallen Power Lines

Strategy

1. DEPARTMENT OF ENERGY AND WATER SUPPLY – Biofuel Mandate

🔍 SUMMARY OF RESULTS

Media Buying Review

January -- March 2016

1. DEPARTMENT OF EDUCATION – Kindy Counts

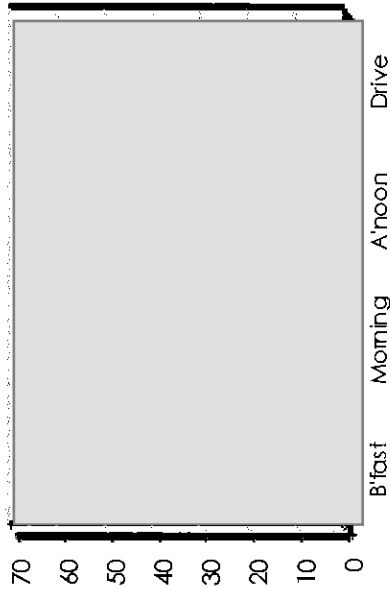
Period of activity:	w/c 10.1.16 – w/c 6.3.16
Metropolitan Campaign Spend:	\$7,200
Strategy Developed By:	MediaCom
Target Audience:	QLD Parents with Children aged 4
Booking Approval Date/ Lead Time:	<ul style="list-style-type: none"> Approval received 21.12.15 – 2 weeks lead time
MEDIA STRATEGY:	Radio
Radio Requirements:	<ul style="list-style-type: none"> 30 sec spots over four weeks on 97.3FM. The first two weeks of activity was Delete & Charge

1. DEPARTMENT OF EDUCATION – Kindy Counts

Metropolitan Radio

97.3FM

Date	Booked	Actual	Variation
10.1.16			Out of Scope - Not Required
17.1.16			
7.2.16			
6.3.16			
Total			



Demo Parents with 4 year olds	
Planned '000	182
Delivered '000	194
Score	10

- There were 2 live read spots during Breakfast with the remainder of spots pre-recorded.
- [Redacted] contributed to a higher than planned audience delivery.

Score 10

2. DPC – Australia Day

Period of activity:	w/c 3.1.16 – 26.1.16
Metropolitan Campaign Spend:	\$55,160
Strategy Developed By:	MediaCom
Target Audience:	People 18+
Booking Approval Date/ Lead Time:	Press & digital approval received 22.12.15 Radio approval received 5.1.16
MEDIA STRATEGY:	Radio, Press
• Radio Requirements	• 30 sec spots on Triple M and B105
• Press Requirements	• Insertions in Sunday Mail

2. DPC – Australia Day

Metropolitan Radio

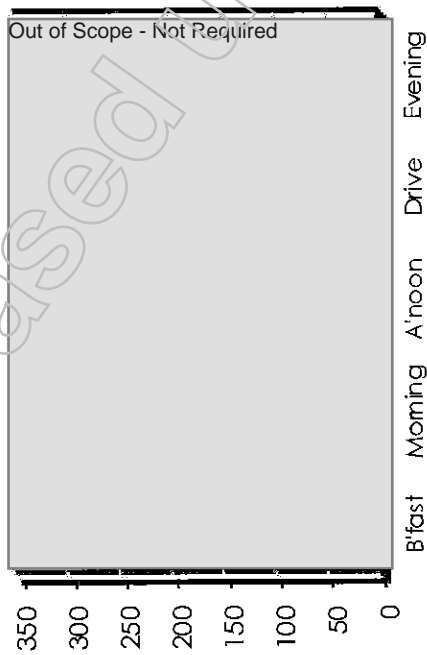
Date	TRIPLE M		HIT105	
	Booked	Actual	Variation Booked	Actual Variation
10.1.16				Out of Scope - Not Required
17.1.16				
24.1.16				
Total				

- DPC requested an exclusive allocation to Southern Cross Austereo due to a media partnership.
- [REDACTED] which contributed to a higher than planned audience delivery.

Score 10

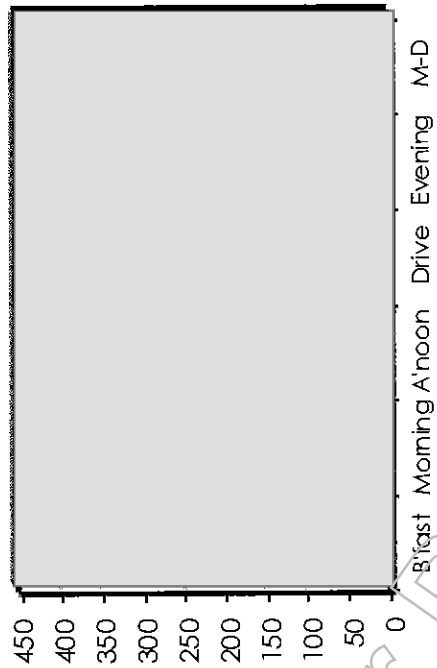
2. DPC – Australia Day

TRIPLE M



Demographic Ppl 18+
 Planned '000 794
 Delivered '000 886
 Score 10

HIT 105



Demographic Ppl 18+
 Planned '000 1034
 Delivered '000 1179
 Score 10

2. DPC - Australia Day

Metropolitan Press

PRODUCT	PUBLICATION	SECTION	ON SALE DATE	SIZE (Modules)	PAGE #	% PLACEMENT/ Placement as specified?	SCORE
Australia Day	Sunday Mail	ROP	17.1.16	2 x 6	9	Yes	10

Score 10

3. UNIVERSITY OF QUEENSLAND – Change of Preference

Period of activity:	w/c 10.1.16 – w/c 24.1.16
Metropolitan Campaign Spend:	\$101,380
Strategy Developed By:	MediaCom
Target Audience:	People 16-24
Booking Approval Date/ Lead Time:	Approval received 2.12.15 – Buying commenced 2.12.15
MEDIA STRATEGY:	
• Radio Requirements	• 30 sec BMAD spots on Nova & Hit 105
• Press Requirements	• One 3 x 6 module insertion in the Courier Mail

3. UNIVERSITY OF QUEENSLAND – Change of Preference

Metropolitan Radio

Date	HIT 105		NOVA			
	Booked	Actual	Variation	Booked	Actual	Variation
10.1.16						Out of Scope - Not Required
17.1.16						
24.1.16						
Total						

- o Hit105 broadcast [redacted] which contributed to a higher than planned audience delivery.
- o Nova broadcast all booked spots, however the skew of spots away from the two top rating sessions (M & D) contributed to a slightly lower than planned audience delivery.

Score 10

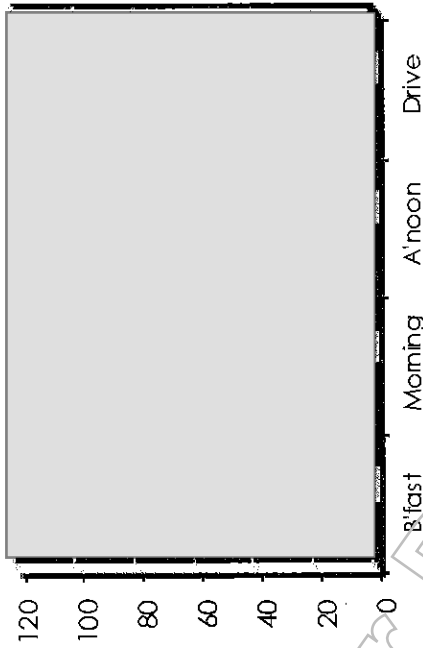
3. UNIVERSITY OF QUEENSLAND – Change of Preference

HIT 105



Demographic Ppl 16-24	
Planned '000	396
Delivered '000	478
Score	10

NOVA



Demographic Ppl 16-24	
Planned '000	314
Delivered '000	308
Score	10

3. UNIVERSITY OF QUEENSLAND – Change of Preference

Metropolitan Press

PRODUCT	PUBLICATION	SECTION	ON SALE DATE	SIZE (Modules)	PAGE #	% PLACEMENT/ Placement as specified?	SCORE
University of Queensland	Courier Mail	ROP	16.1.16	3 x 6	2	Yes	10

Score 10

4. SEQ WATER – Summer Safety

Period of activity:	w/c 15.11.15 – w/c 10.4.16 (audit period w/c 3.1.16 – w/c 27.3.16)
Metropolitan Campaign Spend:	\$354,283
Strategy Developed By:	MediaCom
Target Audience:	People 25-54
Booking Approval Date/ Lead Time:	Approval Received 22.10.15 - effective booking lead time 8 weeks
MEDIA STRATEGY	Television, Radio, Out of Home
• Television Requirements	<ul style="list-style-type: none"> • 30 Sec TVC • 75% Peak Component
• Radio Requirements	<ul style="list-style-type: none"> • 30 sec pre-recorded and Live read spots on Nova, 97.3 and Hit 105
• Out of Home Requirements	<ul style="list-style-type: none"> • GOA Digital panels

4. SEQ WATER – Summer Safety

Metropolitan Television

Total TARP & Peak Targets

- Total TARPs for this quarter fell short of planned, as did Peak activity.
- However, this is a continuation of a campaign that started mid-November.
- As the campaign was planned to communication goals we have reviewed entire schedule below (i.e. including pre-January activity)

Communication Goals

- Reach goals were set for the entire campaign which ran from w/c 15 November to 20 March 2016.
- (ED calculates Reach excluding bonus).

Weighted Score 10

Total Peak & Off Peak Total 30 sec				
Bought	Actual Paid Only	Actual Inc. Negbon	Index	Score
3.1.16				
10.1.16				
17.1.16				
TOTAL				7
Out of Scope - Not Required				
Peak (Planned as 75%) Peak 30 sec				
Planned	Actual Paid Only	Actual Inc. Negbon	Index	Score
3.1.16				
10.1.16				
17.1.16				
TOTAL				6

Total Peak & Off Peak Total 30 sec				
Planned	Actual Paid Only	Actual Inc. Negbon	Index	Score
7.2.16				
14.3.12				
TOTAL				6
Peak (Planned as 75%) Peak 30 sec				
Planned	Actual Paid Only	Actual Inc. Negbon	Index	Score
7.2.16				
14.3.12				
TOTAL				3

Total Peak & Off Peak Total 30 sec				
Planned	Actual Paid Only	Actual Inc. Negbon	Index	Score
13.2.16				
20.3.16				
TOTAL				4
Peak (Planned as 75%) Peak 30 sec				
Planned	Actual Paid Only	Actual Inc. Negbon	Index	Score
13.3.16				
20.3.16				
TOTAL				3

Reach Goals Demo Pl. 23-54			
Planned	Actual	Index	Score
3+ Reach	60-65%	99	10

4. SEQ WATER – Summer Safety

Metropolitan Television

Peak Night Average Spot Performance vs. Station Average

Flight	Active Weeks	Lead Time	Network	Station Average	Agency Average	Relationship to Agency Av	Points
January	3, 10, 17	10 weeks	BTQ7 7MATE QTQ9 GEM GOI TVQ 10 ELEVEN ONE				Out of Scope - Not Required
February	7, 14	14 weeks	BTQ7 7MATE QTQ9 9LIFE GEM TVQ 10 ELEVEN ONE				
March	13, 20	>14 weeks	BTQ7 7MATE QTQ9 9LIFE GEM GOI ELEVEN ONE				5

Weighted Score 5

- o An average score achieved for the campaign with highly fluctuating audiences on each station from month to month.
- o Programs which achieved station average included:
 - BTQ7: 7 News, The Big Bang Theory,
 - 7MATE: American, Baggage Battles, Pawn Stars, Remember The Titans, Mythbusters, The Safe House, Surveillance Oz
 - GOI: Top Gear, Inkheart, Rango, For The Love Of Cars,
 - TVQ 10: I'm A Celebrity Get Me Out Of Here
 - ELEVEN: New Girl, Futurama
 - ONE: Extreme Collectors,
- o Programs which did not achieve station average included:
 - BTQ7: The Avengers, Better Homes & Gardens, Seven News
 - QTQ9: Customs, Inside the Ku Klux Klan, Getaway, Border Rico, World's Most Expensive Food, Ultimate Airport Dubai, The Embassy, Kings Cross ER, National Nine News, Jack The Giant Slayer, An Hour To Save Your Life
 - GEM: Heartbreak Ridge, Peilot, Silent Witness, Tigers About The House, Untergiveth
 - TVQ 10: The Project, Territory Cops, NCIS
 - ELEVEN: The Simpsons, The Graham Norton Show, I'm A Celebrity Get Me Out Of Here NOW!, Sex and The City
 - ONE: 48 Hours, Undercover Boss, Epic Meal Empire, Californication, Dragon Eyes

4. SEQ WATER – Summer Safety

Metropolitan Television Cost Per TARP Relative to Timing Approval

Flight	Active Weeks	Length	Buying Commenced	Lead Time	Short/Long	Benchmark CPT	Actual CPT	Relationship to Benchmark	Points
Jan	3, 10, 17	30 sec	22.10.15	8 weeks	Long				5
Feb	7, 14	30 sec	22.10.15	8 weeks	Long				4
Mar	13, 20	30 sec	22.10.15	8 weeks	Long				10
Out of Scope - Not Required									6

- o Despite a long booking lead time, February activity delivered the least efficient cost delivery

Weighted Average Score 6

4. SEQ WATER – Summer Safety

Metropolitan Radio

Date	NOVA			97.3FM		
	Booked	Actual	Variation	Booked	Actual	Variation
14.2.16						
21.2.16						
28.2.16						
6.3.16						
13.3.16						
20.3.16						
27.3.16						
Total						

Out of Scope - Not Required

Date	HIT 105			4KQ		
	Booked	Actual	Variation	Booked	Actual	Variation
14.2.16						
21.2.16						
28.2.16						
6.3.16						
13.3.16						
20.3.16						
27.3.16						
Total						

- All stations broadcast the booked schedule and all delivered
- As a result of the high level of [redacted] audience delivery for all stations was above planned.

Score 10

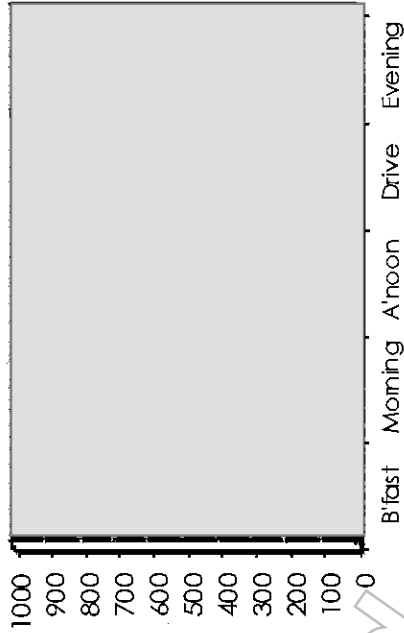
4. SEQ WATER - Summer Safety

NOVA



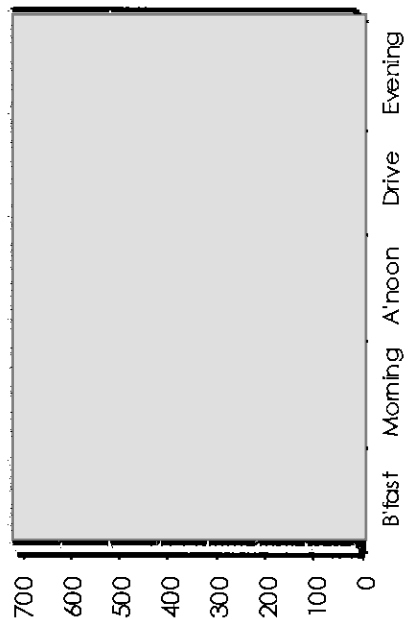
Demographic Ppl 25-54
 Planned '000 2472
 Delivered '000 2663
 Score 10

97.3FM



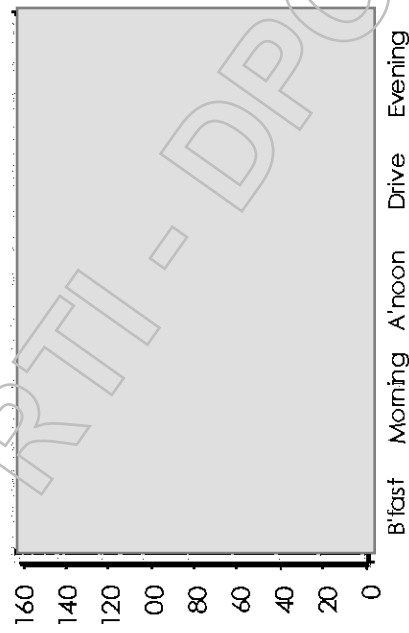
Demographic Ppl 25-54
 Planned '000 2586
 Delivered '000 2625
 Score 10

HIT 105



Demographic Ppl 18+
 Planned '000 1940
 Delivered '000 1991
 Score 10

4KQ



Demographic Ppl 18+
 Planned '000 303
 Delivered '000 356
 Score 10

4. SEQ WATER – Summer Safety

Metropolitan Outdoor

COA Digital Panels
ETS (single terminal) or multi-terminal (up to 16 terminals) (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MM, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NN, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UY, UV, UW, UX, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VV, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YY, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ

MediCom [redacted]

COA Rate Card [redacted]

GLD Govt advantages [redacted]

Out of Scope
Not Required

Score 10

Score 10

5. DPC – Advance Queensland

Period of activity:	w/c 17.1.16 – w/c 31.1.16
Metropolitan Campaign Spend:	N/A
Strategy Developed By:	MediaCom
Target Audience:	Ppl 18+
Booking Approval Date/ Lead Time:	<ul style="list-style-type: none"> Approval received 27.11.15 - buying commenced 1.12.15 – 6 weeks booking lead time.
MEDIA STRATEGY:	<ul style="list-style-type: none"> Television Out of Home
Television Requirements	<ul style="list-style-type: none"> 30 sec activity with a 70% Peak component
Out of Home Requirements	<ul style="list-style-type: none"> Large format Outdoor site, oOH Media Shopping Centre panels, JC Decaux Interactive Citylight Package

5. DPC – Advance Queensland

Metropolitan Television

Total TARP & Peak Targets

- Total TARPs fell significantly short of planned, as did Peak activity.

Ppl 18+	Total Peak & Off Peak Total 15 sec			
	Planned	Actual	Actual inc. Paid Only	Index Score
17.1.16				
24.1.16				
31.1.16				
TOTAL				6
	Out of Scope - Not Required			
Peak (Planned as 75%) Peak 15 sec	Planned	Actual	Actual inc. Paid Only	Index Score
17.1.16				
24.1.16				
31.1.16				
TOTAL				4

Communication Goals

- The difficulty in predicting January programming performance is reflected in these results where Reach goals fell short of target.

Reach Goals Demo Ppl 18+			
	Planned	Actual	Index Score
1+ Reach	60-65%	58%	9
3+ Reach	40-45%	35%	7

Weighted Score 7

5. DPC – Advance Queensland

Metropolitan Television

Peak Night Average Spot Performance vs. Station Average

Flight	Active Weeks / Lead Time	Network	Station Average	Agency Average	Relationship to Agency Av	Points
January	17, 24, 31 3 Weeks	<ul style="list-style-type: none"> BTQ7 7TWO 7MATE QTQ9 GEM GO! TVQ 10 ELEVEN 	Out of Scope - Not Required			7

- o A marginally above average audience achievement
- o Programs which achieved or exceeded station average included:
 - 7TWO: Lewis, Endeavour, The House That \$100K Built, Inspector Linley Mysteries
 - QTQ9: Customs, 60 Minutes, National Nine News, A Current Affair, The Big Bang Theory
 - GO!: Top Gear, For the Love of Cars, Strassman, Dave, Joe Somebody, Dolphin Tale,
- o Programs which did not achieve station average included:
 - BTQ7: Movie: Grease
 - 7MATE: Air Crash Investigations, Monty Python's The Meaning of Life, American Pickers, Mythbusters, Baggage Battles, Wipeout USA
 - GEM: Friends, Tigers About The House, The Ides of March, What's Your Emergency?, Are You Being Served?
 - TVQ10: Family Feud, NCIS Los Angeles, Modern Family, Australia Day Live Event, The Project
 - ELEVEN: The Simpsons, The Great Australian Spelling Bee, Becker, Everybody Loves Raymond

Weighted Score 7

5. DPC – Advance Queensland

Metropolitan Television Cost Per TARP Relative to Timing Approval

Demo Ppl 18+

Flight	Active Weeks	Length	buying Commenced	Lead Time	Short/Long	Benchmark CPT	Actual CPT	Relationship to Benchmark	Points
January	17, 24, 31	30 sec	1.12.15	6 weeks	Medium			Out of Scope - Not Required	10
									10

- o Excellent cost efficiency was achieved for this campaign.

Weighted Average Score 10

5. DPC - Advance Queensland

Metropolitan Outdoor

GOA Outdoor

(Large format digital screens package for the campaign from November to December)

MediaCom

GOA Rate Card

QLD Govt advantage

Score 10

Out of Scope -
Not Required

oOH! Media

(Shopping Digital Panels campaign package)

MediaCom

oOH! Media Rate Card

QLD Govt advantage

Score 10

5. DPC – Advance Queensland

Metropolitan Outdoor

JC Discount Card
JC Discount Card
Medicare Card
JC Discount Card
GILD Govt advantage

Score 10

Out of Scope -
Not Required

Score 10

6. ENERGEX – Fallen Powerlines

Period of activity:	w/c 3.1.16 – w/c 31.1.16 (two x 1 week bursts of activity)
Metropolitan Campaign Spend:	\$112,460
Strategy Developed By:	Carat
Target Audience:	Ppl 25-54
Booking Approval Date/ Lead Time:	<ul style="list-style-type: none"> • Approval received 15.9.15 • Buying commenced 17.11.15 • 6 weeks lead time
MEDIA STRATEGY	Television
• Television Requirements:	<ul style="list-style-type: none"> • 15 & 30 sec TVCs • 70% Peak component

6. ENERGEX – Fallen Powerlines

Metropolitan Television

Total TARP & Peak Targets

- The inclusion of the Network Nine Weather [redacted] spots in the schedule have skewed the result of the TARP achievement.
- The [redacted] activity does not appear to have been included within planned TARP activity.

Communication Goals

- Achieved Reach exceeded planned level.
- In line with best practice planning we assume that the impact of Weather [redacted] activity was included within Reach goals.

Weighted Score	9
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Total Peak & Off Peak Total 15 sec			
Planned	Actual	Actual Inc.	Index Score
	Paid Only	M'Good & Negbon	
10.1.16			Out of Scope
31.1.16			Not Required
TOTAL			1

Total Peak (Planned as 80%) Peak 15 sec			
Planned	Actual	Actual Inc.	Index Score
	Paid Only	Conbon	
10.1.16			
31.1.16			
TOTAL			1

Total Peak & Off Peak Total 30 sec			
Planned	Actual	Actual Inc.	Index Score
	Paid Only	Negbon	
10.1.16			
17.1.16			
24.1.16			
31.1.16			
TOTAL			0

Total Peak (Planned as 70%) Peak 30 sec			
Planned	Actual	Actual Inc.	Index Score
	Paid Only	Conbon	
10.1.16			
17.1.16			
24.1.16			
31.1.16			
TOTAL			0

Reach Goals Demo Rpt 25-54			
Planned	Actual	Index	Score
3+ Reach	45-50%		9

6 ENERGETX – Fallen Powerlines

Metropolitan Television Peak Night Average Spot Performance vs. Station Average

Flight	Active Weeks	Lead Time	Network	Station Average	Agency Average	Relationship to Agency Av	Points
January	10, 17, 24, 31	6 weeks	BTQ7 7TWO 7MATE QTQ9 GOI TVQ 10 ELEVEN ONE				Out of Scope - Not Required
							9

- o Audience delivery was strong on all stations for this campaign.
- o Programs which achieved or exceeded station average included:
 - BTQ7: The Big Bang Theory, Seven News, My Kitchen Rules, Bones
 - 7TWO: 2016 Brisbane International Tennis, Escape To The Country,
 - 7Mate: Escape From New York, The Big Bang Theory, Motorway Patrol, Pawn Stars, Hardcore Pawn, The Lone Ranger, Deadly Seas, Australia's Got Talent
 - QTQ9: National Nine News, To Catch A Smuggler
 - GOI: For the Love of Cars, Ella Enchanted, Manspace, Storage Hunters UK, Journey To The Centre Of The Earth
 - TVQ10: KFC T20 Big Bash League (Cricket), I'm A Celebrity Get Me Out Of Here, NCIS, Family Feud, The Project
 - ELEVEN: The Simpsons, New Girl,
 - ONE: MASH, Dolphins: Spy In The Pod

Weighted Score 9

6. ENERGEX – Fallen Powerlines

Metropolitan Television Cost Per TARP Relative to Timing Approval

Flight	Active Weeks	Length	Buying Commenced	Lead Time	Short/Long	Benchmark CPT	Actual CPT	Relationship to Benchmark	Points
January	10, 17, 24, 31	15 sec	17.11.15	6 weeks	Medium				Out of Scope Not Required
January	10, 17, 24, 31	30 sec	17.11.15	6 weeks	Medium				
									5

- o Cost efficiency has been impacted due to the heavy scheduling of sport (Cricket and Tennis) throughout the campaign period
- o Score not included

Weighted Average Score n/a

6. ENERGEX – Fallen Powerlines

Metropolitan Outdoor

VAL MORGAN (C) FMA
(Package of 30 sec. commercials plus bonus Digiflip screens over December and January)

MediaCom [REDACTED]
Val Morgan Rate Card
QLD Govt advantage

Score 10

Out of Scope -
Not Required

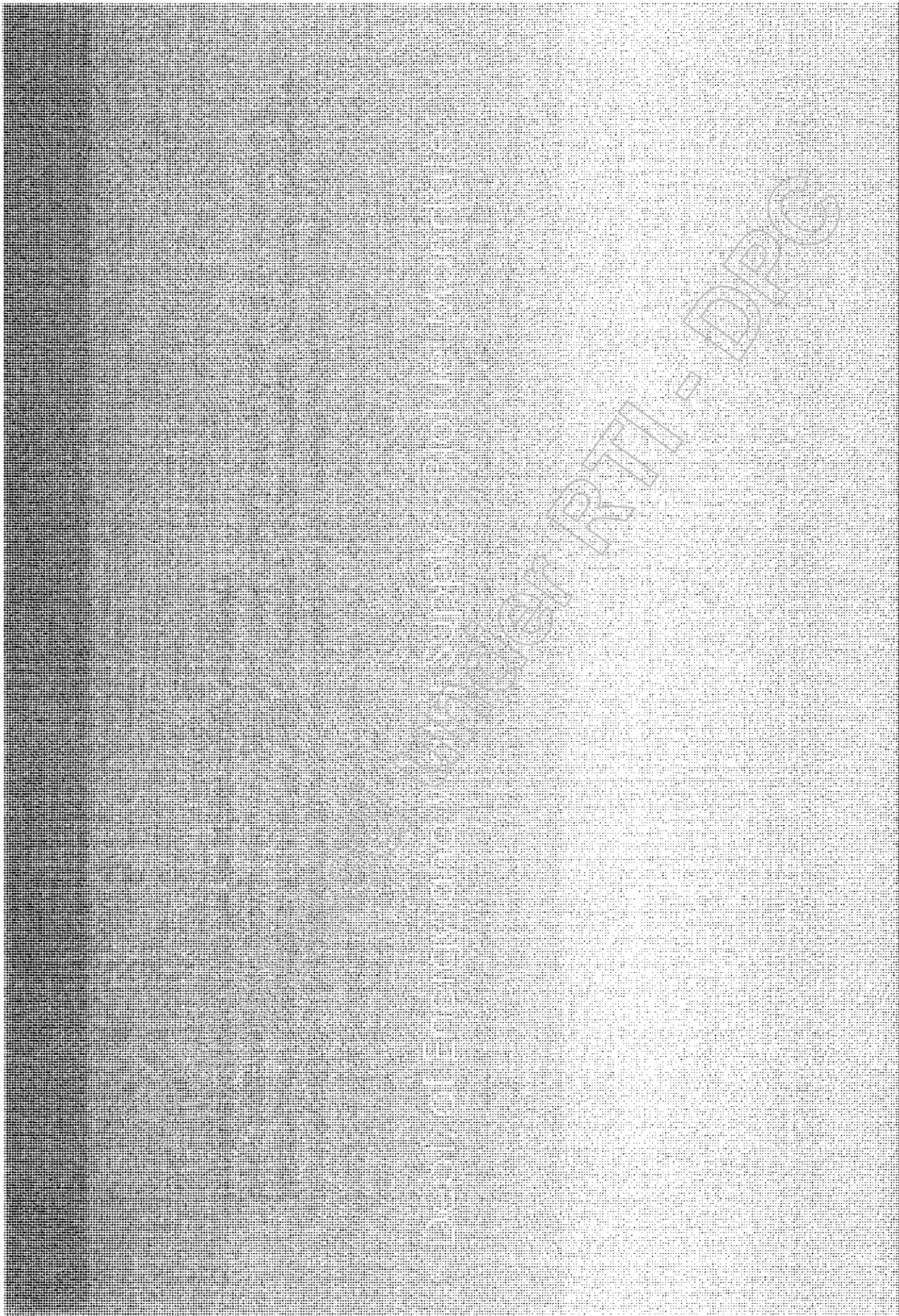
Score 10

Media Strategy and Planning Review

Under RTI - DPC

Introduction

- Enth Degree has developed a "Media Strategy and Planning Review" to identify and score the Agency's performance. This adds a further dimension to the media buying review process.
- While it is essential to audit media buying performance to measure cost efficiencies, benefits and placement against objectives, similarly the calibre of planning will have a direct impact on campaign efficiency and effectiveness.
- Our "Media Strategy and Planning Review" is undertaken via a comparison of the client brief to the media strategy output from the Agency to ensure that the response addresses the client objectives and planning parameters.
- Our audits score the Agency's strategy output on a scale of 1 – 10 (1 being poor, 10 being Excellent) against 12 key strategy planning considerations (as detailed on the following slides).
- It is not always the case that all of the 12 considerations can be evaluated. For example, the creative may not have been developed prior to the completion of media strategy, or tracking may not exist. In these cases they are excluded from our review.
- **In recognition of the necessity to provide a minimum two weeks lead time to enable MediaCom to prepare a thoroughly well considered media strategy, campaigns that have been prepared and presented less than two weeks from briefing date will be scored, but results excluded from the quarterly score summary.**



Introduction

- The Biofuel Mandate campaign briefing was initiated within a meeting in mid January, with MediaCom supplying the client with a detailed briefing form
- The client was not comfortable completing media briefing document, and as a result MediaCom took the brief verbally and developed the campaign from that meeting (meeting notes supplied to Enth Degree)
- The uncertainty of budgets led to the agency developing a number of options for consideration
- This is not an ideal practice for the agency as it can be a drain on their time and should be discouraged
- We note from MediaCom's documentation that the schedules were revised a number of times to better reflect the thinking, no doubt influenced by client feedback
- Client said the department was looking for innovation and requested the agency to "think big"
- At the time of writing this document, campaign plans had not been finalised, and the agency is yet to be updated (a meeting was scheduled for mid May)
- Despite the "looseness" of this briefing MediaCom provided a strategy document that identified insights and strategic thought to provide a budget guide to implement the campaign during 2016/2017.

1. Investigation of target audience beyond simple demography

- The target was described in psychographic terms, with the agency identifying that E10 sales are low and largely driven by price
- For many E10 buyers, fuel is a commodity and often just a “means to an end”
- The agency further expanded on the user group as price sensitive motorists who use street signage to shop for price, with over 40% using supermarket fuel discount vouchers
- While not a typical exploration of the target, considering the early stages of this briefing, which really was an evolution, MediaCom should be recognised for the level of input against this element

Score: 9

2. Apparent use of Tools/Resources/Market Data

- 
- The above was not explored to the level that we normally see from MediaCom, however, this is reflective of the type of briefing and “evolution” of the campaign,

Score: 9

3. Consumer and market insights

- A key market insight was identified following review of the major oil companies' strategies
- Key to this work was the observation that “in the absence of any other information E10 sits with little other benefits than price” and that “the current E10 conversation is around fuel efficiency, and potential engine damage. Doubt in the consumer mind (is that) low price equals cheap”
- MediaCom identified the consumer insight as:
 - The current consumer conversation is filled with doubt around E10
 - While consumers “don't want to pay extra to be more green, a cheap reliable fuel that is also good for Queensland sounds attractive”
- Further, we note the observation that “the term biofuel resonates with consumers more than E10 or ethanol

Score: 9

4. Demonstration of how these insights effect strategy

- The strategy was summed up in one chart i.e. “turn moments of doubt into moments of confidence”
- In the context of the documents provided we cannot evaluate the relevance of this statement/strategy

Score: n/a

5. Use of awareness tracking research where available

- Not available

Score: n/a

6. Acknowledgement of competitive activity

- A summary of activity by the major fuel companies was included with the observation that almost half of the industry investment is allocated to free to air television, followed by radio and out-of-home media
- Further reference was given to the BP partnership with Velocity Frequent Flyers to add value to fuel costs.

Score: 8

7. Rationale for market selection and weights
• Not addressed in this stage of strategy development

Score: n/a

8. Inclusion of innovative solutions where appropriate
• Not addressed in this stage of strategy development

Score: n/a

9. Articulation of communication goals
• Not addressed in this stage of strategy development

Score: n/a

10. Rationale for media selection
• Not addressed in this stage of strategy development

Score: n/a

11. Leverage of creative idea

- Not addressed in this stage of strategy development

Score: n/a

12. Evidence of Original Thought

- Again, at this stage of the campaign development, and the purpose of the document being provided as an initial consideration, the opportunity for original thought is somewhat restricted
- However, given the process undertaken to get to this stage, MediaCom should be recognised for development of the strategic framework, and subsequent provision of a number of schedule options that will assist the client to make a well considered budget allocation decision.

Score: 9

Dept. of Energy and Water Supply – Biofuel Mandate

Media Strategy and Planning Evaluation											
Dept. of Energy and Water Supply - Biofuel Mandate											
Measure	1	2	3	4	5	6	7	8	9	10	Total
1	Investigation of Target Audience								9		9
2	Use of Tools/Resources								9		9
3	Consumer and Market Insights								9		9
4	Insight Impact on Strategy										n/a
5	Use of Awareness Tracking										n/a
6	Competitive Activity							9			9
7	Market Selection and Weights										n/a
8	Innovative Solutions										n/a
9	Articulation of Communication Goals										n/a
10	Rational for Media Selections										n/a
11	Leverage of Creative Idea										n/a
12	Evidence of Original Thought								9		9
										Total	45
										Total Possible	50
										Percentage Score	90

Released under RTI = DPC

Summary of Results

Summary of Results:		
Measure	Client	Score
Communication Goals	SEQ WATER - Summer Safety	10
	DPC QUEENSLAND - Advance Queensland	7
	ENERGEX - Fallen Powerlines	9
Ratings Performance	SEQ WATER - Summer Safety	5
	DPC QUEENSLAND - Advance Queensland	7
	ENERGEX - Fallen Powerlines	9
CPT Tracking	SEQ WATER - Summer Safety	6
	DPC QUEENSLAND - Advance Queensland	10
	ENERGEX - Fallen Powerlines	n/a
Weighted CPT / RVSA	SEQ WATER - Summer Safety	6
	DPC QUEENSLAND - Advance Queensland	9
	ENERGEX - Fallen Powerlines	9
Radio	DEPARTMENT OF EDUCATION - Kindy Counts	10
	QLD DPC - Australia Day	10
	UNIVERSITY OF QUEENSLAND - Change of Preference	10
	SEQ WATER - Summer Safety	10
Press	QLD DPC - Australia Day	10
	UNIVERSITY OF QUEENSLAND - Change of Preference	10
Outdoor	SEQ WATER - Summer Safety	10
	DPC QUEENSLAND - Advance Queensland	10
	ENERGEX - Fallen Powerlines	10
Total		139
Possible Total		150
Percentage Score		93%
Strategy Evaluation	DEPARTMENT OF ENERGY & WATER SUPPLY - Biofuel Mandate	Score 90%

Summary of Results

	Poor	Below Ave	Average	Above Ave	Very Good	Excellent
Communication Goals						
SEQ WATER - Summer Safety						██████████
DPC QUEENSLAND - Advance Queensland				██████████	██████████	
ENERGEX - Fallen Powerlines					██████████	
Ratings Performance Relative to Station Average						
SEQ WATER - Summer Safety			██████████			
DPC QUEENSLAND - Advance Queensland				██████████	██████████	
ENERGEX - Fallen Powerlines						██████████
CPT Tracking						
SEQ WATER - Summer Safety				██████████		
DPC QUEENSLAND - Advance Queensland						██████████
ENERGEX - Fallen Powerlines			N/A			
Radio						
DEPARTMENT OF EDUCATION - Kindy Counts						██████████
DPC QUEENSLAND - Australia Day						██████████
UNIVERSITY OF QUEENSLAND - Change of Preference						██████████
SEQ WATER - Summer Safety						██████████
Press						
DPC QUEENSLAND - Australia Day						██████████
UNIVERSITY OF QUEENSLAND - Change of Preference						██████████
Outdoor						
SEQ WATER - Summer Safety						██████████
DPC QUEENSLAND - Advance Queensland						██████████
ENERGEX - Fallen Powerlines						██████████

Wendy Bell

From: Wendy Bell
Sent: Thursday, 28 July 2016 4:09 PM
To: Sean McCafferty; Leah Andersen; Jaclyn Oudejans
(Jaclyn.Oudejans@premiers.qld.gov.au)
Subject: FW: 25.7 QLD Govt Jan-Mar 2016 Presentation. Final.pptx
Attachments: 25.7 QLD Govt Jan-Mar 2016 Presentation. Final.pptx

Attached is a copy of tomorrows presentation with Enth Degree for your information.
I will be heading to MediaCom straight from school drop off so I will meet you all there.

Thanks
Wendy

From: Simone Morison [mailto: [REDACTED]@mediacom.com]
Sent: Thursday, 28 July 2016 2:05 PM
To: Wendy Bell <Wendy.Bell@premiers.qld.gov.au>
Subject: FW: 25.7 QLD Govt Jan-Mar 2016 Presentation. Final.pptx

FYI, for tomorrow.

S

From: Fiona McTackett [mailto: [REDACTED]@enthdegree.com.au]
Sent: Thursday, 28 July 2016 12:40 PM
To: Simone Morison < [REDACTED]@mediacom.com>
Cc: Graham Webster <graham@enthdegree.com.au>
Subject: 25.7 QLD Govt Jan-Mar 2016 Presentation. Final.pptx

Hi Simone,

I'm so sorry I didn't pick this up...I blame Graham!

I've fixed it up now so it should all be correct. Graham has already left for the day so his bound copy will have the chart with the old score of 80% included in it.

Cheers,

Fiona



CONTENTS

Campaigns Evaluated

Buying

1. DEPARTMENT OF EDUCATION – Kindy Counts
2. QLD DPC – Australia Day
3. UNIVERSITY OF QUEENSLAND – Change of Preference
4. SEQ WATER – Summer Safety Campaign
5. QLD DPC – Advance QLD
6. ENERGEX – Fallen Power Lines

Strategy

1. DEPARTMENT OF ENERGY AND WATER SUPPLY – Biofuel Mandate

SUMMARY OF RESULTS

enthdegree

Pages 47 through 67 redacted for the following reasons:

Duplicate Document

Released under RTI - DPC

Wendy Bell

From: Fiona McTackett <[REDACTED]@enthdegree.com.au>
Sent: Thursday, 28 July 2016 10:14 AM
To: [REDACTED]@mediacom.com
Cc: Wendy Bell; Graham Webster
Subject: 25.7 QLD Govt Jan-Mar 2016 Presentation. Final.pptx
Attachments: 25.7 QLD Govt Jan-Mar 2016 Presentation. Final.pptx

Hi again,

I've attached the presentation in Powerpoint so it's easier to project for tomorrow's meeting.

Cheers,

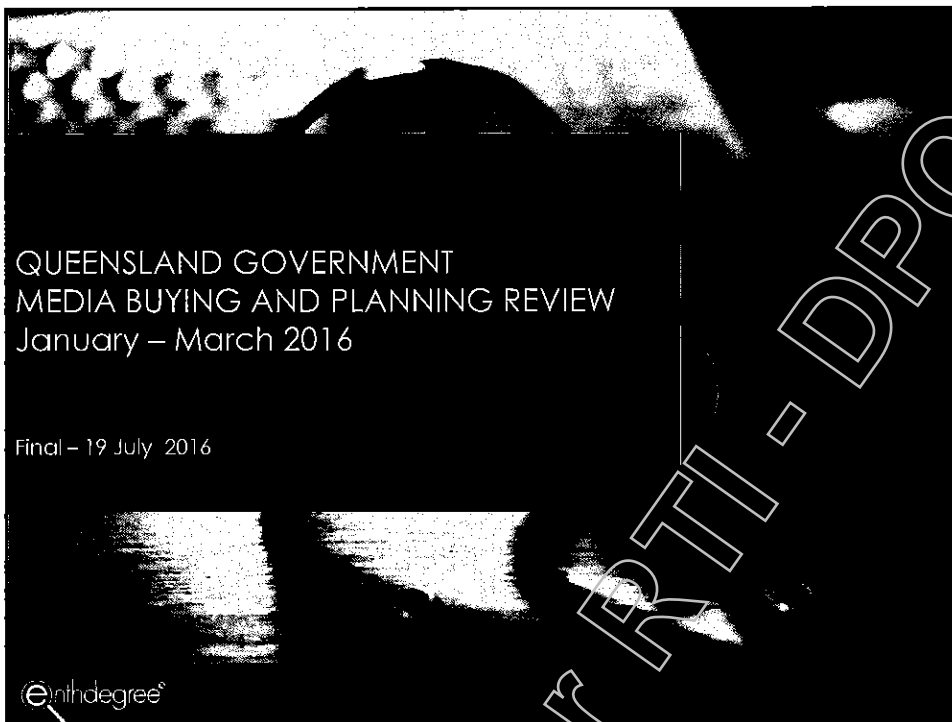
Fiona

Fiona McTackett
68 Wood St Manly 2095
[T] +612 9976 2000 [F] +612 9976 0652
[E] [REDACTED]@enthdegree.com.au
www.enthdegree.com.au
@enthdegree°

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CONTENTS

- Campaigns Evaluated**
 - Buying**
 1. DEPARTMENT OF EDUCATION – Kindy Counts
 2. QLD DPC – Australia Day
 3. UNIVERSITY OF QUEENSLAND – Change of Preference
 4. SEQ WATER – Summer Safety Campaign
 5. QLD DPC – Advance QLD
 6. ENERGEX – Fallen Power Lines
 - Strategy**
 1. DEPARTMENT OF ENERGY AND WATER SUPPLY – Biofuel Mandate
- SUMMARY OF RESULTS**

enthdegree

Pages 70 through 90 redacted for the following reasons:

Duplicate Document

Released under RTI - DPC

Wendy Bell

From: Fiona McTackett <[REDACTED]@enthdegree.com.au>
Sent: Thursday, 28 July 2016 10:00 AM
To: [REDACTED]@mediacom.com
Cc: Wendy Bell; Graham Webster
Subject: 25.7 QLD Govt Jan-Mar 2016 Presentation. Final.pptx
Attachments: 25.7 QLD Govt Jan-Mar 2016 Presentation. Final.pdf


Hi Simone,

I'm sorry but I completely forgot to include you when I sent this to Graham.

The updated presentation is attached with a revised score of 93%.

Cheers,

Fi

Fiona McTackett
68 Wood St Manly 2095
[T] +612 9976 2000 [F] +612 9976 0652
[E] [REDACTED]@enthdegree.com.au
www.enthdegree.com.au


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Latest article [here](#).

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QUEENSLAND GOVERNMENT
MEDIA BUYING AND PLANNING REVIEW
January – March 2016

Final – 19 July 2016



Pages 93 through 134 redacted for the following reasons:

Duplicate Document

Released under RTI - DPC

Wendy Bell

Subject: Media audit - January to March review
Location: MediaCom - Level 1, Stanley Street Plaza, South Bank

Start: Fri 29/07/2016 9:30 AM
End: Fri 29/07/2016 10:30 AM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: Wendy Bell
Required Attendees: Graham Webster; Jaclyn Oudejans (Jaclyn.Oudejans@premiers.qld.gov.au); Simone Morison; Leah Andersen; Sean McCafferty

Released under RTI - DPC

Wendy Bell

From: Wendy Bell
Sent: Thursday, 21 July 2016 9:11 AM
To: 'Graham Webster'
Subject: RE: Meeting on Friday 29 July

Thanks Graham. I'll make the meeting for 9.30 just to make sure that DPC are there and ready to go and we'll just kick off when you arrive (probably around 9.45).

Thanks heaps.

Wendy



Wendy Bell

A/Team Leader, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9143

Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Graham Webster [mailto:graham@enthdegree.com.au]
Sent: Thursday, 21 July 2016 9:06 AM
To: Wendy Bell <Wendy.Bell@premiers.qld.gov.au>
Subject: RE: Meeting on Friday 29 July

Hi Wendy,

I am booked on a flight that gets me to Brisbane at 9:05. If all goes smoothly I should be there just after 9:30. I could change but it is a flight that incurs penalties if I shift it (I do that to keep travel costs low for Qld Govt).

Cheers,
Graham

From: Wendy Bell [mailto:Wendy.Bell@premiers.qld.gov.au]
Sent: Thursday, 21 July 2016 8:02 AM
To: Graham Webster
Subject: Meeting on Friday 29 July

Morning Graham,

MediaCom has asked if there is any chance that our meeting scheduled for 10am on Friday can start at 9.30am? Not sure if you have any wriggle room with your flights but would be great if you could let me know.

Thanks
Wendy



Wendy Bell

A/Team Leader, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9143

Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

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Wendy Bell

From: Graham Webster <graham@enthdegree.com.au>
Sent: Tuesday, 19 July 2016 1:08 PM
To: Wendy Bell
Cc: [REDACTED]@mediacom.com
Subject: Revised January - March Review
Attachments: 19.7 QLD Govt Jan-Mar 2016 Presentation. Final.pptx

Categories: FILING

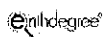
Hi Wendy,

Following correspondence with MediaCom we have revised the Jan-March 2016 review.
Can you replace the previous version with this one for presentation Friday next week.

Kind Regards,

GRAHAM WEBSTER

68 Wood Street, Manly NSW 2095
T 02 9976 2000
M: 0418 223 973
E: graham@enthdegree.com.au
SKYPE: [REDACTED]



Released under RTI - DPC



CONTENTS

🔍 Campaigns Evaluated

Buying

1. DEPARTMENT OF EDUCATION – Kindy Counts
2. QLD DPC – Australia Day
3. UNIVERSITY OF QUEENSLAND – Change of Preference
4. SEQ WATER – Summer Safety Campaign
5. QLD DPC – Advance QLD
6. ENERGEX – Fallen Power Lines

Strategy

1. DEPARTMENT OF ENERGY AND WATER SUPPLY – Biofuel Mandate

🔍 SUMMARY OF RESULTS

Pages 140 through 160 redacted for the following reasons:

Duplicate Document

Released under RTI - DPC

Wendy Bell

Subject: Media audit - January to March review
Location: MediaCom - Level 1, Stanley Street Plaza, South Bank

Start: Fri 29/07/2016 10:00 AM
End: Fri 29/07/2016 11:00 AM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: Wendy Bell
Required Attendees: Graham Webster; Jaclyn Oudejans (Jaclyn.Oudejans@premiers.qld.gov.au); Simone Morison

Released under RTI - DPC

Wendy Bell

From: Graham Webster <graham@enthdegree.com.au>
Sent: Monday, 13 June 2016 5:43 PM
To: Wendy Bell
Subject: Re: Jan-March Media Review

Hi Wendy
Let's lock in Friday 29th!
Cheers

Graham
0418 223 973

On 13 Jun 2016, at 4:14 PM, Wendy Bell <Wendy.Bell@premiers.qld.gov.au> wrote:

Hi Graham,

Unfortunately no public holiday in Queensland ☹

Apologies, I didn't realise that Simone is away the week of the 4th of July so it's looking like these are the only two dates that will work at the moment:

Thursday 28 July at 10am

Friday 29 July at 10am.

If these don't work, I'll look at early August.

Thanks for coming back to me on your day off.

Wendy

<image003.png> **Wendy Bell**

A/Team Leader, Communication Services

Strategy and Engagement

Department of the Premier and Cabinet

P 07 3003 9143

Executive Building, Level 2, 100 George Street, Brisbane QLD 4000

PO Box 15185, City East, QLD 4002

From: Graham Webster [mailto:graham@enthdegree.com.au]

Sent: Monday, 13 June 2016 3:37 PM

To: Wendy Bell <Wendy.Bell@premiers.qld.gov.au>

Subject: Re: Jan-March Media Review

Hi Wendy,
No long weekend for you?
July 4, 5 or 6 are best for me.
Kind regards,

Graham
0418 223 973

On 13 Jun 2016, at 10:58 AM, Wendy Bell <Wendy.Bell@premiers.qld.gov.au> wrote:

Hi Graham,

Thanks again for sending through the draft report. I'm just looking at preferred dates for the presentation. Do you have any preference re the following:

Monday 4 July at 10.30am
Tuesday 5 July at 9.30am
Wednesday 6 July at 10am
Monday 18 July at 10am
Thursday 28 July at 10am
Friday 29 July at 10am.

Let me know if any of these dates/times are suitable and I'll lock something in.

Thanks
Wendy

<image003.png> **Wendy Bell**

A/Team Leader, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9143

Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Graham Webster [<mailto:graham@enthdegree.com.au>]

Sent: Thursday, 9 June 2016 2:55 PM

To: Simone Morison <[REDACTED]@mediacom.com>

Cc: Wendy Bell <Wendy.Bell@premiers.qld.gov.au>

Subject: Jan-March Media Review

Hi Simone,

Attached is the first draft of the Jan-March Review.

Could you please review and provide your feedback for consideration.

Kind Regards,

GRAHAM WEBSTER

68 Wood Street, Manly NSW 2095

T 02 9976 2000

M: 0418 223 973

E: graham@enthdegree.com.au

SKYPE: [REDACTED]

<image001.jpg>

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Released under RTI/ATIP

Wendy Bell

From: Wendy Bell
Sent: Friday, 10 June 2016 12:09 PM
To: Aline Schommer
Subject: RE: Enth Degree Invoice

Hi Aline,

Thanks for sending this through.
Have a great weekend.

Kind regards
Wendy



Wendy Bell

A/Team Leader, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9143

Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Aline Schommer [mailto: [REDACTED]@enthdegree.com.au]
Sent: Friday, 10 June 2016 11:25 AM
To: Wendy Bell <Wendy.Bell@premiers.qld.gov.au>
Subject: Enth Degree Invoice

Dear Wendy,

Please find attached Enth Degree invoice for Jan-Mar Media Review and travel expenses.

Any problems, please don't hesitate to contact us.

Best regards,

Aline Schommer
68 Wood Street, Manly NSW 2095
T 02 9976 2000
E [REDACTED]@enthdegree.com.au
W www.enthdegree.com.au



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Released under RTI - DPC

Wendy Bell

From: Aline Schommer <[redacted]@enthdegree.com.au>
Sent: Friday, 10 June 2016 11:25 AM
To: Wendy Bell
Subject: Enth Degree Invoice
Attachments: QLD Govt travel expenses May 16.pdf; QLD Govt Inv 1027.pdf

Dear Wendy,

Please find attached Enth Degree invoice for Jan-Mar Media Review and travel expenses.

Any problems, please don't hesitate to contact us.

Best regards,

Aline Schommer
68 Wood Street, Manly NSW 2095
T 02 9976 2000
E [redacted]@enthdegree.com.au
W www.enthdegree.com.au



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68 Wood Street
 Manly NSW 2095
 Ph: (02) 9976 2000
 Fax: (02) 9976 0652

ABN: 20 119 894 969

Bill To:

Queensland Government
 Attn: Wendy Bell
 Marketing Services
 Department of the Premier and Cabinet
 PO Box 185
 BRISBANE QLD 4002

Tax Invoice

Invoice #: 00001027

Date: 31/05/2016

Description	Amount	Code
Evaluation, compilation and presentation of January-March Media Review		
AGREED QUARTERLY FEE	\$10,783.00	GST
Travel expenses for KPI Review meeting in Brisbane:		
Return economy airfare on 21 Apr 2016 - Sydney/Brisbane/Sydney	\$491.82	GST
Taxis fares	\$117.36	GST

Terms: Net 30

GST: \$1,139.22

Total Inc GST: \$12,531.40

BANK ACCOUNT DETAILS :

Amount Applied: \$0.00

NATIONAL AUSTRALIA BANK, DEEWHY

BSB number

ACCOUNT number

Balance Due: \$12,531.40



Statement of Account

Prepared for
GRAHAM WEBSTER
ABN: 20119894869

Membership Number
XXXX-XXXXXX-02007

Statement Period
April 11 to May 10, 2016

Date
May 10, 2016

PAGE 3 OF 7

U

Released under RTI - DPC

April 19

#QANTAS AIR AUSTRALIA AUSTRALIA

ABN 16009661901

Reference: 611001337561

541.00

Routing: From: SYDNEY KINGSFORD S

To: BRISBANE

To: SYDNEY KINGSFORD S

Ticket: 0812459013070

PRICE EX GST 491.81

Carrier: QF Class: E

Carrier: QF Class: M

Passenger: WEBSTER/GRAHAM MR

PLUS GST 49.19

GST on this transaction may not be 1/11th of the price. You must obtain a tax invoice or adjustment note if this transaction is over \$82.50

U



ANZ CUSTOMER COPY

MPAY.COM.AU SMARTCAB
U13/71 RACECOURSE RD
HAMILTON

TERMINAL ID 01754000B01
AMEX (C) CR
2007

PUR AUD \$66.38

AMERICAN EXPRESS

AID A000000025010B01
TVR 0000000000
APSN 00 P00007 ATC 0178

APPROVED AUTH: 851399

STAN: 001650
21/04/16 12:23

EFTPOS FROM ANZ

SMARTCAB1390862-876
ABN 63 155 974 539

PLEASE RETAIN FOR YOUR RECORD

Moneytech POS Pty Ltd
ABN: 82 161 049 609
Suite 8, 142 Albany Hwy
Victoria Park WA 6109
Ph: (08)9362 4362

TAX INVOICE

VEHICLE NO: 146
DRIVER ID: 103553801
DRIVER ABN: 82661685624

FROM: HOSPITAL
TO: OFFICE
DATE: 21APR2016 12:23:16

FARE \$59.00
EXTRAS \$0.00
TOTAL FARE \$59.00

SERV.FEE (10.00%) \$5.00
GST SERV.FEE \$0.68

TOTAL AUD \$66.38

APPROVED

##CARDHOLDER RECEIPT##

CABCHARGE
TAX INVOICE

BWC BRISBANE 133222
TAXI 591 QLD AU
MERCHANT ID: 24143701
TERMINAL ID: V42421
CLIENT ID: 5220
DRIVER DA: 105437436
DRIVER ABN: 019148214498

PICK UP: PINKENBA
DEST: SOUTH BRISBANE
CARD: 376087 007
EXPIRES: 04/18 (I)
AMEX CHARGE A/C

FARE \$47.70
OTHER \$0.00

EXTRAS:
Domestic Arpt \$3.50
M7 \$5.30

TOTAL FARE \$50.50
INC. GST
SERVICE FEE \$5.65
GST ON SRVCE FEE \$0.57

TOTAL AUD \$62.72

APPROVED 08

*** CUSTOMER RECEIPT ***
21/04/16 10:32 049834 I

Released Under RITD

Wendy Bell

From: Graham Webster <graham@enthdegree.com.au>
Sent: Thursday, 9 June 2016 2:55 PM
To: Simone Morison
Cc: Wendy Bell
Subject: Jan-March Media Review
Attachments: QLD Govt Jan-Mar 2016 Media Review.pdf

Hi Simone,

Attached is the first draft of the Jan-March Review.
Could you please review and provide your feedback for consideration.

Kind Regards,

GRAHAM WEBSTER

68 Wood Street, Manly NSW 2095
T 02 9976 2000
M: 0418 223 973
E: graham@enthdegree.com.au
SKYPE: grahamwebster2



Released under RTI - DPC

QUEENSLAND GOVERNMENT
MEDIA BUYING AND PLANNING REVIEW

January – March 2016

First Draft – Prepared May 2016



CONTENTS

Campaigns Evaluated

Buying

1. DEPARTMENT OF EDUCATION – Kindy Counts
2. QLD DPC – Australia Day
3. UNIVERSITY OF QUEENSLAND – Change of Preference
4. SEQ WATER – Summer Safety Campaign
5. QLD DPC – Advance QLD
6. ENERGEX – Fallen Power Lines

Strategy

1. DEPARTMENT OF ENERGY AND WATER SUPPLY – Biofuel Mandate

SUMMARY OF RESULTS

Media Buying Review

January - March 2015

1 DEPARTMENT OF EDUCATION – Kindy Counts

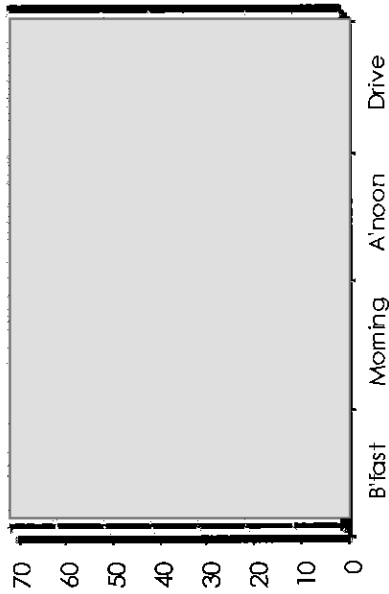
Period of activity:	w/c 10.1.16 – w/c 6.3.16
Metropolitan Campaign Spend:	\$7,200
Strategy Developed By:	MediaCom
Target Audience:	QLD Parents with Children aged 4
Booking Approval Date/ Lead Time:	• Approval received 21.12.15 – 2 weeks lead time
MEDIA STRATEGY:	Radio
• Radio Requirements:	• 30 sec spots over four weeks on 97.3FM. The first two weeks of activity was Delete & Charge

1. DEPARTMENT OF EDUCATION – Kindy Counts

Metropolitan Radio

97.3FM

Date	Booked	Actual	Variation
10.1.16			Out of Scope - Not Required
17.1.16			
7.2.16			
6.3.16			
Total			



- There were 2 live read spots during Breakfast with the remainder of spots pre-recorded.
- [redacted] contributed to a higher than planned audience delivery.

Demo Parents with 4 year olds
Planned '000 182
Delivered '000 194
Score 10

Score 10

2. DPC – Australia Day

Period of activity:	w/c 3.1.16 – 26.1.16
Metropolitan Campaign Spend:	\$55,160
Strategy Developed By:	MediaCom
Target Audience:	People 18+
Booking Approval Date/ Lead Time:	Press & digital approval received 22.12.15 Radio approval received 5.1.16
MEDIA STRATEGY	Radio, Press
• Radio Requirements	• 30 sec spots on Triple M and B105
• Press Requirements	• Insertions in Sunday Mail

2. DPC – Australia Day

Metropolitan Radio

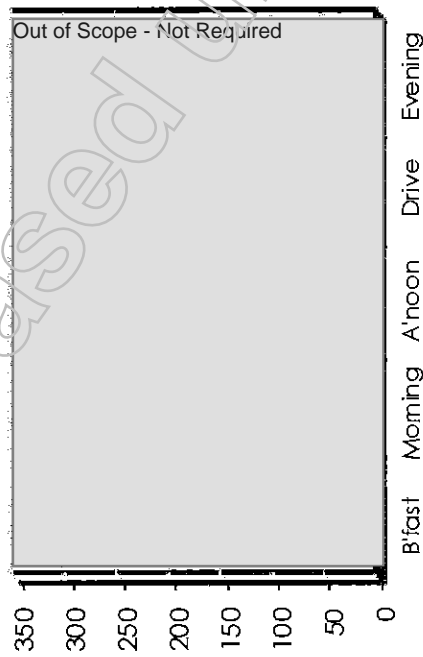
Date	TRIPLE M			HIT105	
	Booked	Actual	Variation	Booked	Actual
10.1.16					
17.1.16					
24.1.16					
Total					Out of Scope - Not Required

- DPC requested an exclusive allocation to Southern Cross Austereo due to a media partnership.
- [redacted] which contributed to a higher than planned audience delivery.

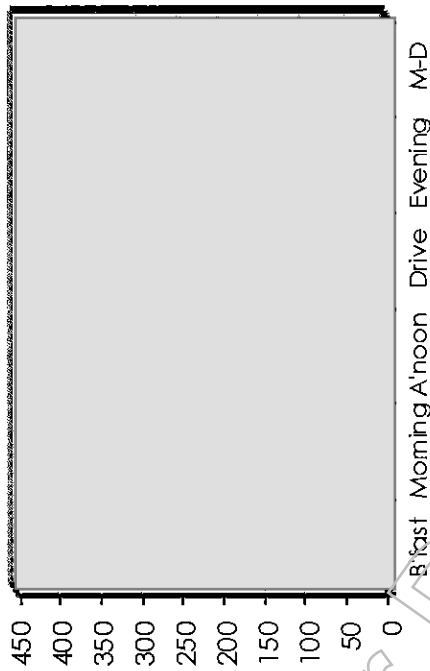
Score 10

2. DPC - Australia Day

TRIPLE M



HIT 105



2. DPC - Australia Day

Metropolitan Press

PRODUCT	PUBLICATION	SECTION	ON SALE DATE	SIZE (Modules)	PAGE #	% PLACEMENT/ Placement as specified?	SCORE
Australia Day	Sunday Mail	ROP	17.1.16	2 x 6	9	Yes	10

Score 10

3. UNIVERSITY OF QUEENSLAND – Change of Preference

Period of activity:	w/c 10.1.16 – w/c 24.1.16
Metropolitan Campaign Spend:	\$101,380
Strategy Developed By:	MediaCom
Target Audience:	People 16-24
Booking Approval Date/ Lead Time:	Approval received 2.12.15 – Buying commenced 2.12.15
MEDIA STRATEGY	Radio, Press
• Radio Requirements	• 30 sec BMAD spots on Nova & Hit 105
• Press Requirements	• One 3 x 6 module insertion in the Courier Mail

3. UNIVERSITY OF QUEENSLAND – Change of Preference

Metropolitan Radio

Date	HIT 105		NOVA	
	Booked	Actual	Variation	Booked
10.1.16				
17.1.16				
24.1.16				
Total				

Out of Scope - Not Required

- Hit105 broadcast [redacted] which contributed to a higher than planned audience delivery.
- Our review indicates that Nova failed to broadcast one spot which lead to a slightly lower than planned audience delivery.

Score 10

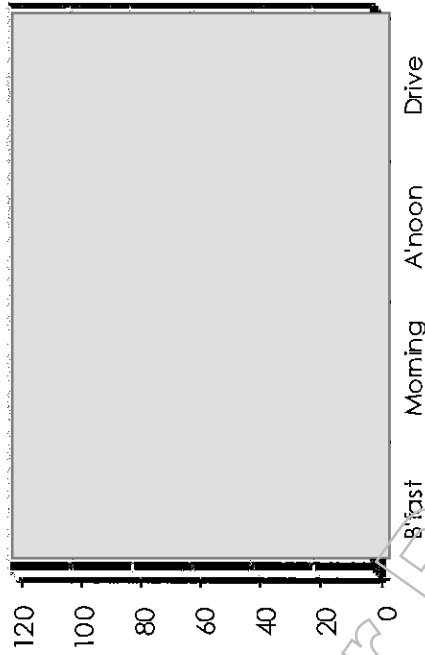
3. UNIVERSITY OF QUEENSLAND – Change of Preference

HIT 105



Demographic Ppl 16-24
Planned '000 396
Delivered '000 478
Score 10

NOVA



Demographic Ppl 16-24
Planned '000 315
Delivered '000 301
Score 10

3. UNIVERSITY OF QUEENSLAND – Change of Preference

Metropolitan Press

PRODUCT	PUBLICATION	SECTION	ON SALE DATE	SIZE (Modules)	PAGE #	% PLACEMENT/ Placement as specified?	SCORE
University of Queensland	Courier Mail	ROP	16.1.16	3 x 6	2	Yes	10

Score 10

4. SEQ WATER – Summer Safety

Period of activity:	w/c 15.11.15 – w/c 10.4.16 (audit period w/c 3.1.16 – w/c 27.3.16)
Metropolitan Campaign Spend:	\$354,283
Strategy Developed By:	MediaCom
Target Audience:	People 25-54
Booking Approval Date/ Lead Time:	Approval Received 22.10.15 - 10 weeks lead time
MEDIA STRATEGY	Television, Radio, Out of Home
• Television Requirements	<ul style="list-style-type: none"> • 30 Sec TVC • 75% Peak Component
• Radio Requirements	<ul style="list-style-type: none"> • 30 sec pre-recorded and Live read spots on Nova, 97.3 and Hit 105
• Out of Home Requirements	<ul style="list-style-type: none"> • GOA Digital panels

4. SEQ WATER – Summer Safety

Metropolitan Television

Total TARP & Peak Targets

- Total TARPs for this quarter fell short of planned, as did Peak activity.
- However, this is a continuation of a campaign that started mid-November.
- As campaign was planned to communication goals we have reviewed entire schedule below (i.e. including pre-January activity)

Communication Goals

- Reach goals were set for the entire campaign which ran from w/c 15 November to 20 March 2016.
- (ED calculates Reach excluding bonus).

Weighted Score	10
-----------------------	-----------

Total Peak & Off Peak				
Total 30 sec				
Bought	Actual	Actual Inc.	Index	Score
Paid Only	Negbon			
3.1.16				
10.1.16				
17.1.16				
TOTAL				7
Out of Scope - Not Required				
Peak (Planned as 75%)				
Peak 30 sec				
Planned	Actual	Actual Inc.	Index	Score
Paid Only	Negbon			
3.1.16				
10.1.16				
17.1.16				
TOTAL				6

Total Peak & Off Peak				
Total 30 sec				
Bought	Actual	Actual Inc.	Index	Score
Paid Only	Negbon			
7.2.16				
14.3.12				
TOTAL				6
Peak (Planned as 75%)				
Peak 30 sec				
Planned	Actual	Actual Inc.	Index	Score
Paid Only	Negbon			
7.2.16				
14.3.12				
TOTAL				3

Total Peak & Off Peak				
Total 30 sec				
Bought	Actual	Actual Inc.	Index	Score
Paid Only	Negbon			
13.3.16				
20.3.16				
TOTAL				4
Peak (Planned as 75%)				
Peak 30 sec				
Planned	Actual	Actual Inc.	Index	Score
Paid Only	Negbon			
13.3.16				
20.3.16				
TOTAL				3

Reach Goals Demo (Pl-25-54)				
Planned	Actual	Index	Score	
3+ Reach	60-65%	59%	99	10

4. SEQ WATER – Summer Safety

Metropolitan Television

Peak Night Average Spot Performance vs. Station Average

Flight	Active Weeks	Lead Time	Network	Station Average	Agency Average	Relationship to Agency AV	Points
January	3, 10, 17	10 weeks	BTQ7 7MATE QTQ9 GEM GOI TVQ 10 ELEVEN ONE				Out of Scope - Not Required
February	7, 14	14 weeks	BTQ7 7MATE QTQ9 9LIFE GEM TVQ 10 ELEVEN ONE				
March	13, 20	>14 weeks	BTQ7 7MATE QTQ9 9LIFE GEM GOI ELEVEN ONE				
							5

Weighted Score 5

- o An average score achieved for the campaign with highly fluctuating audiences on each station from month to month.
- o Programs which achieved station average included:
 - BTQ7: 7 News, The Big Bang Theory,
 - 7MATE: American, Baggage Battles, Pawn Stars, Remember The Titans, Mythbusters, The Safe House, Surveillance Oz
 - GOI: Top Gear, Inkheart, Rango, For The Love Of Cars,
 - TVQ10: I'm A Celebrity Get Me Out Of Here
 - ELEVEN: New Girl, Futurama
 - ONE: Extreme Collectors,
- o Programs which did not achieve station average included:
 - BTQ7: The Avengers, Better Homes & Gardens, Seven News
 - QTQ9: Customs, Inside the Ku Klux Klan, Getaway, Border Rico, World's Most Expensive Food, Ultimate Airport Dubai, The Embassy, Kings Cross ER, National Nine News, Jack The Giant Slayer, An Hour To Save Your Life
 - GEM: Heartbreak Ridge, Poirot, Silent Witness, Tigers About The House, Unforgiven,
 - TVQ10: The Project, Territory Cops, NCIS
 - ELEVEN: The Simpsons, The Graham Norton Show, I'm A Celebrity Get Me Out Of Here NOW!, Sex and The City
 - ONE: 48 Hours, Undercover Boss, Epic Meat Empire, Californication, Dragon Eyes

4. SEQ WATER – Summer Safety

Metropolitan Television Cost Per TARP Relative to Timing Approval

Flight	Active Weeks	Length	Buying Commenced	Lead Time	Short/Long	Benchmark CPI	Actual CPI	Relationship to Benchmark	Points
Jan	3, 10, 17	30 sec	22.10.15	10 weeks	Long	Out of Scope - Not Required			5
Feb	7, 14	30 sec	22.10.15	14 weeks	Long				2
Mar	13, 20	30 sec	22.10.15	>14 weeks	Long				8
									5

- o Despite a long booking lead time, February activity delivered the least efficient cost delivery

Weighted Average Score 5

4. SEOWATER – Summer Safety

Metropolitan Radio

Date	NOVA			97.3FM		
	Booked	Actual	Variation	Booked	Actual	Variation
14.2.16						
21.2.16						
28.2.16						
6.3.16						
13.3.16						
20.3.16						
27.3.16						
Total						Out of Scope - Not Required

Date	HIT 105			4KQ		
	Booked	Actual	Variation	Booked	Actual	Variation
14.2.16						
21.2.16						
28.2.16						
6.3.16						
13.3.16						
20.3.16						
27.3.16						
Total						

- All stations broadcast the booked schedule and all delivered
- As a result of the high level of [redacted], audience delivery for all stations was above planned.

Score 10

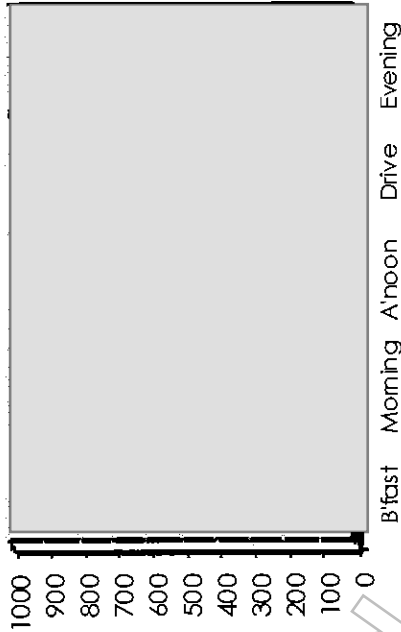
4. SEQ WATER – Summer Safety

NOVA



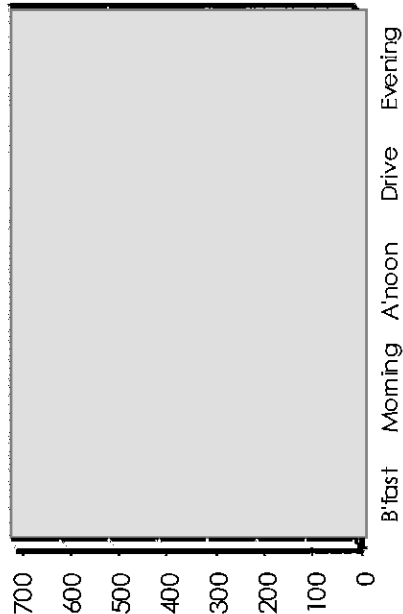
Demographic Ppl 25-54
 Planned '000 2472
 Delivered '000 2663
 Score 10

97.3FM



Demographic Ppl 25-54
 Planned '000 2586
 Delivered '000 2625
 Score 10

HIT 105



Demographic Ppl 18+
 Planned '000 1940
 Delivered '000 1991
 Score 10

4KQ



Demographic Ppl 18+
 Planned '000 303
 Delivered '000 356
 Score 10

4. SEQ WATER – Summer safety

Metropolitan Outdoor

GOA Digital Promise (15 large format panels as part of a two-month residential)	
MediCal	
GOA Rate Card	
GLD Govt advantage	
Score	10

Score 10

5. DPC – Advance Queensland

Period of activity:	w/c 17.1.16 – w/c 31.1.16
Metropolitan Campaign Spend:	N/A
Strategy Developed By:	MediaCom
Target Audience:	Ppl 18+
Booking Approval Date/ Lead Time:	<ul style="list-style-type: none"> Approval received 27.11.15 buying commenced 1.12.15 – 6 weeks booking lead time.
MEDIA STRATEGY:	<ul style="list-style-type: none"> Television Out of Home
<ul style="list-style-type: none"> Television Requirements 	<ul style="list-style-type: none"> 30 sec activity with a 70% Peak component
<ul style="list-style-type: none"> Out of Home Requirements 	<ul style="list-style-type: none"> Large format Outdoor site, Out of Home Media Shopping Centre panels, JC Decaux Interactive Citylight Package

5. DPC – Advance Queensland

Metropolitan Television

Total TARP & Peak Targets

- Total TARPs fell significantly short of planned, as did Peak activity.

Ppl 18+				
Total Peak & Off Peak Total 15 sec				
	Planned	Actual	Inc. Negbon & DCTU	Index Score
17.1.16				
24.1.16				
31.1.16				
TOTAL				6
Peak (Planned as 75%) Peak 15 sec				
	Planned	Actual	Inc. Negbon	Index Score
17.1.16				
24.1.16				
31.1.16				
TOTAL				4

Communication Goals

- The difficulty in predicting January programming performance is reflected in these results where Reach goals fell short of target.

Reach Goals Demo Ppl 18+			
	Planned	Actual	Index Score
1+ Reach	60-65%	58%	9
3+ Reach	40-45%	35%	7

Weighted Score 7

5. DPC – Advance Queensland

Metropolitan Television

Peak Night Average Spot Performance vs. Station Average

Flight	Active Weeks	Lead Time	Network	Station Average	Agency Average	Relationship to Agency Av	Points
January	17, 24, 31	6 weeks	BTQ7 7TWO 7MATE QTC9 GEM GOI TVQ 10 ELEVEN	Out of Scope - Not Required			7

- o An marginally above average audience achievement
- o Programs which achieved or exceeded station average included:
 - 7TWO: Lewis, Endeavour, The House That \$100K Built, Inspector Linley Mysteries
 - QTQ9: Customs, 60 Minutes, National Nine News, A Current Affair, The Big Bang Theory
 - GOI: Top Gear, For the Love of Cars, Strassman, Dave, Joe Somebody, Dolphin Tale,
- o Programs which did not achieve station average included:
 - BTQ7: Movie: Grease
 - 7MATE: Air Crash Investigations, Monty Python's The Meaning of Life, American Pickers, Mythbusters, Baggage Battles, Wipeout USA
 - GEM: Friends, Tigers About The House, The Ides of March, What's Your Emergency?, Are You Being Served?
 - TVQ10: Family Feud, NCIS Los Angeles, Modern Family, Australia Day Live Event, The Project
 - ELEVEN: The Simpsons, The Great Australian Spelling Bee, Becker, Everybody Loves Raymond

Weighted Score 7

5. DPC – Advance Queensland

Metropolitan Television Cost Per TARP Relative to Timing Approval

Demo Ppl 18+									
Flight	Active Weeks	Length	Buying Commenced	Lead Time	Short/Long	Benchmark CPT	Actual CPT	Relationship to Benchmark	Points
January	17, 24, 31	30 sec	1.12.15	6 weeks	Medium			Out of scope - Not required	10
									10

- o Excellent cost efficiency was achieved for this campaign.

Weighted Average Score 10

5. DPC – Advance Queensland

Metropolitan Outdoor

GOA Outdoor

(Large format digital screens package for the campaign from November to December)

MediaCom

GOA Rate Card

QLD Govt advantage

Score 10

Out of Scope -
Not Required

oOH! Media

(Shoppalite Digital Panels campaign package)

MediaCom

oOH! Media Rate Card

QLD Govt advantage

Score 10

5. DPC – Advance Queensland

Metropolitan Outdoor

JC Deakin CityLink (JC Deakin CityLink is not available for use in QLD)	
Medibank	
JC Deakin Rate Card	
QLD Govt Advantage	
Score	10

Out of Scope - Not Required

Score 10

6. ENERGEX – Fallen Powerlines

Period of activity:	w/c 3.1.16 – w/c 31.1.16 (two x 1 weeks bursts of activity)
Metropolitan Campaign Spend:	\$112,460
Strategy Developed By:	Carat
Target Audience:	Ppl 25-54
Booking Approval Date/ Lead Time:	<ul style="list-style-type: none"> Approval received 15.9.15 – Buying commenced 17.11.15 – 6 weeks lead time
MEDIA STRATEGY	Television
• Television Requirements:	<ul style="list-style-type: none"> • 15 & 30 sec TVCs • 70% Peak component

6. ENERGEX – Fallen Powerlines

Metropolitan Television

Total TARP & Peak Targets

- The inclusion of the Network Nine Weather [redacted] spots in the schedule have skewed the result of the TARP achievement.
- The [redacted] activity does not appear to have been included within planned TARP activity.

Communication Goals

- Achieved Reach exceeded planned level.
- In line with best practice planning we assume that the impact of Weather [redacted] activity was included within Reach goals.

Weighted Score	4
-----------------------	----------

Total Peak & Off Peak Total 15 sec			
Planned	Actual	Actual Inc.	Index Score
	Paid Only	M'Good & Negbon	
10.1.16			Out of Scope Not Required
31.1.16			
TOTAL			1
Peak (Planned as 80%) Peak 15 sec			
Planned	Actual	Actual Inc.	Index Score
	Paid Only	Conbon	
10.1.16			
31.1.16			
TOTAL			1
Total Peak & Off Peak Total 30 sec			
Planned	Actual	Actual Inc.	Index Score
	Paid Only	Negbon	
10.1.16			
17.1.16			
24.1.16			
31.1.16			
TOTAL			1
Peak (Planned as 70%) Peak 30 sec			
Planned	Actual	Actual Inc.	Index Score
	Paid Only	Conbon	
10.1.16			
17.1.16			
24.1.16			
31.1.16			
TOTAL			0
Reach Goals Depto Pol 25-54			
	Planned	Actual	Index Score
I+ Reach	45-50%	63%	4

6. ENERGEX – Follen Powerlines

Metropolitan Television

Peak Night Average Spot Performance vs. Station Average

Flight	Active Weeks	Lead Time	Network	Station Average	Agency Average	Relationship to Agency Av	Points
January	10, 17, 24, 31	6 weeks	BTQ7 7TWO 7MATE QTQ9 GO! TVQ 10 ELEVEN ONE				Out of Scope - Not Required
							9

- o Audience delivery was strong on all stations for this campaign.
- o Programs which achieved or exceeded station average included:
 - BTQ7: The Big Bang Theory, Seven News, My Kitchen Rules, Bones
 - 7TWO: 2016 Brisbane International Tennis, Escape To The Country,
 - 7Mate: Escape From New York, The Big Bang Theory, Motorway Patrol, Pawn Stars, Hardcore Pawn, The Lone Ranger, Deadly Seas, Australia's Got Talent
 - QTQ9: National Nine News, To Catch A Smuggler
 - GO!: For the Love of Cars, Ella Enchanted, Manspace, Storage Hunters UK, Journey To The Centre Of The Earth
 - TVQ10: KFC T20 Big Bash League (Cricket), I'm A Celebrity Get Me Out Of Here, NCIS, Family Feud, The Project
 - ELEVEN: The Simpsons, New Girl,
 - ONE: MASH, Dolphins: Spy In The Pod

Weighted Score 9

6. ENERGEX – Fallen Powerlines

Metropolitan Television Cost Per TARP Relative to Timing Approval

Flight	Active Weeks	Length	Buying Commenced	Lead Time	Short/Long	Benchmark CPT	Actual CPT	Relationship to Benchmark	Points
January	10, 17, 24, 31	15 sec	17.11.15	6 weeks	Medium				Out of Scope Not Required
January	10, 17, 24, 31	30 sec	17.11.15	6 weeks	Medium				
									5

- o Cost efficiency has been impacted due to the heavy scheduling of sport (Cricket and Tennis) throughout the campaign period.
- o Score not included

Weighted Average Score n/a

6. ENERGEX – Fallen Powerlines

Metropolitan Outdoor

VAL MORGAN CINEMA

(Package of 30 sec cinema ads plus bonus Digitlife screens over December and January)

MediaCom

Val Morgan Rate Card

QLD Govt advantage

Score 10

Out of Scope -
Not Required

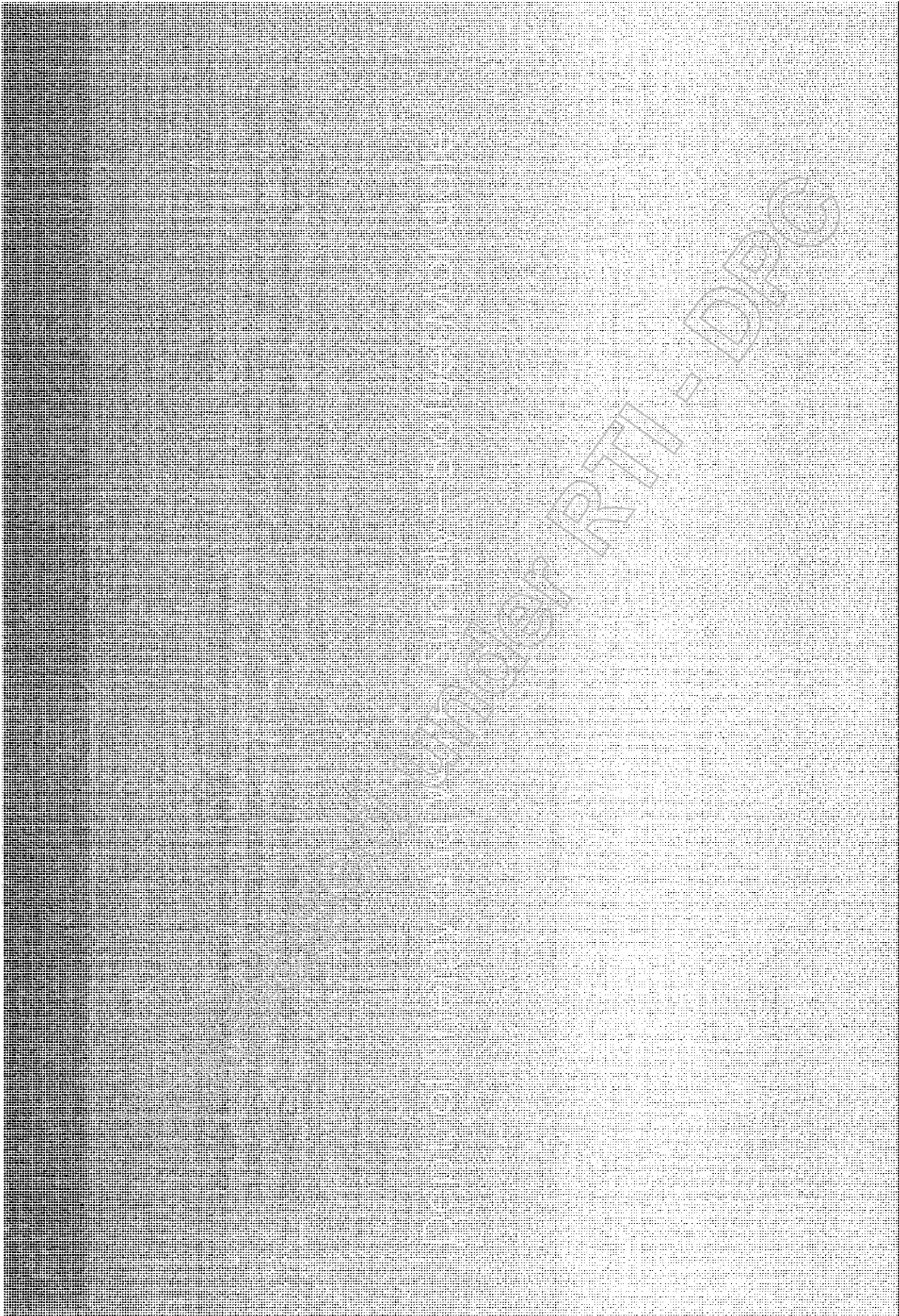
Score 10

Media Strategy and Planning Review

Under RTI - DPC

Introduction

- Enth Degree has developed a "Media Strategy and Planning Review" to identify and score the Agency's performance. This adds a further dimension to the media buying review process.
- While it is essential to audit media buying performance to measure cost efficiencies, benefits and placement against objectives, similarly the calibre of planning will have a direct impact on campaign efficiency and effectiveness.
- Our "Media Strategy and Planning Review" is undertaken via a comparison of the client brief to the media strategy output from the Agency to ensure that the response addresses the client objectives and planning parameters.
- Our audits score the Agency's strategy output on a scale of 1 – 10 (1 being poor, 10 being Excellent) against 12 key strategy planning considerations (as detailed on the following slides).
- It is not always the case that all of the 12 considerations can be evaluated. For example, the creative may not have been developed prior to the completion of media strategy, or tracking may not exist. In these cases they are excluded from our review.
- **In recognition of the necessity to provide a minimum two weeks lead time to enable MediaCom to prepare a thoroughly well considered media strategy, campaigns that have been prepared and presented less than two weeks from briefing date will be scored, but results excluded from the quarterly score summary.**



under RTI - DPC

Introduction

- The Biofuel Mandate campaign briefing was initiated within a meeting in mid January, with MediaCom supplying the client with a detailed briefing form
- The client was not comfortable completing media briefing document, and as a result MediaCom took the brief verbally and developed the campaign from that meeting (meeting notes supplied to Enth Degree)
- The uncertainty of budgets led to the agency developing a number of options for consideration
- This is not an ideal practice for the agency as it can be a drain on their time and should be discouraged
- We note from MediaCom's documentation that the schedules were revised a number of times to better reflect the thinking, no doubt influenced by client feedback
- Client said the department was looking for innovation and requested the agency to "think big"
- At the time of writing this document, campaign plans had not been finalised, and the agency is yet to be updated (a meeting was scheduled for mid May)
- Despite the "looseness" of this briefing MediaCom provided a strategy document that identified insights and strategic thought to provide a budget guide to implement the campaign during 2016/2017.

1. Investigation of target audience beyond simple demography

- The target was described in psychographic terms, with the agency identifying that E10 sales are low and largely driven by price
- For many E10 buyers, fuel is a commodity and often just a “means to an end”
- The agency further expanded on the user group as price sensitive motorists who use street signage to shop for price, with over 40% using supermarket fuel discount vouchers
- While not a typical exploration of the target, considering the early stages of this briefing, which really was an evolution, MediaCom should be recognised for the level of input against this element

Score: 8

2. Apparent use of Tools/Resources/Market Data

- 
- The above was not explored to the level that we normally see from MediaCom, which is reflective of the type of briefing and “evolution” of the campaign

Score: 8

3. Consumer and market insights

- A key market insight was identified following review of the major oil companies' strategies
- Key to this work was the observation that “in the absence of any other information E10 sits with little other benefits than price” and that “the current E10 conversation is around fuel efficiency, and potential engine damage. Doubt in the consumer mind (is that) low price equals cheap”
- MediaCom identified the consumer insight as:
 - The current consumer conversation is filled with doubt around E10
 - While consumers “don't want to pay extra to be more green, a cheap reliable fuel that is also good for Queensland sounds attractive”
- Further, we note the observation that “the term biofuel resonates with consumers more than E10 or ethanol

Score: 8

4. Demonstration of how these insights effect strategy

- The strategy was summed up in one chart i.e. “turn moments of doubt into moments of confidence”
- In the context of the documents provided we cannot evaluate the relevance of this statement/strategy

Score: n/a

5. Use of awareness tracking research where available

- Not available

Score: n/a

6. Acknowledgement of competitive activity

- A summary of activity by the major fuel companies was included with the observation that almost half of the industry investment is allocated to free to air television, followed by radio and out-of-home media
- Further reference was given to the BP partnership with Velocity Frequent Flyers to add value to fuel costs.

Score: 8

- 7. Rationale for market selection and weights**
- Not addressed in this stage of strategy development

Score: n/a

- 8. Inclusion of innovative solutions where appropriate**
- Not addressed in this stage of strategy development

Score: n/a

- 9. Articulation of communication goals**
- Not addressed in this stage of strategy development

Score: n/a

- 10. Rationale for media selection**
- Not addressed in this stage of strategy development

Score: n/a

11. Leverage of creative idea

- Not addressed in this stage of strategy development

Score: n/a

12. Evidence of Original Thought

- Again, at this stage of the campaign development, and the purpose of the document being provided as an initial consideration, the opportunity for original thought is somewhat restricted
- However, given the process undertaken to get to this stage, MediaCom should be recognised for development of the strategic framework, and subsequent provision of a number of schedule options that will assist the client to make a well considered budget allocation decision.

Score: 8

Dept. of Energy and Water Supply – Biofuel Mandate

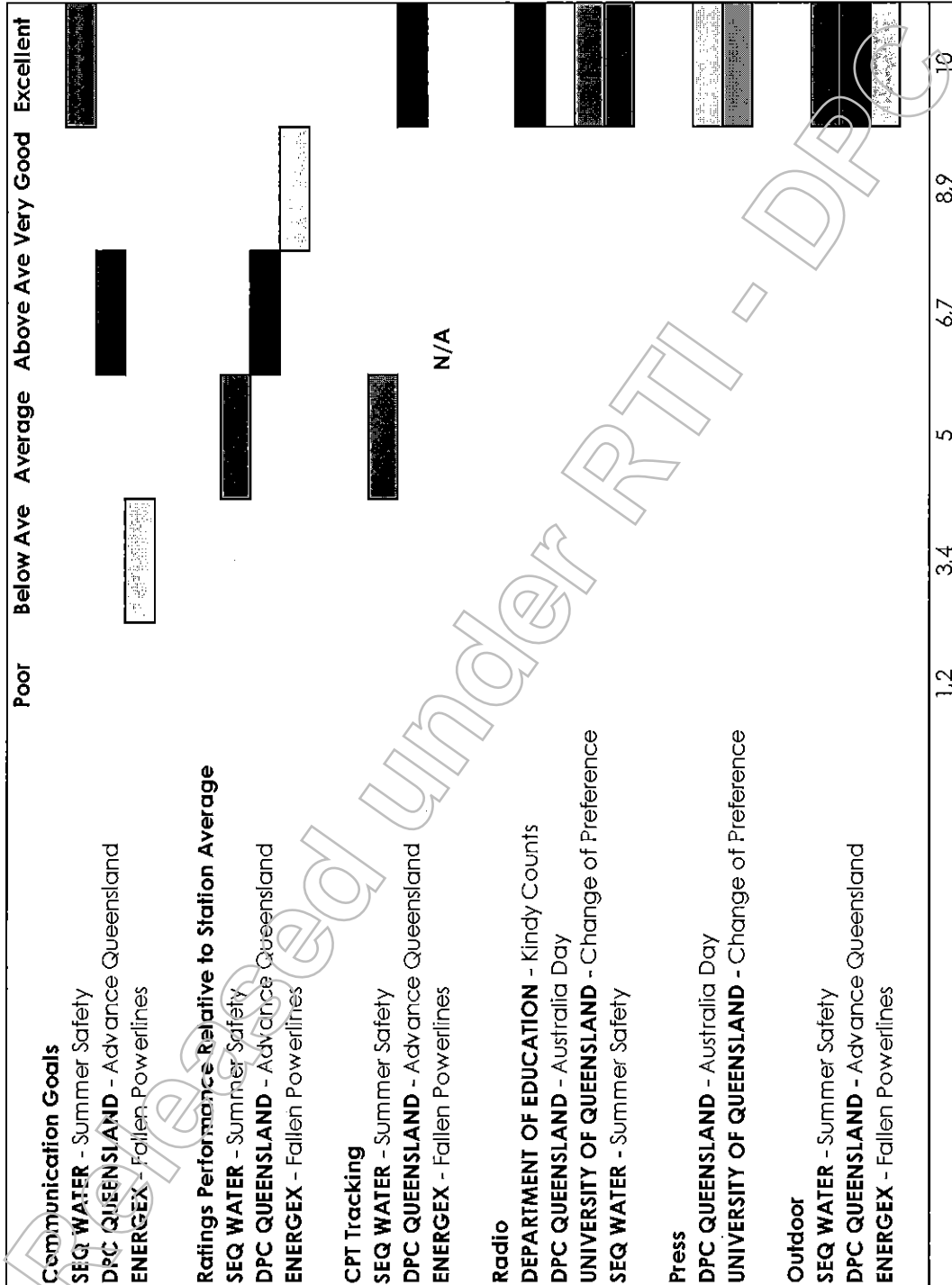
Media Strategy and Planning Evaluation											
Dept. of Energy and Water Supply - Biofuel Mandate											
Measure	1	2	3	4	5	6	7	8	9	10	Total
1								8			8
2								8			8
3								8			8
4											n/a
5											n/a
6								8			8
7											n/a
8											n/a
9											n/a
10											n/a
11											n/a
12								8			8
Total											40
Total Possible											50
Percentage Score											80

Released under RTI = DPC

Summary of Results

Summary of Results:		
Measure	Client	Score
Communication Goals	SEQ WATER - Summer Safety	10
	DPC QUEENSLAND - Advance Queensland	7
	ENERGEX - Fallen Powerlines	4
Ratings Performance	SEQ WATER - Summer Safety	5
	DPC QUEENSLAND - Advance Queensland	7
	ENERGEX - Fallen Powerlines	9
CPT Tracking	SEQ WATER - Summer Safety	5
	DPC QUEENSLAND - Advance Queensland	10
	ENERGEX - Fallen Powerlines	n/a
Weighted CPT / RVSA	SEQ WATER - Summer Safety	5
	DPC QUEENSLAND - Advance Queensland	9
	ENERGEX - Fallen Powerlines	9
Radio	DEPARTMENT OF EDUCATION - Kindy Counts	10
	QLD DPC - Australia Day	10
	UNIVERSITY OF QUEENSLAND - Change of Preference	10
	SEQ WATER - Summer Safety	10
Press	QLD DPC - Australia Day	10
	UNIVERSITY OF QUEENSLAND - Change of Preference	10
Outdoor	SEQ WATER - Summer Safety	10
	DPC QUEENSLAND - Advance Queensland	10
	ENERGEX - Fallen Powerlines	10
Total		134
Possible Total		200
Percentage Score		67%
Strategy Evaluation	DEPARTMENT OF ENERGY & WATER SUPPLY - Biofuel Mandate	Score 80%

Summary of Results



Wendy Bell

From: Wendy Bell
Sent: Friday, 22 April 2016 2:45 PM
To: 'Graham Webster'
Cc: Jaclyn Oudejans (Jaclyn.Oudejans@premiers.qld.gov.au)
Subject: Campaigns selected for the January to March 2016 media buying and strategy/planning audit

Hi Graham,

Great to see you yesterday and thanks for taking us back to the office.

Based on Liz's contract management plan, now that the October to December period has been completed, we are due for an annual score for both MediaCom and Blaze for the 2014/15 periods. Are you able to provide this please?

We've also selected the following campaigns for the January to March 2016 review. Simone will be in touch with documentation. We will not be reviewing a Blaze campaign for this period.

Buying

Energex – Fallen Powerlines
Premier and Cabinet – Australia Day
Education – Kindy Counts
University of Queensland – Changes of Preference
Premier and Cabinet – Advance Queensland
SEQ Water – Play it safe

Strategy/Planning

Energy and Water – Biofuels Consumer Education

Many thanks
Wendy



Queensland
Government

Wendy Bell

Senior Communication Officer, Communication Services
Strategic Engagement and Protocol
Department of the Premier and Cabinet

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