

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

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

CBUS

CBUS12QW: Details of costs for advertising campaigns for the past five years.

(a) The companies invited to tender for all or parts of any advertising campaign

- Carat Australia Media Services Pty Ltd
- Mitchell and Partners Pty Ltd
- Initiative Media Australia Pty Ltd
- The Shannon Company (TSC)
- Ensemble
- Undertow
- Spark Communications (now Haystac)

(b) The companies awarded campaigns

- Initiative Media Australia Pty Ltd
- Spark Communications (now Haystac)
- The Shannon Company

(c) The total cost of each campaign

FY15	Cost
Brand Campaign	\$6,961,827
Digital Brand awareness and acquisition	\$1,326,748
Member education/Retention campaigns	\$210,063

FY16	Cost
Brand Campaign	\$5,409,724
Value Proposition	\$776,704
Digital Brand awareness and acquisition	\$799,854
Young Cohort	\$735,946
Member education/Retention campaigns	\$593,706

FY17	Cost
Brand Campaign	\$5,714,604
Digital Brand awareness and acquisition	\$1,204,308
Young Cohort	\$1,28,312
QLD development	\$1,268,630
Member education/Retention campaigns	\$807,413

FY18	Cost
Brand Campaign	\$5,714,604
Value Proposition	\$1,130,904
Digital Brand awareness and acquisition	\$1,204,308
Young Cohort	\$1,287,312
QLD development	\$1,268,630
Member education/Retention campaigns	\$807,413

FY19	Cost
Brand Campaign	\$10,234,175
Value Propositions	\$455,495
Digital Brand awareness and acquisition	\$731,523
Young Cohort	\$1,197,788
Qld Development	\$826,392
Member education/Retention campaigns	\$1,431,304

(d) The cost of the campaign's development

FY15	Production \$
Brand	659,729
Digital	35,000
Retention/education	78,846
Total	773,575

FY16	Production \$
Brand	37,778
Digital	31,351
Young Cohort	209,732
Retention/education	186,661
Total	465,522

FY17	Production \$
Brand	85,115
Value Proposition	200,628
Digital	46,661
Young Cohort	36,806.00
Retention/education	169,830
Total	539,040,00

FY18	Production \$
Brand	378,225
Value Proposition	214,454
Digital	167,108
Young Cohort	11,197
QLD	107,959
Retention/education	463,292

Total	1,342,235
--------------	------------------

FY19	Production \$
Brand	1,270,659
Value Proposition	19,697
Digital	159,268
Young Cohort	243,258
QLD	29,391
Retention/education	740,067
Summer acquisition	27,150
Total	2,489,490

(e) Broadcasting (television, radio and internet) and publishing costs

FY15	Media \$
Brand	6,302,100
Digital	1,291,748
Retention/education	13,1217
Total	7,725,065

FY16	Media \$
Brand	4,143,943
Digital	403,867
Young Cohort	1,152,296
Retention/education	621,532
Total	6,321,638

FY17	Media \$
Brand	5,324,609
Value Proposition	576,076
Digital	846,515
Young Cohort	699,140
Retention/education	423,876
Total	7,870,216

FY18	Media \$
Brand	5,336,379
Value Proposition	916,450
Digital	1,037,200
Young Cohort	1,276,115
QLD	1,160,671
Retention/education	344,121
Total	10,070,936

FY19	Media \$
Brand	9,107,793
Value Proposition	435,798
Digital	572,255
Young Cohort	954,530
QLD	797,001
Retention/education	691,237
Summer acquisition	1,452,478
Total	13,866,815

(f) Assessment reports of the efficacy of campaigns in either retaining or gaining new members

FY15

Cbus commissioned studies

- Brand Tracking Study – Kantar TNS
- Cbus Super stadium Media value – Repucom
- Brand Value proposition development research – QDOS
- Member perceptions – Essential media
- Employer Satisfaction – Forethought Research
- Sponsor satisfaction - Forethought

Syndicated Studies

- Superannuation brand Research – Core Data
- Member sentiment and Communications – Investment trends
- FEAL NPS Member + Employer – CSBA

FY16

Cbus commissioned studies

- Brand Tracking Study – Kantar TNS
- Cbus Super stadium Media value – Repucom
- Brand Value proposition development research – QDOS
- Customer4 Experience – Strativity
- Employer satisfaction – Forethought

Syndicated Studies

- Superannuation brand Research – Core Data
- Member sentiment and Communications – Investment trends
- Member Engagement Report – Investment Trends
- FEAL NPS Member + Employer – CSBA

FY17

Cbus commissioned studies

- Brand Tracking Study – Kantar TNS
- Cbus Super stadium Media value – Nielsen Sports
- Cbus Value proposition t research -Essential Research
- Zenith media CX touchpoints
- Employer satisfaction - Forethought

Syndicated Studies

- Member sentiment and Communications – Investment trends
- Superannuation brand Research – Core Data
- Member Engagement Report – Investment Trends
- FEAL NPS Member + Employer – CSBA

FY18

Cbus commissioned studies

- Ad testing and Development - QDOS
- Brand Tracking Study – Kantar TNS
- Cbus Super stadium Media value – Nielsen Sports
- Defection research – Hostplus – Empirica research
- Defection research – various segments -Empirica Research

Syndicated Studies

- Member sentiment and Communications – Investment trends
- Member Engagement Report – Investment Trends

FY19

Cbus commissioned studies

- Brand Tracking Study – Kantar TNS
- Cbus Super stadium Media value – Nielsen Sports

Syndicated Studies

- Member sentiment and Communications – Investment trends
- Member Engagement Report – Investment Trends