

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

**OnePath – ANZ**

- OP11QW:** Details of costs for advertising campaigns for the past five years, including:
- The companies invited to tender for all or parts of any advertising campaign.
  - The companies awarded campaigns.
  - The total cost of each campaign.
  - The cost of the campaign’s development.
  - Broadcasting (television, radio and internet) and publishing costs.
  - Assessment reports of the efficacy of campaigns in either retaining or gaining new members.

**Answer:**

- ANZ has an approved vendor panel for advertising campaigns:
  - Creative strategy – TBWA
  - Marketing production – TBWA and IVE Group
  - Media strategy, planning & buying – PHD
  - Email build & execution – IVE Group
- Refer part (a.) above.
- Refer below table for ANZ Smart Choice super:

	<b>FY15</b>	<b>FY16</b>	<b>FY17</b>	<b>FY18</b>	<b>FY19</b>
Emails to ANZ Customer Base	144,152	147,053	178,889	171,414	106,977
Creative build (production of assets)		12,522	3,058		51,442
Digital promotion and Search Engine Marketing	367,732	224,880	443,897	351,861	336,205
ANZ Channels (e.g. branch, call centre, web, app)	194,180		856,377		
<b>Total (\$)</b>	<b>706,064</b>	<b>384,456</b>	<b>1,482,221</b>	<b>523,275</b>	<b>494,623</b>

- Refer table in part (c.) above.
- Only digital/internet promotion undertaken. Refer table in part (c.) above.
- There were no retention focused campaigns during this period. The acquisition of new members is tracked according to channel (e.g. branch, website etc.) rather than by individual advertising campaign. However, member acquisition statistics by channel have demonstrated an uplift following the execution of advertising campaigns.