

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

REVIEW OF THE FOUR MAJOR BANKS AND OTHER FINANCIAL INSTITUTIONS SUPERANNUATION SECTOR

AustralianSuper

AS39QW: How much money have you spent on advertising on the following platforms in the past decade:

- a. Google?
- b. Facebook?
- c. Twitter?
- d. Instagram?
- e. A non-Google search engine?
- f. Any social media platform that is not mentioned in (b) – (d)?

Answer:

- a. Given the dynamics of digital marketing, answering this question could disadvantage AustralianSuper and its members, as advertising either becomes more expensive or less available.
- b. Given the dynamics of digital marketing, answering this question could disadvantage AustralianSuper and its members, as advertising either becomes more expensive or less available.
- c. Given the dynamics of digital marketing, answering this question could disadvantage AustralianSuper and its members, as advertising either becomes more expensive or less available.
- d. Given the dynamics of digital marketing, answering this question could disadvantage AustralianSuper and its members, as advertising either becomes more expensive or less available.
- e. Given the dynamics of digital marketing, answering this question could disadvantage AustralianSuper and its members, as advertising either becomes more expensive or less available.
- f. Given the dynamics of digital marketing, answering this question could disadvantage AustralianSuper and its members, as advertising either becomes more expensive or less available.