

**HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS
REVIEW OF THE FOUR MAJOR BANKS AND OTHER FINANCIAL INSTITUTIONS
SUPERANNUATION SECTOR**

Colonial First State – CBA Group

- CFS11QW:** Details of costs for advertising campaigns for the past five years, including:
- (a) The companies invited to tender for all or parts of any advertising campaign.
 - (b) The companies awarded campaigns.
 - (c) The total cost of each campaign.
 - (d) The cost of the campaign's development.
 - (e) Broadcasting (television, radio and internet) and publishing costs.
 - (f) Assessment reports of the efficacy of campaigns in either retaining or gaining new members.

- Answer:**
- (a) Leo Burnett and IKON
 - (b) Leo Burnett and IKON

For part (c), (d) and (e) refer attachment CFS11QW1

(f) Within Colonial First State, we report on the effectiveness of campaigns via an aggregate brand measure. We commission independent firm, KPMG, to track brand awareness and consideration over time and report this on a monthly basis. This provides a more holistic view of the efficacy of campaigns.

(c) The total cost of each campaign

- Campaigns and spend per year (i) – listed in two parts below

(d) The cost of the campaign's development

- Production costs listed below (ii)

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

- Supporting media spend per year listed below (iii)

FY18/19	FY17/18	FY16/17	FY15/16	FY14/15
(i) Campaigns names (consumer and trade)				
<ul style="list-style-type: none">• Repricing - Trade Campaign• Managed Accounts - August 2018• Sports Boost• SBS Tour de France broadcast partnership• The Guardian content partnership	<ul style="list-style-type: none">• Be Ready for Next - Invest in your next (TVC)• Platform Vision• Managed Accounts - Paper Man• Investments Specialist Series 13• CAS Portfolio Service• Managed Accounts Education Booklet• Investments Specialist Series 14• Managed Accounts – FirstChoice• Managed Accounts – March 2018• Employer Super Campaign• Sports Boost• SBS Tour de France broadcast partnership• The Guardian content partnership• Adviser CVP- Trade Campaign	<ul style="list-style-type: none">• Investments Specialist Series 11• CFS Trade Platform• CFS Sanlam Trade Alliance• Investments Specialist Series 12• Be Ready for Next- Seize Your Next (TVC)• Sports Boost• SBS Tour de France broadcast partnership• The Road Next Travelled – Fairfax content partnership• ACA Cash Management partnership	<ul style="list-style-type: none">• Be Ready for Next - Thunderstruck (TVC)• Investments Specialist Series 9• Trade - Helping More Australian's Be Ready for Next• Investments Specialist Series 10• Sports Boost• SBS Tour de France broadcast partnership• Bike Lane Sponsorship• MCN Investment updates• Today Show broadcast	<ul style="list-style-type: none">• Investments Specialist Series 8• Investments Specialist Series 7• Investments Specialist Series 6• Sports Boost• SBS Tour de France broadcast partnership• Investment Updates• Retirement project
(i) Campaign spend per year (ii+iii)				
FY18/19 (ii+iii)	FY17/18 (ii+iii)	FY16/17 (ii+iii)	FY15/16 (ii+iii)	FY14/15 (ii+iii)
\$1,683,571.14	\$6,703,624.87	\$6,299,478.50	\$6,900,550.68	\$6,965,546.47
(ii) Cost per year on campaigns listed above (production)				
FY18/19	FY17/18	FY16/17	FY15/16	FY14/15
\$262,228.88	\$1,181,606.45	\$1,489,216.3	\$912,843.24	\$1,311,813.8
(iii) Cost per year on campaigns listed above (media)				
FY18/19	FY17/18	FY16/17	FY15/16	FY14/15
\$1,421,342.26	\$5,522,018.42	\$4,810,262.2	\$5,987,707.44	\$5,653,732.67