

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

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

REST

- REST12QW:** 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. Rest have arrangements with a number of suppliers for creative development, planning, as well as broadcast, press, online and social media. Suppliers are selected based on an assessment of the engagement required, appropriate experience and cost. Those suppliers include:

- i. Carat Australia Media Services
- ii. Customedia
- iii. Arnold Furnace
- iv. Mr Wolf
- v. GHO Sydney Pty Ltd
- vi. Bauer Media Group

b. All the above listed suppliers have been awarded engagements over the last five years.

c, d, e.

Periods are financial year ending 2015, 2016, 2017, 2018, 2019

Historically, costs generally are attributed to broad "brand" campaigns across the financial year, as Rest looks to have a broad brand approach to advertising, and combine efforts across small campaigns to achieve benefits of scale from providers, with occasional specific broadcast activities or campaigns.

Financial year ending 2015

	Brand awareness campaigns
c. Total cost	\$2,381,611
d. Development (creative, planning) cost	\$146,773
e. Broadcast and publishing costs	\$2,234,838

Financial year ending 2016

	Brand awareness campaigns
c. Total cost	\$7,097,082
d. Development (creative, planning) cost	\$1,017,749
e. Broadcast and publishing costs	\$6,079,333

Financial year ending 2017

	Olympics TV broadcast	Brand awareness campaigns
c. Total cost	\$1,112,829	\$7,045,768
d. Development (creative, planning) cost	Existing creative	\$589,782
e. Broadcast and publishing costs	\$1,112,829	\$6,455,986

Financial year ending 2018

	Brand awareness campaigns, including rebranding
c. Total cost	\$7,152,181
d. Development (creative, planning) cost	\$1,571,627
e. Broadcast and publishing costs	\$5,580,554

Financial year ending 2019

	“Do Good” campaign	“Switch” Campaign
c. Total cost	\$3,376,276	\$1,582,677
d. Development (creative, planning) cost	\$505,176	\$16,676
e. Broadcast and publishing costs	\$2,871,100	\$1,566,001

f. Rest have made a confidentiality claim in relation to this question, and ask that the attachment that provides the information requested is kept confidential.

Rest engage a consultant to provide performance reports on advertising brand campaigns, which is presented to the Rest Board Member and Employer Services Committee. A consolidated report from 2015 to 2019 is attached as REST12.1QW.pdf, and includes detail on the assessment methodology applied to measure the efficacy of advertising.