

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

IOOF11QW: 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: Historically, IOOF has not invested in advertising campaigns to promote its brand, given the intermediary driven nature of our business. In 2015, in response to feedback from our intermediary channel, we developed a campaign which was scheduled for release in June that year.

The objective of this campaign was to create awareness of the IOOF brand and reinforce the value of financial advice. However, before the campaign was launched, we determined that the timing was not optimal to maximise the effectiveness of this objective. Although costs had been incurred in the development of the campaign, we felt it was prudent not to proceed in order to avoid further expenditure. Details of this campaign are provided below.

There have been no other advertising campaigns developed or scheduled in the past five years.

June 2015 campaign (did not proceed)

- a. The companies invited to tender for the advertising campaign were BWM Dentsu and Circus Media.
- b. The company awarded the campaign was BWM Dentsu.
- c. The total cost incurred for the campaign was \$600,000 (detailed below).
- d. The cost of the campaign's development was \$400,000.
- e. Broadcasting (television, radio and internet) and publishing costs incurred for the campaign were \$200,000.
- f. Assessment reports of the efficacy of campaigns in either retaining or gaining new members did not occur as the campaign was cancelled and therefore effectiveness against objectives could not be measured.