

**HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS
 REVIEW OF THE FOUR MAJOR BANKS & OTHER FINANCIAL INSTITUTIONS
 SUPERANNUATION SECTOR
 RESPONSES TO QUESTIONS IN WRITING**

NULIS Nominees (Australia) Limited

NU11QW:

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.

Assessment reports of the efficacy of campaigns in either retaining or gaining new members.

Answer:

By way of context and background, MLC Wealth marketing expenses including advertising are shared by the NULIS Nominees (Australia) Limited (**NULIS**), in its corporate capacity, other MLC Wealth businesses and in some cases the NAB group more broadly. In this model, advertising expenses attributed to NULIS are funded from fee revenue and are not additional costs to members.

Advertising is a proven strategy for increasing client and member engagement in their financial and broader wellbeing, while stimulating competition and educating the community on choices in the market. During the past five years MLC Wealth implemented two major advertising campaigns:

1. "Save Retirement": March 2014 to September 2016
2. "Life Unchanging": May 2017 to September 2019

The objective of both campaigns was to drive client and member engagement in their retirement savings and all aspects of proactive wealth management, while positioning MLC as a prospective partner as they seek to save for and live well in retirement.

For the period, MLC Wealth's marketing expenses were allocated to NULIS as follows:

| MLC Wealth Marketing | FY15* | FY16 | FY17 | FY18 | FY19 |
|-----------------------------|--------------|---|-------------|-------------|-------------|
| Allocation to Trustee | Nil | Nil for first 3 quarters 25.73% for last quarter | Nil | 45.6 | 45.6 |

*The period reported on is NULIS' financial year 1 October to 30 September.

A: Companies invited to tender for all or parts of any advertising campaign.

For the period, MLC Wealth has worked consistently with advertising and marketing agencies that are a part of the NAB Group Suppliers list.

B: Companies awarded campaigns.

For the entire period, the NAB group suppliers used to develop and implement the Advertising campaigns are:

- Clemenger proximity (creative advertising agency)
- 6 Black Pens (digital creative production)
- Mindshare (media planning and buying agency)
- Ipsospect (social and Search Engine Marketing advertising)

C, D, E: Total cost of campaigns, including development, broadcast and publishing costs

| Description | FY15 | FY16 | FY17 | FY18 | FY19 |
|--------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Campaign development (d) | \$684,018 | \$844,690 | \$778,899 | \$1,247,799 | \$344,535 |
| Broadcasting (e) | \$4,191,157 | \$2,759,331 | \$3,209,762 | \$3,129,640 | \$5,002,736 |
| Total (c) | \$4,875,175 | \$3,604,021 | \$3,988,661 | \$4,377,439 | \$5,347,271 |

F. Assessment reports of the efficacy of campaigns in either retaining or gaining new members.

The main objective of the Brand advertising campaigns was to drive market considerations for the services offered by MLC Wealth. The tracking of new clients/members and retaining existing members were not reported.

For the period, MLC Wealth's marketing expenses were allocated to NULIS as follows:

| MLC Wealth Marketing | FY15* | FY16 | FY17 | FY18 | FY19 |
|-----------------------|-------|---|------|------|------|
| Allocation to Trustee | Nil | Nil for first 3 quarters ~50% for last quarter | Nil | 45.6 | 45.6 |

*The period reported on is NULIS' financial year 1 October to 30 September